
The Arc of New Jersey
Strategic Plan FY 2019-2021

Individual Advocacy

The Arc of New Jersey will provide individual advocacy services to individuals with intellectual and developmental disabilities and their families, including system navigation, and health care and education advocacy.

- a) Disseminate The Arc of New Jersey Problem Reporting Forms throughout the organization's networks
- b) Respond to Information & Referral requests from individuals with I/DD and families
- c) Develop resources, fact sheets and trainings on areas of concern most often reported
- d) Assist individuals with I/DD having difficulty obtaining Medicaid and advocate for supports for those who are not Medicaid eligible
- e) Create new methods by which individuals with I/DD and families can request assistance

Systems Advocacy

The Arc of New Jersey will lead efforts in systems advocacy to ensure that New Jersey's service systems for children and adults with intellectual and developmental disabilities, and their families, are fair, appropriate and accessible.

- a) Work with the NJ Department of Human Services to assure an adequate rate structure so families can access the supports and services they need for their family member
- b) Monitor and advocate for a strong and sustainable infrastructure within the service systems for children and adults with I/DD
- c) Provide leadership on workforce issues including wage increases and the development of training and career paths for Direct Support Professionals
- d) Collaborate with other advocacy organizations to better impact our advocacy agenda
- e) Create Action Alerts on issues as needed
- f) Build The Arc of new Jersey's Advocacy Networks (Families Network, Friends Network, Self-Advocacy Network)
- g) Develop and maintain relationships with legislators and the administration to further systems advocacy efforts

Federal Policy

The Arc of New Jersey will lead the statewide effort to advocate on federal policy to ensure that individuals with intellectual and developmental disabilities and their families continue to have access to services and supports.

- a) Advocate with the Senate, House of Representatives and Executive Branch for a strong, viable Medicaid Program on the Federal and State level to assure individuals with I/DD receive all needed supports and services.
- b) Mobilize the organization's advocacy networks as federal policy issues emerge
- c) Develop and disseminate informational materials on federal issues to educate our constituency

Branding and Marketing

The Arc of New Jersey will increase the visibility and public perception of the organization, and individuals with intellectual and developmental disabilities and their families, by engaging in branding, marketing and public awareness activities.

- a) Increase awareness of the supports and services available through the state and local county chapters to maintain our status as the "go to" place for all information for individuals with I/DD and their families
- b) Develop and implement a statewide public relations campaign to promote The Arc brand throughout the state
- c) Increase the breadth and depth of The Arc's online presence, including websites and social media

Community Outreach

The Arc of New Jersey will increase community engagement, particularly with specific identified populations.

- a) Develop strategies to become more accessible to individuals with I/DD and their families who have not been traditionally engaged with the organization due to factors such as culture, ethnicity, age or disability
- b) Develop educational materials for individuals with I/DD and their families on topics of concern and interest
- c) Develop outreach materials targeted to families with young children
- d) Develop and implement a Diversity Committee of the Board of Directors