

## Strategic Plan 2023 – 2025

Approved November 07, 2022

### **Goal One: DEI and Membership**

---

*Create a more diverse, equitable, and inclusive psychoanalytic community where all people feel welcome and accepted and are actively invited to participate at every level of the organization*

#### **Strategy 1: Commitment to Diversity, Equity, and Inclusion**

- Create a new board-level committee focused on Diversity, Equity, and Inclusion to assess, review, and lead organizational efforts
- The board and DEI committee will engage a subject expert and develop a plan to improve DEI in PCC
  - Engage the PCC community, defined as all members, students, and interested community members/groups, in data collection, analysis, and action to address diversity, equity, and inclusion in all levels of the organization
  - Session summaries and recommendations will be shared with all members of the PCC community
  - Recruit current members to serve as committee members, faculty, and board members to add new voices and increased diversity to PCC leadership
  - Review Bylaws, Policies, and Procedures for language that supports archaic systems, inequities, or discriminatory practices
- Provide frequent and timely communications to the PCC Community regarding the issues, goals, and actions via emails, newsletter, and updates on website
- Identify organizational relationships which will enhance DEI connections with the community (professional and referral) from at least 3 strata of community engagement levels (e.g.: education, social services, professional associations)
  - Develop an outreach plan to invite new audiences to learn about psychoanalysis and bring more diverse voices to the PCC membership, training programs, and leadership

#### **Strategy 2: Engaging and Connecting Members**

- Utilize new Membership Committee to welcome and build relationships among current members
  - Develop a membership recruitment plan to invite new audiences to join the PCC
- Create or revise position descriptions for all PCC leadership positions
  - Share with membership and invite nominations to increase diversity to PCC leadership
  - Identify and Engage Community Members
- Create more social opportunities for members to connect outside of courses and programs

## **Goal Two: Education**

---

*Continue to provide high quality Psychoanalytic Training and Education, expanding the curriculum, providing opportunities for faculty development, and addressing barriers to make training more accessible for students*

### **Strategy 1: Increase Support for Students: Addressing barriers of psychoanalytic training and the path to graduation**

- Develop PCC student aid plan to identify needs and increase available financial support for students
  - Increase current donor established funds and create new PCC Scholars Fund
  - Enhance funding designated for Supervision costs or other non-tuition expenses
- Improve students' understanding of the path to graduation by designing clear online guides, prospective student information, and course catalogues
  - Update website information, revised student handbook
  - Create new prospective student information packet
  - Survey student's experience and understanding of expectations, including quality of catalogues and graduation support

### **Strategy 2: Strengthen faculty development, recruitment, and retention**

- Survey faculty members to identify methods for enhancing faculty support and development
- Develop facilitated pathway for advanced students and recent graduates to participate as instructors or co-teachers
- Develop partnerships with other centers to allow for more visiting lecturers, joint faculty members, and faculty training and development
- Encourage and develop individual talents of faculty members, especially recently appointed faculty, through the Dawn Barkley Faculty Development Series
  - Develop and implement annual workshop to discuss modern pedagogy and support the psychoanalytic tripartite training model
  - Invite faculty members from other centers to participate
- Annual evaluation of pilot compensation program; adjust and renew based on results, feedback, and funding
- Review and update Faculty Handbook

## PCC Strategic Plan 2023 – 2025

### **Strategy 3: Initiate Curriculum Review**

- Recruit diverse committee of qualified members to review the current PCC curriculum to ensure the philosophy, objectives, and learning experiences contain an integration of psychoanalytic perspectives that address the needs of a changing society
  - Develop and present proposal for a revised, contemporary psychoanalytic curriculum

### **Strategy 4: Technology Investments**

- Improve online course delivery, student user experience, and student record storage by investing in a learning management system or other online training platform
- Research the resources required for the PCC to offer hybrid classes with professional level teaching infrastructure
  - Research and present a proposal outlining best practices and required facilities and technology for successful hybrid classes

## **Goal Three: Training Cases**

---

*Address the challenges of finding and securing qualified supervised cases required for PCC students engaged in clinical training*

### **Strategy 1: Evaluate and improve current case referral system**

- Confer and meet with students to clarify the issues, needs, and potential solutions
- Establish a system to better track referral metrics, reporting, and follow-up procedures
- Evaluate the current online messaging, referral procedures, tracking, and reporting to identify and remove barriers to engagement

### **Strategy 2: Explore other methods to identify referrals**

- Engage other providers and organizations with potential clients, referral lines and referral networks to expand awareness and promote accessibility (internal and external partnerships)
- Investigate strategies used by other psychoanalytic training programs (referral line listserv, physical and virtual clinics, partnerships) and explore the feasibility of replicating those programs for the PCC
  - Make recommendations based on PCC research, both internally and from other referral programs

## **Goal Four: Community Education and Service**

---

*Enhance and expand outreach through communications, collaboration, advocacy efforts, and expansion of Circle of Security programs*

### **Strategy 1: Communications**

- Develop communication plan that includes stories of impact and the benefits of psychoanalysis for society to engage and inspire
- Provide frequent and timely communications to the PCC Community via emails, newsletter, and updates on website
- Identify potential partners in SC and outside the Triangle that could enable PCC to expand membership, students, and program offerings
  - Develop community lectures, videos, and programs for non-mental health professionals as a way to contribute to the community and broaden support and understanding of the PCC mission
- Research agencies and organizations with similar missions and explore ways to collaborate and learn from each other
  - Advocate for increased support of mental health professionals and services in North and South Carolina

### **Strategy 2: Support for Circle of Security Parenting**

- Strengthen and deepen PCC's commitment to Circle of Security by exploring ways to make the program sustainable in the future and supporting its expansion into South Carolina
  - Continue to support the goal of spreading COS into various systems and encouraging the growth and effectiveness of facilitators across North and South Carolina
  - Increase training opportunities: 2/year in NC plus 1/year in SC by 2025

## **Goal Five: Fiscal Sustainability**

---

*Develop a comprehensive annual fundraising plan that meets the needs of the organization, addresses the goals of the strategic plan, and maintains the sustainability of the PCC*

### **Strategy 1: Achieve annual fundraising goals**

- Increase Annual Fund participation to 50% by 2025, raising \$60,000
- Identify prospective major donors to fund most critical projects and programs in strategic plan
- Research new sources of revenue, including grant opportunities, the sponsorship of specific scientific programs, and on-demand video content
- Implement Scholarship/Fellowship fundraising campaigns

### **Strategy 2: Identify and create fundraising strategies to reduce of the cost of training for students**

- Identify specific donors or organizations to support scholarships, fellowships, and general candidate training and supervision
  - Design and solicit donations for new PCC managed Scholar Fund
- Solicit donations for current Scholarship/Fellowship funds (Raft, Byck, Holmes, Pearsall)
  - Raise \$150,000 annually to fund current scholarships/fellowships by 2025

### **Strategy 3: Donor Cultivation and Stewardship**

- Create individual cultivation and stewardship plans for all major donors based on their giving tendencies and interests
- Consider new donor recognition event to bring supporters together