



2025 - 2027

**National Association of County
Behavioral Health and
Developmental Disability
Directors (NACBHDD)
Strategic Plan**



Dear NACBHDD Members and Stakeholders,

For over thirty years, the National Association of County Behavioral Health and Developmental Disability Directors (NACBHDD) has represented the local public safety net. Our unique focus on policy, advocacy, and education allows us to elevate the voices of local leaders to the federal level.

With this in mind, I am pleased to present NACBHDD's 2025-2027 Strategic Plan. This comprehensive roadmap will guide our organization's efforts to strengthen local public behavioral health and intellectual/developmental disability (I/DD) systems across the nation.

Our plan is built upon two fundamental strategic pillars: strengthening our advocacy and policy influence, and advancing policy education for current and emerging leaders in our field. These pillars reflect both our organizational strengths and the areas where we can make the most significant impact in supporting our members and advancing our mission. Over the next three years, we will focus on several key initiatives, including:

- Developing and publishing a comprehensive policy agenda that reflects our members' priorities.
- Creating a robust public policy advocacy toolkit to empower local leaders
- Launching an innovative policy leadership development program.
- Expanding our conference offerings to include dedicated I/DD focus.
- Establishing a peer policy knowledge exchange platform to facilitate collaboration.

To support these ambitious goals, we are committed to strengthening our organizational foundation through enhanced board governance, expanded staffing and infrastructure, a refreshed marketing and brand identity, and strategic partnerships. The success of this plan depends on the active engagement and support of our members, partners, and stakeholders. Together, we can build stronger, more sustainable local public behavioral health and I/DD systems that truly promote wellness in our communities.

I invite you to review this strategic plan in detail and join us in this important work. Your involvement and feedback are essential as we move forward in implementing these initiatives.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jonah C. Cunningham'.

Jonah C. Cunningham
President and CEO
NACBHDD

Our Vision and Mission



VISION

Strong, sustainable local public behavioral health and I/DD systems that promote wellness in their communities.



MISSION

Strengthen the nation's local public behavioral health and I/DD systems by providing a national forum for state and local collaboration, education, advocacy, and shared solutions that drive policy.



Strategic Pillars

The Strategic Pillars model is a structured approach focusing on key areas essential for organizational success. Each strategic pillar represents a core area of focus. This model ensures a comprehensive and targeted approach to strategic planning, enabling clear prioritization and efficient resource allocation.

Pillar 1

Strengthening Advocacy and Policy Influence

GOAL 1.1: Develop and Publish a Comprehensive Policy Agenda and an Interim Policy Agenda by the 2025 Annual Legislative and Policy Conference.

GOAL 1.2: Create and Distribute a Public Policy Advocacy Toolkit and revise annually after that.

GOAL 1.3: Secure Consultations or Collaborations with Federal Agencies Annually During Strategic Planning Period.

Pillar 2

Advance Policy Education for Current and Emerging Behavioral Health and I/DD Leaders

GOAL 2.1: Develop and Launch a Policy Leadership Development Program.

GOAL 2.2: Increase In-Person Attendance at the NACBHDD Annual Legislative and Policy Conference and Expand In-Person Opportunities.

GOAL 2.3: Create a Peer Policy Knowledge Exchange Platform.

Foundation Units Supporting the Strategic Plan

Unit 1

Board Governance

GOAL 1.1: Revise Board Practices and Structure to Support the Implementation of Pillar 1.

GOAL 1.2: Increase Board Engagement Through the Implementation of Board Best Practices.

Unit 2

Staffing and Infrastructure

GOAL 2.1: Identify Dedicated Membership and Policy Education Coordinator to Support Pillar 2.

GOAL 2.2: Identify Dedicated Policy Advisor to Support Pillar 1.

GOAL 2.3: Leverage Technology Systems to Reduce Administrative Staff Time.

GOAL 2.4: Create a Staff Professional Development Program.

Unit 3

Marketing and Brand Identity

GOAL 3: Launch a Rebranding Campaign to Reflect the Organization's New Strategic Positioning.

Unit 4

Partnerships and Membership

GOAL 4.1: Grow Organizational Membership by proactive outreach and recruitment.

GOAL 4.2: Grow Organizational revenue by building and nurturing values-based corporate partnerships.

GOAL 4.3: Execute collaborative projects with new or existing NACBHDD partners.