



FY10-FY12 Strategic Plan

October 2009

Children's Hospital Foundation FY10-FY12 Strategic Plan

Introduction

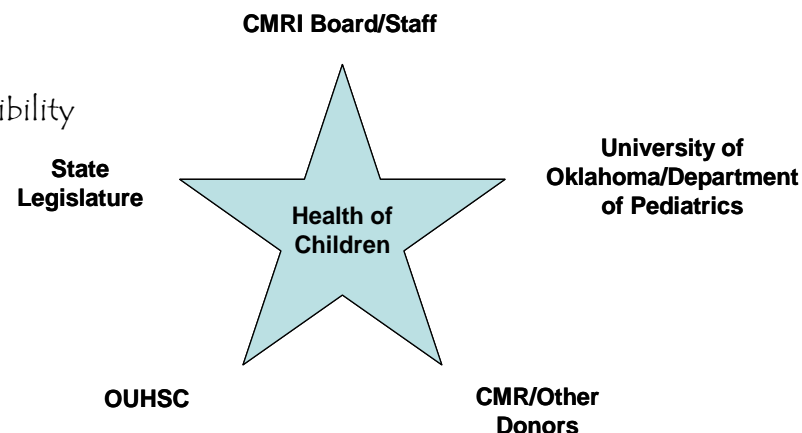
The Strategic Plan update for FY10-FY12 provides Children's Hospital Foundation with a framework for the implementation and monitoring of key strategies and actions designed to help the organization achieve its objectives, accomplish its goals and fulfill its mission.

The plan addresses the direction of the organization given the current economic environment, blending current priorities with the strategic opportunities identified in previous years. Consistent with the environment in which Children's Hospital Foundation operates, the plan is intended to be a dynamic instrument that will change over time to respond to new opportunities and/or discontinue efforts that prove unsuccessful.

While the Board of Directors of Children's Hospital Foundation has the overall responsibility for the strategic plan, specific responsibility for implementation of various objectives and actions has been delegated to board committees and key staff based on respective roles and responsibilities.

Key partners in plan implementation also include the University of Oklahoma College of Medicine and Department of Pediatrics, the Children's Miracle Network and other donors, OUHSC and the Oklahoma State Legislature.

The following two pages highlight the mission of Children's Hospital Foundation, the overall goals of the organization and supporting objectives. Action steps associated with each objective, along with assignments and a timeline for completion, appear on the subsequent pages. Please note that the goals and objectives overlap. As a result, actions noted in one section of the plan may have the potential to impact other goals and objectives.



Children's Hospital Foundation FY10-FY12 Strategic Plan

Mission

We strive to improve the health of children through the support of research, education and Clinical Services at the Oklahoma Health Center.

Goals

- I. Maintain and enhance the quality of pediatric research, education and clinical services in the state of Oklahoma through the recruitment and retention of nationally recognized physicians and scientists.
- II. Maintain the financial viability of Children's Hospital Foundation and its mission through continued growth.
- III. Maintain and increase the visibility of Children's Hospital Foundation and its mission.
- IV. Recruit and retain a high quality staff committed to the mission of Children's Hospital Foundation.
- V. Maintain a proactive, visionary and mission-driven Board.

