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**FOR IMMEDIATE RELEASE – REQUEST FOR COVERAGE**

Date: Thursday, January 14, 2016

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*“Family Service Association is turning a New Chapter”*

EGG HARBOR TOWNSHIP – Family Service Association is proud to present its new Strategic Plan covering the 2017 – 2019 planning period. The plan is a giant step in the evolution of an Agency committed to a sustainable and successful future in the behavioral and mental health field. The Strategic Plan addresses critical issues that face FSA, how they will affect the Agency’s future, and overall effectiveness in a changing landscape.

Goals were prioritized that are consonant with the Agency’s new mission, vision, values, and branding. The Strategic Planning Committee objectively examined FSA’s market position, performed a comprehensive SWOT Analysis, and utilized the Core Capacity Assessment Tool (CCAT). The CCAT is an online 146-question survey that measures a nonprofit organization's effectiveness in relation to four core capacities—leadership, adaptability, management, and technical capacities—as well as organizational culture.

Kathy Mullins, Board Chairperson, FSA and Strategic Planning Committee Chairperson remarks “This Strategic Plan is the result of exhaustive combinations of possibilities edited down to reflect the personality, culture, and priorities of FSA. The Strategic Planning Committee and Staff put their very best in creating a management tool to guide the Agency into the future. I am confident that we will be a better Agency because of this process.”

Cindy Herdman Ivins, President/CEO of Family Service Association, notes that “The Strategic Plan will inform FSA’s process and be foundational in establishing future goals both operationally and throughout respective departments. Our mission of improving the quality of life for individuals and families in our community will not just be consonant with the work that we do internally but take us into the next 100 years.”

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## Family Service Association

### Boilerplate

Founded in 1909, Family Service Association has over a century of proven success in providing tangible relief for individuals and families in need. As a multi-service, non-profit agency that serves over 8,500 children, adolescents and adults annually in four program areas: Behavioral Health, Strengthening Families and Communities, Safety Net, and Child Welfare Advocacy, the organization's mission is to improve the quality of life for individuals and families in our community. As the economic climate in Southern New Jersey continues to change, the needs of the people in the community have become even more evident. Family Service Association is regarded as a leader in the human service field and a haven to those in need of such services. For additional information, please visit <http://www.fsasj.org> to learn more about the agency and exciting programs that are offered.



*Improving the quality of life for individuals and families in our community*