



Siouxland Mental Health Center

2025 Strategic Plan & Organizational Vision

Overview

In August 2025, the leadership and board of Siouxland Mental Health Center (SMHC) gathered for a two-day strategic planning retreat to evaluate progress and define goals for the next two years. The session reinforced SMHC's commitment to innovation, growth, and patient-centered excellence—continuing to lead the region in accessible behavioral healthcare across Iowa, Nebraska, and beyond.

Our Direction

SMHC's leadership described the organization as:

Growing • Resilient • Adaptive • Patient-Centered • Innovative

Success at SMHC is defined by:

- The ability to adapt and respond quickly to change.
- A culture of trust, transparency, and communication.
- Boldness in taking calculated risks to ensure program sustainability.
- Advocacy and data-driven outcomes that secure funding and visibility.
- Diversified growth across multiple states and insurance payors.

Key Achievements (2023–2025)

- Expansion & Reach – Established Nebraska operations and exploring South Dakota opportunities.
- Fund Development – Launched Stand Up, Let's Talk event and Rory McKenna Fund supporting uninsured clients.
- Technology Modernization – Upgraded IT systems, strengthened cybersecurity, and planning new patient portal engagement strategies.
- Workforce Diversity – Increased bilingual and culturally competent staff to better serve the Siouxland community.
- Program Innovation – Introduced new group therapy and specialized treatment programs driven by sustainability and community demand.

Strategic Priorities for 2025–2026

1. CARF Accreditation

- Achieve national accreditation to enhance quality, compliance, and reputation.
- Integrate CARF standards across all policies, leadership practices, and service delivery.

2. Patient-Centered Facility & Workforce Development

- Redesign service processes for a seamless, compassionate client experience.
- Expand leadership training and staff development in cultural competency, engagement, and collaborative care.
- Strengthen coordination across therapy, psychiatry, and community support teams.

Emerging “Blue Ocean” Opportunities

- Expansion into South Dakota
- Development of Employee Assistance Programs (EAP)
- Creation of a Family Resiliency Center
- Launch of Pediatric Respite Services

Next Steps

- Submit CARF accreditation and respite rate applications.
- Post updated Mission, Vision, and Culture statements.
- Increase staff and donor engagement in fundraising.
- Continue quarterly progress tracking of all strategic initiatives.

Our Culture

“At Siouxland Mental Health Center, we cultivate a culture of compassion, collaboration, and commitment. We value integrity, innovation, and mutual respect, and we support one another in creating a safe, empowering environment—for our clients, our team, and our community.”

📌 Empowering Minds. Strengthening Families. Building a Healthier Siouxland.