



MARF Strategic Framework, 2022 – 2024

<p>Our Enduring Purpose</p>	<p>Mission: MARF improves the lives of Missourians with disabilities by driving public policy and strengthening member organizations through advocacy, education, and collaboration.</p> <p>Our Members: MARF providers serve people with disabilities through many aspects including Residential Services, In-home Supports, Day Programs, Individual Supported Living (ISL), Group Homes, Community Access Training, Skills Training, Job Development, and Supported Employment. <i>We are purposefully designed to best serve providers of I/DD Waivered and VR services.</i></p>		
<p>What We Want to Achieve</p>	<p>Member Engagement</p> <ul style="list-style-type: none"> • We have a strong and diverse core of engaged individual representatives from member agencies. • We support the different needs of VR and I/DD and at the same time have eliminated “divisions” in both the physical and metaphorical sense. • Our onboarding process creates/supports engaged members – this includes training elements. • 100% of all VR and I/DD providers with >\$5MM in revenue are MARF members. 	<p>Organizational Capacity</p> <ul style="list-style-type: none"> • The next generation of MARF member organization leaders are comfortable and confident advocating for our legislative priorities. • Our organizational structure has the necessary professional staff to support our growing membership and continuing its legislative impact. • MARF professional staff can effectively serve as liaisons for both VR and I/DD. • We are optimally staffed (professional staff) to move MARF priorities forward. • All committees have defined staff or volunteer leadership, SMART objectives, and clear expectations for communication on progress with membership. 	<p>Impact, Influence, and Identity</p> <ul style="list-style-type: none"> • MARF instrumentally influences the drafting of all legislation and policies that impact providers of I/DD Waivered and VR services. • Our “brand” is easy to understand and communicate to elected officials and potential MARF members. • We have a seat at VR table. • We provide our members with regular, relevant, and easy-to-use media packs to activate their legislators and community in support of our legislative priorities. • We have increased engagement in and consistent professional staff representation at ANCOR and APSE events and meetings.
<p>Where We Will Focus</p>	<p>PRIORITY #1</p> <p>Engage our membership to increase connections and sustainably strengthen MARF.</p>	<p>PRIORITY #2</p> <p>Redesign our organizational structure (volunteer and professional staff) to best represent and support a growing network of provider organizations.</p>	<p>PRIORITY #3</p> <p>Develop a marketing strategy that best reflects and enhances our reputation and impact statewide.</p>