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**The Arc of New Jersey  
Strategic Plan for Fiscal Years 2023 through 2025**

The Arc of New Jersey is the state's leading advocacy and service organization for children and adults with intellectual and developmental disabilities (IDD) and their families and caregivers. These disabilities include but are not limited to, autism spectrum disorder, Down syndrome, cerebral palsy, epilepsy, intellectual disabilities, spina bifida, traumatic brain injury, etc. The Arc within New Jersey consists of a state office and 20 local county chapters providing supports and services in all 21 counties, and is affiliated with The Arc of the United States.

This Strategic Plan serves to guide the activities of The Arc of New Jersey for the three year period FY 2023-2025 and ensure that these activities adhere to the mission, vision and adopted positions of the organization.

**Strategy 1: Advocacy (Public Policy)**

Aggressively advance the interests and concerns of people with intellectual and developmental disabilities and their families in the Administration, Legislature, and in the courts, and influence the practices of other private and public sectors.

**Tasks:**

- Organize, educate and mobilize the grassroots to act.
- Support and build the participation of self-advocates in advocacy and leadership roles.
- Develop and maintain relationships with the Legislature and Administration to further systems advocacy efforts.
  - Strengthen relationships with administrative partners such as DDD, CSOC, DVRS, DOH and DOE.
- Provide leadership on workforce issues including wages, training, and career path development for Direct Support Professionals.
- Provide leadership on systems issues including services to meet the needs of individuals with IDD as they age and inadequate behavioral health care.
- Provide leadership in addressing systems issues including service system siloes and difficulties in transitioning between service systems.

## **Strategy 2: Advocacy (Individual and Family)**

Empower, support and assist people with intellectual and developmental disabilities and their families by providing them with information, education, resources and advocacy.

### **Tasks:**

- Provide direct advocacy assistance to individuals with IDD and their families.
- Create and disseminate informational and educational materials for individuals with IDD, and their families and caregivers, to help them understand their rights and issues of concern, and to facilitate access and navigation of service systems.
  - Develop materials specifically focused on the issues of behavioral health, transition between service systems, and socialization.
- Develop strategies to become more visible and accessible to individuals with IDD and their families who have not been traditionally engaged with the organization, due to factors such as culture, race, ethnicity, age, disability or geography.
- Identify and understand the social determinants of health which affect people with IDD and their families, and develop information and resources to assist them in maintaining health and quality of life.

## **Strategy 3: Marketing and Community Outreach**

Work with people with intellectual and developmental disabilities and their families to amplify their stories, call for recognition of their human dignity and the day-to-day challenges they face, affirm their abilities and contributions, and demand change.

### **Tasks:**

- Utilize opportunities to disseminate positive messaging about The Arc and people with IDD and their families and caregivers.
- Utilize the media and social media to drive attention to, and garner resources for, our advocacy.
- Build strong interagency collaborations.
- Attract more people to the cause and engage them as leaders, activists, donors and allies.

## **Strategy 4: Infrastructure**

Build upon the strengths of The Arc to enhance, grow and stabilize the organization. Expand our presence as a critical part of every community where people with intellectual and developmental disabilities live.

### **Tasks:**

- Establish an Ad Hoc Committee on access, equity and inclusion, charged with developing recommendations addressing the need for racial and ethnic diversity throughout the organization, including board membership, constituency, staffing, etc.
- Evaluate current communications with Local and National Chapters and revise or develop new strategies as needed.
- Provide high quality and affordable training, networking opportunities, and online resources to support our chapters to grow and evolve.
- Implement a responsive and diversified funding and investment strategy to support agency operations into the future.