



Strategic Plan **2013-2016**

Executive Summary

Blue Sky, Inc. is a small corporation serving children and adults with disabilities as well as children and adults with mental health impairment in the communities where they live. The founder of the company has more than 30 years of experience providing services to people with disabilities.

Blue Sky, Inc. applied for, and was granted, a Rule 245D license by the Department of Human Services effective 12-31-03 and again 1-1-14 and started serving customers the following June. The company plans to provide an array of services including but not limited to Individual Living Skills, SLS 30, Supported Employment, Residential Services, Respite Care, Family Counseling and Training, In-Home Family Support, Customized Employment Services, Residential Services, Case Management Services and Relocation Coordination Services.

This Strategic Plan is intended to outline and direct the activities of the company over the next three years. We will continually review the plan and make adjustments, as necessary, based on the marketplace and input from stakeholders.

Our goal at Blue Sky, Inc. is to provide quality person centered services and customized services. To achieve this, we will focus on providing supports that meet the desires of the participants and based on those desires, we will with their participants in IDT meetings, develop a customized plan. Staff must be trained and skilled and this can be accomplished through training opportunities for our staff, in innovative approaches to meeting participants' needs, continually improve and streamline our operations, and maintain a strong financial position to ensure our long-term success.

Vision

Within five years Blue Sky Inc. will be a leader in the provision of community based support services for persons who are differently abled by providing person centered and customized services.

Mission

BSI enhances the quality of life for children and adults with disabilities by providing community-based support services founded on integrity, dignity, and respect.

Core Operating Values

Great Customer Service

Our focus on customer service extends to both our primary customers (the individuals we serve), and to our secondary customers (businesses, employees, and government agencies).

Integrity

To us, this means providing quality services to the best of our ability, providing staff with the resources and skills necessary to do their job, and providing a fair and cost-effective service to the businesses and government agencies we work with.

Social Responsibility

Our role in the community is to serve as a conduit for forming relationships between people with disabilities and the community in which they live. This includes not only helping to form employment relationships, but to find other opportunities for people such as volunteering and community participation. Blue Sky, Inc. is a member of the local Chamber of Commerce, Rotary and the CEO is on the Board of Directors of ARC and DMRA.

Creativity

A part of providing quality services is continually seeking new and innovative opportunities for the people we serve. As the needs and desires of the people we serve change over time, we need to be prepared to think in new ways to continue to offer them the services they want to purchase.

Financial Sustainability

A strong and sustainable financial position is integral to providing quality service. Through making prudent growth decisions, and maintaining an efficient administration, we intend to remain a financially viable company that is able to address unforeseen challenges in the future.

SWOT:

<p style="text-align: center;">Strengths</p> <p>Financially stable Person centered Great staff Strong culture Good mission statement Positive scores on surveys for service</p>	<p style="text-align: center;">Weaknesses</p> <p>Lack of administration CARF accreditation No reserves Can't respond to new opportunities as quickly as a competitor</p>
<p style="text-align: center;">Opportunities</p> <p>Geographical expansion Veterans' use of CDCS through VA hospitals. Improve efficiencies and reduce costs through technology New PBA funding plan New IPS program for Mental population</p>	<p style="text-align: center;">Threats</p> <p>State budget cuts County system redesign, lack of referrals as they work toward this new system Loss of key staff Increase in workers comp premiums. Market demand New competitors Economic uncertainty</p>

Underlying Service Assumptions

We do not find people for jobs, we find jobs for people.

We do not find people for homes, we find homes for people.

Everyone can attain a meaningful and satisfying job.

Everyone can become a contributing member to their community.

Choice and control lie with the participant. We are there to facilitate their choices, and to help them achieve their goals.

Customers

Primary Customers

Our primary customers are the participants we provide services to.

Secondary Customers

Our secondary customers are the government agencies we contract with, the businesses we have relationships with, the community we serve, and the staff we employ.

Environmental Scan

Blue Sky, Inc. has positioned itself to be a unique choice for people in our area. In all of our services, we aim to put the person first, and build supports (customized) around what they desire. A focus on the participant has led to steady and rapid growth over the past few years, and will be the key to our success in the future. We are operating in an environment where the licensing (new 245D license implemented 1-2014) and regulations around supportive services are changing, and the funding for the services we are providing is under close scrutiny by both state and federal government. Static rates, continue to hamper operations with little relief in sight. Finding more creative, community based, and sustainable supports for participants will be integral to our continued success.

BSI is a member of ARRM, a provider trade association whom provides information updates on the legislative process and the following information is based on “alerts” from them. BSI continues to meet with a regional group of CES/SES providers. This group was formed to keep providers updated on VRS matters as well as to promote bottom up feedback loop. Both these groups are a good means of gathering up-to-date information on activities of the state.

Current political changes pose both difficulties and opportunities for BSI. On the state level, the Department of Human Services implemented many changes that began January 1st 2014. These changes affect how business is done for those served by waiver services. These changes include: how services are paid (Disability Waiver Rate Setting Plan); new 245D license requirements; and new a new assessment tool (MN Choices). All these changes have a huge impact on business. Because of the new rate setting system,

providers will see a reduction in rates for the following five years (rate parity). Perhaps the most important change is the sixty-day post intake meeting at which time the person served can be terminated from service, if they are not involved in the plan. The County Redesign efforts seem to have subsided with little to no information presented.

Based on information from Tom Anderson of the Department of Rehabilitation Services, VRS closed two categories of four which has been in place for nearly three years which limit the person served and directly impacts referrals. Apparently there is little chance this policy change will be changed soon.

Strategic Direction

Based on Blue Sky Inc.'s mission, opportunities, threats, core values, and environmental scan, the company will work towards developing the most creative supports based on person centered planning. BSI will continually engage its primary customers in determining gaps in services while also strengthening its support services to meet ongoing needs of its secondary customer. BSI will also increase its visibility in the community through the use of marketing strategies and community involvement. To sustain quality services, the company will work toward developing a strong financial balance sheet that will enhance staff training and customer service.

Goal Areas

Financial

Blue Sky, Inc. will maintain a healthy balance sheet to ensure long-term financial solvency. We will review financial statements and our balance sheet on a monthly basis, with an annual review by an independent CPA.

Staff Development

BSI will seek the most qualified staff who will deliver on its mission as well as a bridge to the community for our customers. The company will implement a strong staff training program that will focus on its mission along with providing staff the opportunity for promotion within the company. BSI believes that a strong work force is essential to the future of its' own survival.

Program Development

Blue Sky, Inc. will create services that meet or exceed the participant's dreams and desires based on their individual needs. This will be accomplished through strong staff training as well as through a strong financial balance sheet and staff adhering to the mission. Relationships with its referral sources must be strong as well. The company will focus on good relationship building with its referral sources. In addition, the company will focus on building and maintaining relations with the business community which it relies on for placement opportunities for its customers. Focus on becoming a better person-centered organization.

Growth

BSI will continually seek to stay relevant and financially stable by staying updated on current trends in the industry and implementing them through training.

We will increase the number of participants in customized employment over the next three years.

We will increase the number of job opportunities available to participants.

Operations Development

Continue to use consultants to remain compliant with CARF as well as other relevant service areas. Continue to strive for a three CARF Accreditation to assist in maintaining quality service.

We will assess our administrative structure to ensure that individuals can maintain a healthy workload as the company continues to grow.

Timeline

2014

Retain CARF Accreditation

Develop formalized Staff Training and Development Plans

Increase CES Services by 10 participants

2015

Increase CES Services by 10 participants

Assess administrative structure

Increase marketing activities and community awareness of our services

2016

Increase CES Services by 10 participants