

Strategy 1.1: Manage WATCH to support implementation of the strategic plan according to the bylaws

Strategy 2.2: Assess opportunities to strengthen mental health resources and network

Strategy 3.1: Manage website for information sharing and social marketing

Outcomes

- ✓ Coalition and committee meetings are facilitated
- ✓ WATCH achieves strategic plan objectives
- ✓ Assessment of community resources and network is continuous
- ✓ Website is functional and current
- ✓ Community knowledge of coalition and children's mental health issues and resources increases
- ✓ Website management plan is developed

➤ Manage coalition according to the bylaws	Ongoing
➤ Guide the coalition to maintain focus on strategic plan objectives	Ongoing
➤ Monitor progress according to evaluation plan to ensure coalition efficacy and fidelity to principles and detailed strategic plan objectives	Ongoing
➤ If needed, explore the need for a fiscal agent and funding partners to implement the strategic plan	Ongoing

➤ Collect data from website through pulse surveys and site analytics	Ongoing
➤ Review data sources to identify information (i.e. organizations, types of licensures, geographic locations, etc.) of those reached by WATCH	August 2015 & Ongoing
➤ Explore potential partnerships with academic institutions for research assistance and guidance	October 2015 & Ongoing

➤ Update and maintain website content submitted by coalition and community members	Ongoing
➤ Monitor website analytics to track how site is being used	Ongoing
➤ Identify a few key community organizations to test the functionality of the website	Ongoing
➤ Create a website management plan to outline site maintenance schedule and process	July 2015