

Overview

A champion for recovery, National Alliance on Mental Illness (NAMI) Nebraska is a statewide not-for-profit, membership organization that provides education and support through its affiliates to those whose lives are touched by mental illness. NAMI Nebraska collaborates with other organizations, governmental bodies, and advocates to improve services and quality of life for people with mental illnesses and their families.

Since 1986 NAMI Nebraska has helped to provide advocacy, education, support and public awareness in the State of Nebraska so that all individuals and families affected by mental illness can build better lives. Our vision is a world where all persons affected by mental illness experience resiliency, recovery and wellness.

Over the last 32 years the volunteers, members, donors and staff of NAMI Nebraska have touched the lives of countless Nebraskans through our support groups, education and presentation programs, and our outreach and advocacy. We are part of the nationwide NAMI grassroots movement that grew from a small group of families that met around a kitchen table in 1979, to an organization that now helps hundreds of thousands of people each year across the United States. NAMI Nebraska is now planning for our next 32 years.

The NAMI Nebraska Board of Directors has made the commitment to build and expand NAMI Nebraska into an organization that will help improve the quality of life for more people in more communities in Nebraska. We have developed a 5-year strategic plan that outlines our capacity building process and how we will be enhancing and expanding NAMI services throughout Nebraska. Our strategic plan will allow NAMI Nebraska to move forward with the largest expansion of NAMI services in the State of Nebraska since our organization was created in 1986.

Strategic Drivers and Goals

NAMI Nebraska works in partnership with the national NAMI office and each NAMI affiliate to fulfill our shared mission and vision. NAMI Nebraska has adopted the NAMI strategic drivers and goals as outlined in the national NAMI 2015-2019 Strategic Plan.

Our strategic drivers and goals are the foundation of our strategic plan. Over the next five years, NAMI Nebraska's strategic drivers will be: Build a Movement, Leverage Technology, Drive Advocacy, Focus on Youth, and Strengthen the Organization.

Build a Movement

NAMI Nebraska will broaden public awareness and inclusion in every part of the alliance.

Goals

- Increase our visibility and impact.
- Strengthen our voice as a unified organization of lived experiences.
- Maximize our outreach to and engagement with diverse communities.

Leverage Technology

NAMI Nebraska will expand use of technology to build capacity and connection.

Goals

- Leverage technology to expand leadership and organization capacity at the grass roots level.
- Maximize connections and support between individuals and communities through technology.

Drive Advocacy

NAMI Nebraska will lead advocacy efforts that drive increased access and quality.

Goals

- Identify and promote effective practices to address underserved populations, including people who are:
 - Difficult to engage; Homeless; Involved in the criminal justice system; Military and Veterans.
- Advocate to ensure health reform and Federal mental health parity lead to improved outcomes.

Focus on Youth

NAMI Nebraska will develop and implement strategies that engage youth, young adults and their families, expanding our reach across the lifespan.

Goals

- Promote early identification and intervention.
- Develop and integrate initiatives for youth and young adults throughout Nebraska.

Strengthen the Organization

NAMI Nebraska will grow and develop financing, infrastructure and capacity that support a vibrant and bold organization.

Goals

- Strengthen the state organization and affiliates, create a collaborative work process and build toward consistent standards of excellence.
- Grow financial resources.
- Build and expand strategic partnerships.
- Enhance staff and volunteer capacity and capabilities across Nebraska.

Objectives

The NAMI Nebraska strategic plan is a comprehensive capacity building process. We have developed multiple objectives and tactics that drive toward our strategic drivers and goals. As we begin to implement our strategic plan, our objectives and tactics may change due to new opportunities or unseen challenges, but we will always move toward our strategic drivers and goals. We have included the strategic drivers with each of the objectives and tactics that are listed in the strategic plan to show the direction we are moving.

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Organizational Assessment/Needs Assessment

Strategic Driver: Build a Movement

Leverage Technology

Drive Advocacy

Focus on Youth

Strengthen the Organization

Objectives/Tactics:

- Conduct an organizational assessment of NAMI Nebraska and the services that it provides.
- Conduct a statewide needs assessment to determine the need for NAMI services in each DHHS Behavioral Health Services Region.

NAMI State and Affiliate Organizations

Strategic Driver: Build a Movement

Drive Advocacy

Strengthen the Organization

Objectives/Tactics:

- Create a state and affiliate Leadership and Planning Council.
- Establish one affiliate group in each of the six DHHS Behavioral Health Regions.
- Create new affiliates in the three DHHS Behavioral Health Regions that currently do not have a NAMI affiliate.
- Enhance and expand the services provided by NAMI Nebraska and each NAMI affiliate.

Support Groups

Strategic Driver: Build a Movement

Strengthen the Organization

Objectives/Tactics:

- Establish/Expand support groups in each of the DHHS Behavioral Health Regions.
 - NAMI Connection
 - NAMI Family Support Group
- Increase the yearly statewide attendance of Connection support groups to 10,000.
- Increase the yearly statewide attendance of the Family Support Groups to 5,000.
- Create a support group training team.
- Increase the number of trained support group facilitators.
- Create a support group facilitator leadership and planning team.
- Develop a statewide system for tracking and documenting support group statistics.

Education

Strategic Driver: Build a Movement
Leverage Technology
Drive Advocacy
Focus on Youth
Strengthen the Organization

Objectives/Tactics:

- Establish/Expand NAMI education programs to each of the DHHS Behavioral Health Regions.
 - NAMI Basics
 - NAMI Family-To-Family
 - NAMI Homefront
 - NAMI Peer-To-Peer
 - NAMI Provider Education
 - NAMI Family & Friends
- Create an education program training team.
- Create an education program leadership and planning team.

Presentations

Strategic Driver: Build a Movement
Leverage Technology
Drive Advocacy
Focus on Youth
Strengthen the Organization

Objectives/Tactics:

- Establish/Expand NAMI presentations to each of the DHHS Behavioral Health Regions.
 - NAMI Ending the Silence
 - NAMI In Our Own Voice
 - NAMI Compartiendo Esperanza
 - NAMI Sharing Hope
- Create a presentation leadership and planning team.
- Create a presentation training team.
- Create a presentation speakers bureau.

Outreach & Advocacy

Strategic Driver: Build a Movement
Leverage Technology
Drive Advocacy
Focus on Youth
Strengthen the Organization

Objectives/Tactics:

- Establish/Expand an outreach and advocacy program throughout Nebraska.
- Develop a Nebraska NAMI Smarts For Advocacy training program.

Youth and Young Adult Initiatives

Strategic Driver: Build a Movement
Leverage Technology
Drive Advocacy
Focus on Youth
Strengthen the Organization

Objectives/Tactics:

- Create a State NAMI on Campus committee.
- Develop NAMI on Campus clubs in colleges throughout the State of Nebraska.
- Develop a statewide outreach initiative to bring the NAMI Ending the Silence program to middle schools and high schools throughout the State of Nebraska.

Military/Veteran Services

Strategic Driver: Build a Movement
Leverage Technology
Drive Advocacy
Strengthen the Organization

Objectives/Tactics:

- Enhance and expand services throughout Nebraska for active duty military and veterans and their families.
- Create partnerships with the Department on Veterans Affairs and military service organizations to identify and establish services in needed areas.

NAMI Membership

Strategic Driver: Build a Movement
Leverage Technology
Drive Advocacy
Focus on Youth
Strengthen the Organization

Objectives/Tactics:

- Increase the membership of NAMI Nebraska and each of the affiliates.
- Develop an annual membership recruitment campaign.
- Create a membership communication plan.

Peer Leadership Council

Strategic Driver: Build a Movement
Leverage Technology
Drive Advocacy
Focus on Youth
Strengthen the Organization

Objectives/Tactics:

- Enhance/Expand the role of the Nebraska Peer Leadership Council at the state and affiliate level.
- Create a yearly Peer Leadership Council report with recommendations on proposed priorities at the national, state, and affiliate level.

Partnerships

Strategic Driver: Build a Movement
Leverage Technology
Drive Advocacy
Focus on Youth
Strengthen the Organization

Objectives/Tactics:

- Enhance/expansion of partnerships throughout the State of Nebraska.

Volunteer Management

Strategic Driver: Build a Movement
Leverage Technology
Strengthen the Organization

Objectives/Tactics:

- Create a volunteer management, recruitment, and appreciation plan.
- Enhance and develop volunteer leadership.

Websites/Social Media

Strategic Driver: Build a Movement
Leverage Technology
Drive Advocacy
Focus on Youth
Strengthen the Organization

Objectives/Tactics:

- Create a NAMI Nebraska website and social media strategy.
- Determine how the state and affiliate websites and social media strategies can unify.

Marketing/Media

Strategic Driver: Build a Movement
Leverage Technology
Drive Advocacy
Focus on Youth
Strengthen the Organization

Objectives/Tactics:

- Create an ongoing state and affiliate marketing and media plan.

Special Projects

Strategic Driver: Build a Movement
Drive Advocacy
Strengthen the Organization

Objectives/Tactics:

- Crisis Intervention Teams: Expand/Enhance Crisis Intervention Teams throughout Nebraska.
- NAMI Faithnet: Create and develop a NAMI Nebraska Faithnet program.
- Exercise & Mental Health Initiative.
- Retirement Communities: Support Groups

Development/Fundraising

Strategic Driver: Build a Movement
Leverage Technology
Strengthen the Organization

Objectives/Tactics:

- Create a unified state and affiliate Development committee.
- Create a unified statewide Development plan that will establish ongoing financial stability and strategic growth for the state and each affiliate.
- Hold statewide NAMI Walks.

Evaluation and Measures

Strategic Driver: Build a Movement
Strengthen the Organization

Objectives/Tactics:

- Develop ongoing organization and program measurements that allow for effective evaluation of the impact of NAMI services in the State of Nebraska.

Staffing

Strategic Driver: Build a Movement
Strengthen the Organization

Objectives/Tactics:

- Executive Director (Hired - FY2018)
- Office Manager (Hired - FY2017)
- Support Group Coordinator (Proposed hire - FY2018)
- Director of Development/Marketing (Proposed hire - FY2019)
- Education & Presentation Coordinator (Proposed hire - FY2019)