Project Spotlight:

CCRES Educational & Behavioral Health Services

Project Type: Strategic Planning

Timeline: December 2024 - June 2025

About the Client

CCRES provides staffing solutions to school districts and social service agencies across southeastern Pennsylvania. Founded in 1999 through a partnership with the Chester County Intermediate Unit (CCIU) , CCRES was created to help meet the growing need for behavioral health services for children in Chester County and to serve as a vehicle for giving back to the community. Since then, CCRES has grown to support children, families, and adults with a range of behavioral health, intellectual, developmental, and physical needs, while also providing experienced school administrators and other professionals to educational agencies throughout the region. CCRES also gives back to the community through grants and scholarship programs that support educational advancement, workforce development, and other community needs.

Project Scope

The primary goal was to develop a comprehensive three-year strategic plan for FY26 - FY28, which addressed CCRES' entire scope of work –including its professional services, community granting program, and internal operational practices. Anavi Strategies also helped CCRES identify key performance indicators, and developed a tool to track progress for each strategic objective.

Methodology & Project Activities

To execute the strategic planning process, Anavi Strategies used an inclusive and collaborative approach which focused on the following activities:

Strategic Planning Committee Formation	Established a Strategic Planning Committee, which included executive leadership, staff, and board members to lead the strategic planning process and provide feedback at each stage.
Current State Assessment	Reviewed all relevant organizational documents and data reports.
1:1 Executive Leadership Interviews	Conducted six individual interviews with the Executive Team and members of the Board of Directors to gather in-depth insights.
Staff Focus Groups	Conducted three focus groups with the Leadership Team, as well as with all central office staff to identify action steps for each strategic priority.
External Stakeholder Focus Groups	Conducted 6 focus groups to request strategic feedback from client school districts, as well as the Chester County Intermediate Unit (CCIU).
Field Staff Survey	Surveyed over 350 field staff contractors to identify potential improvements in recruitment and retention, and developed an analysis and visualization of the survey results.
Board Engagement	Attended three board subcommittee meetings to discuss CCRES' philanthropic work, and facilitated 3 board engagement sessions over the course of the strategic planning process.
Implementation Plan Development	Facilitated a strategic planning session with the Leadership Team to build capacity to develop an implementation plan with key metrics for each strategic priority.

Results & Deliverables

The project culminated in the development of a comprehensive three-year strategic plan with the following key strategic priorities:

- Strengthen and Expand Working Relationship with the Chester County Intermediate Unit (CCIU)
- Grow CCRES' Footprint into New School Districts across Pennsylvania
- Enhance Field Staff Recruitment and Retention
- Strengthen Internal Operations and Staff Structure
- Expand Organizational Marketing and Increase Brand Awareness
- Develop Organizational Fundraising Strategy

Through this partnership with Anavi Strategies, CCRES is now well-positioned to begin expanding its footprint and impact across Pennsylvania, continue strengthening its key program partnerships, and increase its internal capacity for data analysis and evaluation.