

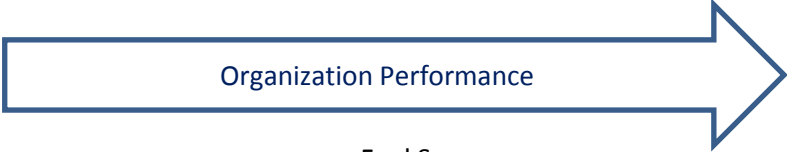


Child Life Council

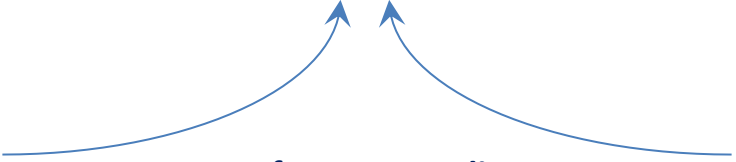
Strategic Framework
2015 - 2018

Our Business | Mission
CLC advances the field of Child Life by establishing and maintaining professional standards, enhancing the professional growth and development of members, and advancing credibility of the Child Life profession by fostering research and promoting the efficacy of Child Life practice.

Our Impact | Vision
Every child and family has access to comprehensive services provided by a child life professional as an integral part of their health care experience.



Fuel Success



Key Performance Indicators

- Member Satisfaction
- Fiscal Strength
- Child Life Reputation



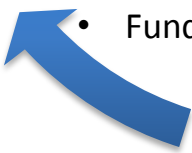
Strategic Drivers

- Professional Credibility
- Member Experience
- Organizational Strength



Ongoing Operations

- Certification
- Conference
- Communications
- Professional Development
- Committees
- Office Operations
- Member Services
- Resources for Members
- Accounting
- Fundraising



Our Beliefs | Values

Accountability | Collaboration | Honesty | Influence | Inclusion | Relevance | Vision

Strategic Driver	Goals	Committee	Outcomes
Professional Credibility Strengthen perceived value and awareness of child life	Define CLC's role in facilitating, promoting research and quality improvement/quality assurance	-Research Task Force -Research & Scholarship -EBP -Professional Resources -Bulletin	<ul style="list-style-type: none"> • Initiate CLC's plan to facilitate and promote research submitted to the board from the Research Task Force by 12/31/2015 • 25% increase in web traffic on research related web pages by 12/31/2018 • All research related web pages are reviewed and updated by 12/31/2017
	Standardization of academic preparation, clinical training, and ongoing competency of child life professionals	-Internship Accreditation Oversight -Undergraduate Endorsement -Graduate Program Accreditation -CLCC -Education & Training	<ul style="list-style-type: none"> • 70% of Undergraduate Endorsement Applications reviewed by 12/31/2017 • 70% of Internship Accreditation Applications reviewed by 12/31/2017 • 70% of Graduate Program Accreditation Applications reviewed by 12/31/2017 • Process for accreditation in place by 12/31/2015 • Develop CLC competency assessment tools by 12/31/2018
	Establish key partnerships	-Executive Committee -Board of Directors -Public Policy Work Group	<ul style="list-style-type: none"> • 3 similar organizations accept child life representative on their committees by 12/31/2018 (e.g. Play Therapy Assn) • Initiate 3 partnership activities (coalitions, joint meetings, etc.) by 2018

Strategic Driver	Goals	Committee	Outcomes
<p>Member Experience High-value, relevant member experiences</p>	Increase member engagement	<ul style="list-style-type: none"> -Webinar Advisory Group -WONAC -Professional Resources -CLCC -Community Based Practice TF 	<ul style="list-style-type: none"> • 90% member retention by 12/31/2018 • 25% of CCLS nonmembers are recruited into membership by 12/31/2018 • 25% increase in web traffic on community webpages by 12/31/2018 • 30% of members open e-communications • 25% increase in overall web traffic by 12/31/2018 • Nontraditional CLS membership increased by 5% by 12/31/2018
	Up-to-date relevant resources for members	<ul style="list-style-type: none"> -Professional Resources -Community Based Practice TF -EBP -Research & Scholarship -CCLC - Webinar Advisory Group 	<ul style="list-style-type: none"> • Increase the resource library by 75 new listings each year starting in 2016 • 100% of current resources reviewed and updated by 12/31/2016 • Identify and support non-traditional member community and their needs
	Increase leadership capacity	<ul style="list-style-type: none"> -Leadership Development -All committees 	<ul style="list-style-type: none"> • 10% of Leadership Academy graduates actively engaged in CLC committees by 2018 • 10% of volunteer pool across all CLC committees/task force are new volunteers (e.g. never served) by 12/31/2016 • For CLC mentor program, increase the number of mentor/mentee matches by 25% by 12/31/2018 • 10% increase in membership from non-traditional members/those who practice in alternative settings.
	Global support and partnerships	<ul style="list-style-type: none"> -International Collaboration -Public Policy TF -Board of Directors 	<ul style="list-style-type: none"> • Define CLC's role in global support and partnerships by 10/31/2016 • Complete a needs assessment of international members as it relates to psychosocial care and CLC by 12/31/2016

Strategic Driver	Goals	Committee	Outcomes
Organization Strength Well-resourced, responsive CLC	Increase donors and funding	-Research TF -Board of Directors -Finance	<ul style="list-style-type: none"> • Develop a strategic and sustainable program to cultivate corporate giving and government grants by 12/31/2016 • 5% increase in conference sponsorship each year • Update CLC's Investment Policy so that it identifies and supports CLC's long term financial needs by 12/31/2015 • Obtain funding for a large scale research project that looks at the financial efficacy of child life services
	Ensure relevance of governance and maximize efficiency of organization	-Governance -Board of Directors -CLCC	<ul style="list-style-type: none"> • Updated official documents by 12/31/2016 • Modifications to by-laws submitted to membership for a vote by 12/31/2017 • Policy Manual submitted to Board for approval by 12/31/2016 • Evaluation of staffing resources by May 2016
	Strengthen certification	-CLCC -Internship Accreditation Oversight -Undergrad Endorsement -Graduate Program Accreditation TF	<ul style="list-style-type: none"> • CLC certification program is accredited by ICE by 12/31/2018 • Sustainable implementation of internship and academic accreditation by 2018
	Strengthen the CLC brand	-All committees with content on website -Bulletin	<ul style="list-style-type: none"> • 10% increase in number of views of new CLC website by 2018 • 6 sister associations will recognize rebrand by 2018 (CHA, APA, etc.) • 6 partnerships will post information regarding the CLC rebrand by 2018 • 25% of children's hospitals will promote CLC brand by 2018 • 5 independent practitioners will use rebrand by 2018 • 5 hospitals without child life recognize rebrand by 2018