

STRATEGIC PLAN 2026-2028



Two Locations:

1601 NE Success Drive, Jensen Beach, FL 34957
208 North Parrott Avenue, Okeechobee, FL 34972
www.hpsfl.org | 772-320-0770 | info@hpsfl.org

Goal 1

Establish Clear Organizational Identity and Messaging

- Create clear Vision, Mission, Core Values
- Create clear menu & timeline of services decreasing a duplication of care
- Increase staff understanding of organizational identity
- Increase education of staff and board avoid mission creep & negative impact
- Increase participant understanding of organization identity
- Build year 2 of Marketing & Communications plan
- Build out year 3 of Marketing & Communications plan
- Create advocacy strategy & agenda

Goal 2

Build Stronger Community Awareness

- Create marketing collateral targeting identified audiences
- Identify metrics to measure & monitor marketing efforts
- Enhance process & strategy of organization participation in external engagement
- Increase & enhance formalized collaborations for services & referrals
- Identify in-kind radio/TV/Print exposure
- Assess year 1 statistics & build plan for year 2
- Assess community awareness after year 2 & build plan for year 3

Goal 3

Diversify Funding Sources

- Reduce government dependency by 25% over 3 years
- Identify services eligible for private pay, determine generated revenue, & what to pursue
- Review, update, & roll out sliding scale fee structures & determine impact
- Cultivate strategic plan to increase philanthropic giving over 3 years
- Develop planned & legacy giving strategy

Vision:

To build inclusive communities where individuals of all ages and abilities are empowered to reach their fullest potential and live meaningful, connected lives.

Mission:

To empower individuals **of all ages and abilities** – and their families – **through comprehensive intervention and disability services** promoting growth and belonging.

Our Model

We employ a **comprehensive and coordinated approach** to each person's care ensuring the creation of a **targeted service plan** that is responsive to each individual's needs, walking alongside them to their success.

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Goal 4

Strengthen Presence in St. Lucie County

- Establish brick and mortar location
- Incorporate transitional programming for ages 18-22
- Develop & expand St. Lucie specific collaborations
- Create marketing strategy that targets St. Lucie County

Goal 5

Improve Staff Retention

- Implement a comprehensive staff compensation structure to meet or exceed market comparison
- Review and improve benefits package
- Cultivate a culture of belonging for all staff
- Increase professional development opportunities for staff

Goal 6

Create a Comprehensive Approach to Data Collection and Analysis

- Identify the data needed organization wide to always be aware of needs
- Create a method and recognize tools for data collection & reporting
- Create a continuous improvement model utilizing data insights

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