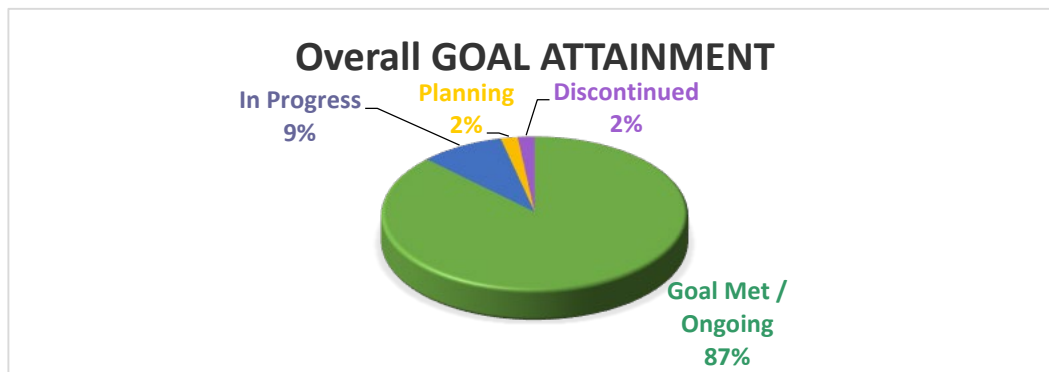


# Lake County Board of Developmental Disabilities

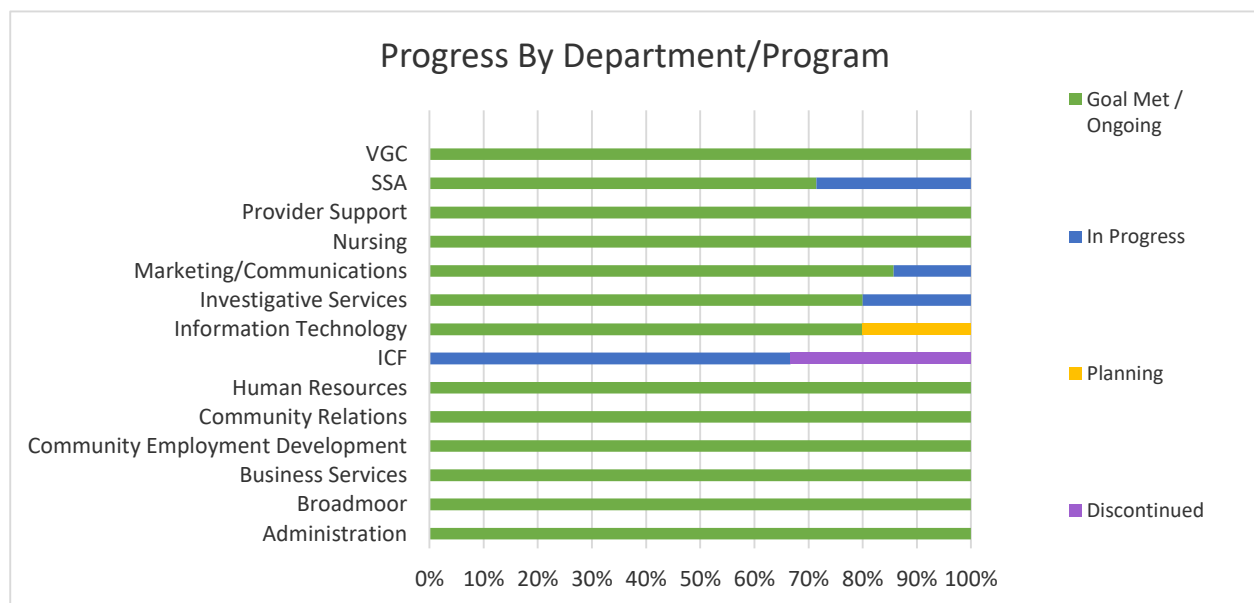
## 2023 Annual Goals Final Progress Report

The Lake County Board of Developmental Disabilities / Deepwood had a total of 55 Annual Goals for 2023 that support the six main priorities, guiding principles, and primary strategies in the 2023 – 2025 Strategic Plan. These goals are spread throughout 14 departments and program areas. Specific goal progress is outlined on the following pages.

As of the end of 2023, 98% of these goals have been worked on, and that work has resulted in 87% goal attainment, with the remaining 'In Progress' goals being worked on to ensure goal achievement in 2024.



Each department has made substantial progress on their goals. Some have met the majority or all of their goals already and have implemented new or updated processes on an ongoing basis; while others have goals in progress that have required significant planning, effort, and coordination to implement the new ideas. For the goals that are in progress or in the planning stage, those have clear and anticipated expectations to work towards goal achievement.





## 2023 Annual Goals

### **PRIORITY 1: SUPPORT NEEDS AND SERVICES**

**GUIDING PRINCIPLE:** The LCBDD will strive to enrich the lives of individuals served by providing access to needed services and supports in the most inclusive manner possible.

**PRIMARY STRATEGY 1:** Enhance quality service options and foster active engagement of individuals through community integration opportunities.

Broadmoor School and the Recreation Department will collaborate to offer monthly activities for families in Early Intervention and Preschool, providing opportunities for engagement and support.

*Goal Met - Monthly events are scheduled through December of 2023.*

The ICF Management Team will identify activities and events specific to outcomes identified in individuals' Ohio ISP through creating a dedicated space on the second floor of ARC to offer new opportunities for individuals to be actively engaged and will collaborate with individuals' Teams to foster activities that are integrated in the community.

*In Progress - Renovations have been ongoing. In November the design of the various rooms will be worked on and donations will be solicited for supplies, equipment, and furnishings.*

The Vocational Guidance Center will research and implement an Adult Day Services curriculum with a focus on community membership and ongoing learning activities to enhance the programming options available to individuals served and to promote meaningful community engagement.

*Goal Met - On February 16, 2023, Step Up to Social Connection Curriculum was purchased for Adult Services. There are 12 learning activities with specific lessons which are reviewed by video, discussions take place about the lessons and how to use these lessons in the community. At this time, 33 lessons have been taught and viewed.*

**PRIMARY STRATEGY 2:** Explore options to bridge the service gaps for school age children and multi- system youth.

To address a service gap for Preschool students, Nursing Management with Broadmoor School became a vision screening certified provider and will supply preschool aged students with a much-needed service each year.

*Goal Met - All current Preschool instructors are trained to complete vision screenings. Nursing department coordinated with Broadmoor School to administer eye exams for the preschool age children ensuring compliance with the vision screening requirements of the Department of Health.*

### 2023 Annual Goals

The Transitions and MIDD SSAs will explore and develop local and regional collaborations with other County Boards, Agencies and stakeholders to further support the needs identified for children eligible to receive services in Lake County.

***Goal Met and Continuing Efforts**- SSA team is participating in the following collaboratives: Opportunities for Ohioans with Disabilities (OOD) /Kent State University, MAP/ Ohio Center for Autism and Low Incidence (OCALI), Lake County Transition Network, Signature Health Collaborative, OhioRISE Collaborative, Lake County Community Needs Assessment Focus Group at Lifeline, monthly SST4 Regional Transition Council (facilitated by Crystal Bryski, State Support Team 4 (SST4), quarterly Child & Transition Services (facilitated by Whitney Langston, Auglaize DD), and annual Northeast Regional Transition Network (facilitated by Britta Hough, DODD).*

**PRIMARY STRATEGY 3:** Increase available options for vocational training, vocational habilitation and community employment.

Intervention Specialists with students of transition age (aged 14 and older) will maximize in-school and community-based prevocational opportunities in order to strengthen the level of student engagement as well as transferable and soft skill development.

***Goal Met** - The on-site Vocational Lab space continues to be evolved and has already developed a space for sorting, shredding, assembly, etc. for transferable skills. New updated tables and chairs are in the space to ensure accessibility for all students. Volunteer sites continue to partner with us including Unique Like Me Boutique, Lake Erie College and St. Noel's. A new relationship has been established with the Ox Shoppe in Thompson. Volunteer sites have started for the 2023-2024 school year.*

Recognizing that the County Board strives to be the leader in expanding available options for vocational training, vocational habilitation and community employment, SSA Employment Navigation and Provider Support will collaborate with the Community Employment Development Director to extend outreach to day programs with strategies to build capacity for these services in Lake County.

***Goal Met and Continuing Efforts** – Team held a virtual meeting with Providers on 7/13/23 and an in-person meeting with one private provider to discuss adding Group Employment options for the individuals they serve. Held virtual meetings with providers and SSA Compliance Manager. Provider who added Group Employment shared the status of the 8-16 individuals with those in attendance. Providers are continuing to show interest. SSA team is also participating in collaboratives including Works for Me Initiative, Employment Services Option Expansion, Lake County Employment Network, Business Advisory and Pathways to Careers. Provider Support continues to collaborate with CE Development Director to facilitate outreach to local day program providers and has participated in an Employment First Summit in an effort to continue to learn ways to assist providers in expanding their service package in the realm of employment support. Provider Support Supervisor is participating in the Policy to Practice forum to collaborate with other stakeholders to maximize and expand inclusion and supports to individuals served.*



## 2023 Annual Goals

### **PRIORITY 2: AGENCY OPERATIONS/PERSONNEL/ FINANCE/ BUSINESS TECHNOLOGY**

**GUIDING PRINCIPLE:** The LCBDD will preserve the continuum of mandated and non- mandated services by maintaining financial stability and promoting the growth of a proficient workforce to enhance service delivery.

#### **PRIMARY STRATEGY 1:** Strengthen Organizational Effectiveness & Efficiency.

Business Services will monitor the long-term financial sustainability of the Agency including preparation of required multi-year forecasts for the Ohio Department of Developmental Disabilities (DODD).

*Goal Met / Ongoing– Financial status is reviewed monthly with long term projections revised each January.*

Business Services, along with SSA Management will oversee the growth of Waiver match and the corresponding financial impacts resulting from the assessed waiver service needs of individuals enrolled, in addition to known or unknown changes in rates and/or service structures.

*Goal Met / Ongoing – Business Services and SSA continually monitor changes in service needs and waiver rates and rules. Formal meetings are held 2 to 3 times per year.*

Business Services will revise the Agency's procurement and accounts payable procedures to comply with new requirements of the Lake County Auditor's office.

*Goal Met - Procurement and Accounts Payable are in compliance with the Auditor's new requirements as of January 2023.*

In collaboration with the Agency Programs and Services Unit Director, Business Services and IT will replace the out-of-support Caretracker kiosks with iPads to accurately document service provision of individuals served in the adult day program areas.

*Goal Met – This was implemented in late 2022 and Caretracker kiosks were replaced with iPads in May 2023.*

IT will coordinate the migration from GateKeeper software to Brittco software and will coordinate the full implementation of the Brittco software for Service and Support Administration, Early Intervention, Adult Services, and the ICF Programs to improve the functionality and efficiency of planning activities required in each of these service areas.

*Goal Met - The conversion and go live day occurred on November 1<sup>st</sup> and work on the goal was completed by 12/1/23.*

To remain relevant and ensure the most efficient technology is in place for the Program areas to provide services, IT will replace end of life workstations, servers, and printers per industry life cycle standards.

*Goal Met / Ongoing- IT has replaced 30 end of life work stations. We have also installed new servers and printers.*



## 2023 Annual Goals

With a focus on Computer Security, IT will enhance network security using continued network vulnerability identification and remediation as well as coordinating with Staff Development for ongoing staff education and testing.

*Goal Met / Ongoing - We have had vulnerability scans and have implemented many of the suggestions. We have implemented security awareness training which will remain ongoing.*

To address applicable safety and security standards, IT will develop a plan for disaster recovery and business continuity for implementation in late 2023 or early 2024.

*Planning – With the onboarding of the new Assistant IT Director, a plan is starting to be developed and the goal is now targeted for early 2024.*

Each Division Director will review succession planning for key administrative staff with the Superintendent on an annual basis and implement a mentoring plan to develop and support future leaders within the Agency.

*Ongoing - Division Directors are continually assessing the needs for succession planning within their departments for all management positions. This goal is perpetually ongoing.*

**PRIMARY STRATEGY 2:** Increase/Improve workforce recruiting and retention strategies while enhancing the employee experience.

The Crisis Prevention Institute (CPI) Instructor at Broadmoor School will facilitate monthly debriefing meetings to discuss preventative strategies and intervention methods to promote consistency and effectiveness when the Crisis Team is called into intervention situations.

*Goal Met - Monthly CPI debriefing meetings took place last school year and will continue next school year with all CPI members.*

To increase and improve workforce recruiting and retention strategies, the ICF Program, in conjunction with the Marketing Department, will create a video featuring Deepwood Direct Support Professionals (DSPs) sharing their career experience that can be used in recruitment efforts with the Human Resources Department.

*In Progress – Seven DSPs were selected and have agreed to participate. Questions have been drafted to align with the storyboard. Filming will begin in January and the filming style will allow for content to be utilized in multiple videos. Videos will be shared via social media to attract / recognize DSP talent, via HR for applicants interested in the role, at job fairs, and as a link on our career DSP job listing.*

### 2023 Annual Goals

To increase and improve recruitment of high quality employees, Human Resources will renew collaborations with Lakeland Community College and Lake Erie College to promote career opportunities for students in human services fields of study and will search out and attend job fairs and recruiting events, while increasing job posts and career opportunities across the Agency's social media channels, and seeking out other available recruiting resources.

*Goal Met / Ongoing- Agency accounts were established on LinkedIn and Glass Door. We began sponsoring ads on Indeed and reposting jobs regularly to get more visibility and response. We also established/re-established relationships with Lakeland Community College, Lake Erie College, and Cuyahoga Community College.*

Human Resources will reinforce internal training sessions on the Deepwood Way and will pursue additional interactive sessions that will positively engage employees and enhance the employment experience.

*Goal Met / Ongoing - Online Diversity and Inclusion Training Program has been introduced as well as new internal trainings for newly hired/promoted Managers introduced to ease the transition into being a Supervisor. Two Lunch with Leadership sessions have been held, with positive feedback.*



## 2023 Annual Goals

### **PRIORITY 3: ASSISTIVE TECHNOLOGY**

**GUIDING PRINCIPLE:** The LCBDD will enhance the quality of life for individuals in the community through Assistive Technology.

**PRIMARY STRATEGY 1:** Develop LCBDD expertise in Assistive Technology and “Smart” Technology.

The SSA Department will develop and implement a structure and process that includes Technology Navigation and Technology Integration Specialist roles credentialed through DODD to assess and identify technology solutions for individuals served.

*In Progress - SSA team adopted departmental procedure, Addressing Assistive Technology. Assistant SSA Director continues to investigate DODD programs to secure additional technology credentials.*

**PRIMARY STRATEGY 2:** Promote Assistive Technology through access and education for individuals served, families and providers.

The Vocational Guidance Center will collaborate with individual teams to explore and identify assistive technology to support each individual’s ability to increase their independence and will secure corresponding training and education for individuals, families, and staff to maximize the benefits.

*Goal Met - As annuals/quarterly meetings come up, the team is discussing technology as a way for individuals to gain more independence. There have been 12 individual services / outcomes relating to technology implementation as well as the program LessonPix was purchased, which is an icon program for individuals to promote independence.*

The SSA Department will collaborate with individuals, families, providers and community partners to expand awareness, and increase comfort level and skill competency in the use of technology solutions.

*In Progress – A Technology Lab space has been secured on campus, demolition has begun and purchase of individual items has been initiated. The team has visited surrounding counties with similar tech projects to determine best practices moving forward.*



## 2023 Annual Goals

### **PRIORITY 4: PROVIDER SUPPORT/RECRUITMENT/RETENTION**

**GUIDING PRINCIPLE:** The LCBDD will support the provider community to ensure the availability of a wide variety of high- quality services to meet the needs of individuals served.

**PRIMARY STRATEGY 1:** Recruit and retain providers by offering support to improve provider quality and opportunities for collaboration.

Provider Support will collaborate with Agency Providers who have current or anticipated vacancies to explore capacity to provide additional respite options for individuals served.

*Goal Met - As vacancies and capacities are fluid and ever-changing, Provider Support Coordinators continue to reach out and collaborate with willing providers to serve individuals in need of respite. An Agency Provider offered respite to an individual in April 2023 who was in immediate need due to unforeseen circumstances. This individual chose to move into the home permanently after becoming friends with the residents already living there. As a result of collaborative efforts, a new adult day program opened in June 2023, that offers extended hours that include evenings and weekends, to give primary caregivers the opportunity for a break.*

The Marketing Department will strengthen relationships with Providers by creating a toolkit to offer guidance on effective social media strategies and increase collaborative marketing efforts that highlight the County Board-Provider relationship/partnership.

*Goal Met – The toolkit has been completed and a rollout plan has been developed which will be reviewed with LCBDD leadership in November for final approval. This is a unique project that other counties have not focused on, and has been created through a variety of feedback from various personnel and Region 6 Ohio Association of County Board (OACB) communications/Marketing group. After approval, the toolkit will be shared with local providers as well as OACB.*

Provider Support will collaborate with Providers to identify strategies and funding resources to improve access to their services through use of Technology, improve physical accessibility to services, and transportation options to expand access to the community.

*Goal Met - Provider Support Department continues to collaborate with stakeholders to facilitate the Provider Grant Program and disperse available funds to local providers. Ongoing collaboration with Technology Integration Specialist focuses on identifying technology solutions to aid individuals served, as well as exploration of available funding through Medicaid, Medicare, and other financial resources. Technology home/ module is being developed to showcase various technology supports. Provider Support Supervisor attended a Technology Summit at Ohio State to explore technology solutions available to individuals served in order to promote and aid in independence.*



### 2023 Annual Goals

The Administrative Team will annually assess the ongoing concerns of Agency Providers in continuing service provision for the purpose of seeking out available resources to support and strengthen the capacity of service delivery in Lake County.

*Goal Met / Ongoing – The Admin team continues to support the ongoing staffing and operational needs of Agency Providers through the Provider Grant Program that assists with non-Medicaid reimbursable costs. This grant based program has enabled Providers in continuing to provide services in Lake County.*

#### **PRIMARY STRATEGY 2: Expand training options for providers.**

In collaboration with Marketing, Provider Support Services will launch the virtual content library on the LCBDD Provider website that will include training and information resources to improve Provider access to training materials.

*Goal Met – The Provider Support website contains a multitude of training resources, commonly used forms, and hyperlinks to relevant information pertaining to service provision.*

Provider Support will enhance processes to support the needs of independent providers and applicants; including but not limited to increasing available options for education, training, and in-person meetings.

*Goal Met - Provider support has created a technology station to be used to assist providers with their needs in real time. They are able to meet with Provider Support Coordinators, and use the allocated computer to complete applications, recertification, upload documents, and complete necessary trainings. Provider Support Coordinators will be able to assist and educate provider partners with navigating the Ohio Individual Service Plan (OISP) through Salesforce. Provider Support Coordinators are available to provide assistance with provider recertification process to include facilitation of mock reviews to provide feedback and assistance in identified areas.*

Provider Support will collaborate with Provider partners to identify additional areas of training specific to needs of individuals served and arrange training opportunities to assist Providers to be in compliance with the Certification standards.

*Goal Met – LCBDD hosted 16 local Provider Agencies that participated in the AEGIS train the trainer program to support Providers in offering crisis intervention training. A session was held regarding Diabetes Management and Nutrition. CPR/First Aid and Medication Administration Certification classes continue to be offered on a regular basis. Targeted outreach was done to obtain feedback as to the needs of both Agency and Independent Providers. Provider Support is available to assist Providers who are scheduled for compliance reviews to assist in meeting compliance and certification standards.*

The Investigative Services Unit will offer in-person Major Unusual Incident (MUI) Training sessions to Agency Providers to improve their understanding of Rule requirements and the process for reporting.

*Goal Met / Ongoing - In-person MUI Training for providers was held on 2/17/23, 2/23/23 for an ICFDD provider, 3/1/23, 3/24/23, and 5/2/23, 9/27/23 and 10/13/23. Handouts including the MUI Handbook were given. County Board staff training is scheduled for 10/27/2023.*

## 2023 Annual Goals

### **PRIORITY 5: COMMUNITY PARTNERSHIPS/OUTREACH**

**GUIDING PRINCIPLE:** The LCBDD will expand community partnerships and explore resources to promote and support the inclusion of all individuals with developmental disabilities in the community.

**PRIMARY STRATEGY 1:** Build and nurture strong local and state partnerships to improve access to services.

The Community Relations Manager will further develop and nurture relationships with existing and new community partners to ensure integrated opportunities are available for events that allow individuals to fully engage in the community.

*Ongoing - Community Relations Manager (CRM) has continued integrated opportunities for full engagement in the community through cultivating relationships with Woman's Safe, Lake Metroparks, Holden Arboretum, Untied Way, Perry High School, Mentor City, Painesville Baptist Church, Washington Prime/Great Lakes Mall, and Laketran, as well as Kirtland Kiwanis, The Improvaneer Method, and Lake County Council on Aging. CRM is expanding relationships with Lake County Metroparks to integrate their youth adaptive programming with LCBDD community programming, as well as securing Painesville Township Park for the 2024 year to host quarterly Footloose Friday Events.*

Nursing Management, in collaboration with the Lake County Department of Health (LCHD), will finalize and roll out a “Health Matters” program with a focus on the wide array of health care needs of individuals with developmental disabilities.

*Goal Met - Goal has been altered. After speaking with the LCHD they were willing to provide education in conjunction with LCBDD. However the Nursing department has decided to work with the LCBDD programs using the Step up to Social Connections curriculum, and provide needed training, as well as establishing a walking program utilizing the EZ scan program. At this time, LCBDD programs are using the EZ scan program to track laps done by participants, encouraging healthy movement throughout the day. No further requests have been received for nursing to provide education on any of the curriculum at this time.*

To promote the safety of individuals living in Intermediate Care Facility for Individuals with Intellectual Disabilities (ICF/IID) settings, Investigative Services, in collaboration with ICF Administrators, will provide essential medical and behavioral information to 911 dispatch centers for individuals who have documented consent and choose to participate.

*In Progress – ICFs have been contacted and one ICF provider with multiple settings has expressed interest in participating in this program for their smaller ICFs. Their program directors are starting the conversation with the individual's guardians.*

### 2023 Annual Goals

The Administrative Team will provide technical support and participation funding for non-profit community-based recreation/leisure programs who seek to expand the provision of inclusive and adaptive opportunities to individuals with developmental disabilities.

*Ongoing - There have been no requests for support at this time. New programs have been able to be funded by other funding streams.*

#### **PRIMARY STRATEGY 2:** Increase public outreach to improve awareness, support & engagement.

To increase awareness of the specialized service needs of students with developmental disabilities, Broadmoor will host an annual Community Day event that will include Lake County officials, and local police and fire departments to build and nurture positive relationships with community partners.

*Goal Met – On October 31, our community event will be our Harvest Walk on Halloween. Students will be able to feel comfortable with local community officials (Mentor Police, Mentor Fire, and Lake Metroparks) who will also be joined by LCBDD/Deepwood Administration, SSA, and transportation departments. Parents are invited to join their students as they trick or treat around the building and interact with our many community helpers.*

Broadmoor will provide an inclusive training series to community daycares in order to expand support to children with developmental disabilities in integrated settings.

*Goal Met / Ongoing – Broadmoor Inclusive Daycare Trainer completed a training series in June and community awareness and outreach started in July. The Inclusive Daycare Trainer is working on expanding the training locations in Lake County. Perry preschool is working on scheduling a training, and Geauga County day cares have been reaching out with interest in the program.*

Broadmoor will collaborate with OSU Extension to offer the Peaceful Parenting Workshop series to families with children birth to five years old to promote positive strategies for everyday parenting dilemmas and difficulties.

*Goal Met - First training series was completed in April. Another session was offered in the fall.*

Community Relations Manager will collaborate with Providers to arrange ongoing advocacy training and opportunities for community volunteer activities for individuals served.

*Goal Met/Ongoing – Community Relations Manager has collaborated with providers to arrange ongoing advocacy training and opportunities for community volunteer activities with American Legion, Lake Metroparks, Holden Arboretum, Hope Delivered, United Way, Harvest for Hunger, Woman's Safe, Lake Tran, Lake Health District, Lake County Public Libraries, and We Thrive, as well as The Sub-Zero Mission, Center for Pastoral Leadership, and Help Color Me a Rainbow.*

### 2023 Annual Goals

Community Relations Manager will conduct outreach to community organizations to promote accessibility and inclusive practices for individuals with developmental disabilities through education and assistance with identifying resources.

*Goal Met / Ongoing – Community Relations Manager has conducted outreach to promote accessibility and inclusive practices with many agencies such as Woman's Safe, Lake Metroparks, Painesville Township Park, Holden Arboretum, Untied Way/Hope Chest, Perry High School, Mentor City, Painesville Baptist Church, Washington Prime/Great Lakes Mall, Laketran, Mentor Middle School, Lake Catholic, Lake Erie College, St. Gabriel's, St. Mary's School/Mentor, as well as provide adaptive equipment for community programs to educate about the needs of individuals with developmental disabilities.*

In collaboration with the Marketing Department, Community Relations will expand opportunities for individuals served to partner with a Speakers Bureau staff when doing community presentations.

*Goal Met / Ongoing - Individuals have had opportunities to speak with Lake Erie College students, as well as at Laketran, at monthly community Advocacy Meetings, the Mentor Amphitheater as part of the Master of Ceremonies team with Deepwood Idol, and Aktion Club to empower individuals to help their communities in which they reside.*

Investigative Services, SSA, and Community Relations will present information on services provided through the Lake County Board of DD/Deepwood at Crisis Intervention Training (CIT), attended by law enforcement officers, first responders, and personnel.

*Goal Met / Ongoing – Crisis intervention training (CIT) was provided to law enforcement and other first responders on 4/26/23 at Crossroads Behavioral Health. The next CIT is 11/1/23. SSA Director continues to participate in the monthly Police Chiefs' meetings to provide education on county board services. SSA team completed collaborative trainings with Crossroads Health, Signature Health, Ohio RISE, and Empowering Integrated Care Solutions to explain our LCBDD services. SSA team is also participating in a collaboration with Community Alliance of Law Enforcement and Mental Health Services (CALMHS) and facilitated a Mental Health Family Forum which included participation from Crossroads Health, Signature Health, Ohio RISE, Ravenwood, ADAMHS (Alcohol, Drug Addiction, and Mental Health Services) Board, National Alliance on Mental Illness (NAMI), Family Pride, and NEO Counseling Services.*

Investigative Services staff will conduct outreach with local fire departments to increase awareness of needs within the developmental disabilities population and establish applicable modes of communication and information sharing for required follow up and investigation of incidents involving Emergency Medical Services.

*Goal Met (ongoing) - Three Investigative Agents met with Lake County Fire Chiefs on 3/23/23 to inform them of the Investigative Services Department's role and provide contact information. Copies of the MUI Handbook were also provided.*

### 2023 Annual Goals

The Marketing Department will identify and strengthen community partnerships through collaborations to increase awareness and engagement strategies, such as connection via social media, Speaker's Bureau, shared media stories, etc.

***Goal Met** - Social media engagement has hit record levels due to content cross-promotion and highlighting community activities and efforts. A new plan of approach for Speakers' Bureau has been developed and is ready to implement in 2024. Communications and Marketing Director will work in stride with Community Relations Manager to ensure outreach is strengthened moving forward.*

To increase an understanding of the support and resources available in Lake County, the SSA Department will expand community partnerships with local agencies and stakeholders to educate and facilitate professional development within the employment, mental health, and transition age youth services.

***Goal Met / Ongoing** - SSA Director is participating in the monthly In-Home Behavioral Therapy collaboration meeting to integrate services and create a more therapeutic model to serve Lake County. SSA team is providing education of services in the following collaboratives: Lake County Community Needs Assessment Focus Group at Lifeline, OOD/Kent State University, MAP/OCALI, Lake County Transition Network, Signature Health Collaborative, OhioRISE Collaborative, SST4 Regional Transition Council, Child & Transition Services, Northeast Regional Transition Network, Works for Me Initiative, Employment Services Option Expansion, Lake County Employment Network, Business Advisory, Pathways to Careers.*

The Administrative Team will encourage the Management Team to seek out new community organization memberships to promote the mission of the Lake County Board of DD/Deepwood and further engage in collaborative relationships in the community.

***Goal Met / Ongoing** – The Admin Team has developed a new partnership with the Improvaneer Method and they performed in early October. Following the performance, workshops and opportunities for this program will be offered to continue in Lake County. The Admin Team has also engaged in a collaborative relationship with the Lake County Council on Aging and has provided a physical location for the Meals on Wheels program to operate within.*





## 2023 Annual Goals

### **PRIORITY 6: COMMUNICATION**

**GUIDING PRINCIPLE:** The LCBDD will continue to promote transparent and timely communication across all its programs, services and supports, the Provider community and stakeholders.

**PRIMARY STRATEGY 1:** Enhance access to and expand methods of sharing information to all stakeholders.

Broadmoor School will use a school-wide messaging system to contact families for school reminders or emergencies.

*Goal Met - We are now using TigerConnect as a Health Insurance Portability and Accountability Act (HIPAA) compliant texting app to use with families.*

The ICF Management Team will initiate the creation of a local ICF/IID Round Table as a resource for information sharing and networking with area ICF/IID Providers to support the transition to new requirements as a result of Rule changes, along with the rollout of the new Ohio ISP, and to be a venue in which feedback can be provided to the Ohio Department of Developmental Disabilities.

*Discontinued – At this time the goal has been discontinued as there is no interest from the local ICF Providers.*

The Community Relations Manager will expand opportunities to families and caregivers for networking and information sharing to further strengthen the overall support structure of individuals served.

*Goal Met / Ongoing – Community Relations Manager (CRM) has worked with a number of private Agency Providers including ICFs throughout the year including to ensure and increase the inclusion of county board eligible individuals in community programming. CRM has promoted community activity such as Footloose Friday Events quarterly, art events, Deepwood Idol, monthly Aktion Club meetings, and monthly Advocacy Meetings to individuals, families, and providers as social opportunities to cultivate interpersonal skills and self-advocacy, and to share information. CRM has used these outlets to introduce families to each other to network and provide support, while also sharing upcoming events/information.*

The Human Resources Department will increase employment related information as part of the monthly video messaging that is on display throughout the Agency, will promptly respond to suggestions or concerns received through the Employee Suggestion Boxes, and will reinforce the “Open Door” policy to encourage employee communication and feedback.

*Goal Met / Ongoing - HR has continued to increase their usage of the monthly video messages to reach "all employees". The Agency has responded/implemented feasible suggestions that have been made via the suggestion box and all HR employees have continued their “open door” policy.*

## 2023 Annual Goals

With an overall goal to expand information content to stakeholders including individuals, families/caregivers, and the Provider Community, SSA, Provider Support, and Investigative Services will distribute a quarterly newsletter, and include more in-depth news items applicable to Waivers, MUIs, and other information relevant to the provision of services in Lake County.

*Goal Met / Ongoing) - Three issues of the newsletter The Quarterly Connection have been distributed in April, June, and September to Agency and Provider staff, as well as linked to the LCBDD/Deepwood website via our internal communications and marketing department.*

The Marketing Department will explore new approaches to reach demographics that are not part of the current core audience for engagement, such as millennials and Generation Z.

*Goal Met – Upon analyzing marketing trends and demographic behaviors to reach Generation Z and Millennials (who migrate towards eye-catching content and short videos), Marketing will implement reels and short videos in their strategy for 2024. In addition, these two demographics place a great emphasis on values/impact/community, so we will hit digital news sources harder to get earned media placements. Testing of reels and short videos has already begun by developing content for National Disability Employment Awareness Month, and Marketing will continue to collaborate with all departments and program areas to ensure content is being generated for all community touchpoints.*

The Marketing Department, in conjunction with Human Resources, will assess needs/preferences of employees for information content and communication modes in which to receive information beyond email and social media, such as a mobile application.

*Goal Met – After assessing Agency needs for reaching employees without frequent access to internal communication emails, TV videos, and bulletin boards; the Remind App has emerged as the most reasonable way to meet the scope of the Agency communication needs. A plan of approach to rollout use of the app for agency-wide communication has been drafted and will be presented to leadership for approval in November.*

The Marketing Department will assess needs/benefits of information content and design for developing and launching an employee portal (intranet).

*Goal Met – The assessment of needs/benefits has been completed and the structure and navigation site map for the employee portal (intranet) is ready to begin building with Proximity. The build will begin in 2024. Once all framework is in place, it will be reviewed by County Board Leadership for final approval before launch.*

The Marketing Department will assess the current website structure and identify changes to reflect adjustments to program offerings and needs of stakeholders.

*Goal Met / Ongoing – Changes are made to the website as needed, which has included substantial updates to the Provider and SSA content as well as updates to top level navigation. A web part to showcase Employment Spotlights has been added to the Employment Navigation webpage.*