



# Strategic Plan

FY 2014

*Our mission is to provide comprehensive behavioral health and co-occurring substance abuse services to individuals and families in order to facilitate recovery and healthy family lifestyles.*

- I. CREOKS will identify ways to attract Doctors through recruitment by 1/1/14.
- II. CREOKS will bid on a Crisis Stabilization Unit in Sapulpa to open by 3/1/14.
- III. CREOKS will expand funding sources by 6/1/14.
- IV. CREOKS will develop quarterly trainings for managers by 1/1/14.
- V. CREOKS will develop ways to increase recruitment and retention of clinical staff by 1/1/14.
- VI. CREOKS will formalize a monthly reporting package to incorporate revenue and expense analysis for each individual cost center by 1/1/14.
- VII. CREOKS will increase office space for existing offices (Sallisaw, Wagoner, Stilwell, Shawnee, Bartlesville, Tulsa) and open a new office in Stillwater by 6/1/14.
- VIII. CREOKS will fully implement EMR agency wide by 1/1/14.
- IX. CREOKS will successfully identify and create branding/imaging for internal services giving them an identity in the marketplace by 1/1/14.
- X. CREOKS will increase internal/external communication by developing an intranet, electronic newsletter and corporate communication pieces for both consumers, referral sources and potential recruits by 1/1/14.
- XI. CREOKS will increase fundraising by implementing a planned giving program, an employee giving program, a volunteer program and by expanding the annual golf tournament in exposure and revenue by 4/1/14.
- XII. CREOKS will continue to provide recovery oriented, culturally competent, trauma focused and co-occurring capable services throughout FY14.