PTV Strategic Plan 2018-2024
Core Goals and Strategies:

The following overarching goals and strategies will inform PTV's efforts for the next four years.

(GOAL #1) Improve the mental health and stability of our clients by expanding the capacity of our psychotherapy and case management services.

- (STRATEGY #1) Leverage revised categorization of asylum seekers as permanent residents by identifying, assessing and acquiring State and County contracts, Mental Health Services Act (MHSA), MediCal or other new fee-for-service funding sources that can help PTV expand these services.
- (STRATEGY #2) Invest in IT that allows PTV to better track and monitor health outcomes and improve efficiencies of front-line staff.
- (STRATEGY #3) When additional funding becomes available, invest in native-language psychotherapists and case managers
- (STRATEGY #4) When additional funding becomes available, explore the viability of embedding mental health/case management staff in ethnic organizations, cultural centers or medical clinics in more convenient areas where survivors live — such as the San Fernando Valley and Orange County.

(GOAL #2) Increase the diversity and quantity of staff, board, volunteers and donors

- (STRATEGY #1) Author a proactive Board Development Plan that attracts and favors, additional women, people of color, and professions outside of the legal sector.
- (STRATEGY #2) When additional funding becomes available, craft new staff positions as bilingual and include outreach to ethnic communities.
- (STRATEGY #3) Create a strategic Fund Develop Plan that includes Affinity Fundraising within communities that PTV typically serves (Iranian/Armenian/Indian/Russian communities, LGBT and religious etc).

(GOAL #3) Explore long-term strategies that increase the number of survivors we serve, expand the programs offered to survivors through partnership, and strengthen long-term financial viability.

- (STRATEGY #1) Explore and investigate affiliation, merger or partnership opportunities and assess against the best interests of current and future survivors in Greater Los Angeles.
- (STRATEGY #2) Increase private sector engagement through a Full-time Development Director
- (STRATEGY #3) Increase cash reserve to 4 months of operating expenses by including contingencies in annual budgets and judiciously monitoring expenses. Also consider a line of credit for additional financial flexibility.
(STRATEGY #4) When most of this strategic plan has been successfully accomplished and after affiliation or merger opportunities has been explored and ruled out, investigate and assess a re-brand of the organization around a new name.

Support plans to be developed later by Subject Matter Experts (SME) and those accountable:

- Governance (Board) – SME are Board members
- Development (Fundraising and Marketing/Communications) – SME are ED/Development Staff
- Program – SME are Medical Director, Clinical Director
- People, Infrastructure (HR, IT, Occupancy) – SME are ED, Medical Director, Clinical Director, IT consultant