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The Trick is... this is our October Newsletter. Here's a special short edition newsletter for the month of October as a treat, enjoy! Stay tuned for our November E-Newsletter.



Alum Rock Counseling Center

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Transition & Transformation

by Patricia Chiapellone, ARCC Chief Executive Officer

Whatever you can do, or dream you can, begin it. Boldness has genius, power and magic in it.
~ Johann Wolfgang von Goethe

If I can use one word to describe ARCC in the past six months it would be "transition." If I could use one word to describe the ARCC of the next six months and beyond; it would be "transformation."



In this past year, through our strategic planning process, we have developed a Road Map for our work that lies ahead of us. In this process, we took a look at our past, what worked, and what needed to be changed. Most importantly, we identified what makes ARCC, ARCC. To that end, we updated both our Mission & Vision statements, maintaining the core of who we have always been and expanding our reach to include Behavioral Health Services throughout Santa Clara County.

VISION:

We envision thriving neighborhoods that are safe;

Program Managers

Akiko Chung

children's services

Colleen Kleier

community services unit

Veronica Gamboa

prevention & early intervention

Larry Hanville

children's services

Elisha Heruty

director of quality assurance and outcomes

Scott Lafranconi

prevention & early intervention

Wilson Cheh

mobile crisis response & counseling

Thomishia Penn

mobile crisis response & counseling

Rene Ramirez

program director

Vicky Tamashiro

clinical director

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neighborhoods that truly celebrate cultural diversity. Our children will be eager and ready to become lifelong learners. Our families will be healthy - physically, mentally and emotionally - and provided with a network of support services to fully meet their needs. Our community will be a place where individuality is appreciated and everyone is encouraged to reach their full potential.

MISSION:

To deliver a full complement of behavioral health services to youth, their families and individuals in the neighborhoods we serve throughout Santa Clara County. We do so with a deep commitment to respect and reflect the cultural and linguistic diversity of our clients. Partnerships are essential to our success, and we will continue to build lasting connections with local schools, mental and physical healthcare systems and other providers.

Our plan to "live" our Mission & Vision is not static. It will be flexible to change as the environment changes, but solid enough to withstand 'mission creep.' As an example, healthcare reform continues to be an overarching reality that will affect service delivery and structure; and thus, we are now behavioral health provider offering both mental health, drug and alcohol services. Historically the portal to ARCC services has been the youth we serve; yet future services will be expanded to include adults as well.

One local transition that will have significant impact on ARCC is the integration of County's Drug & Alcohol and Mental Health departments. Our expanded focus means expanded possibilities for responding to new opportunities, partnering with Santa Clara County Department of Behavioral Health Services in innovative ways so that the triple aim of healthcare reform can be met: improved outcomes, customer satisfaction and reduced costs.

As you can see, transformation is happening all around us. Our programs are expanding to meet the opportunities provided to us and our community with healthcare reform; our services continue to expand beyond the walls of our clinic to over 50 schools in four school districts; we are developing processes to better measure outcomes our children and families are achieving in their work with us; and the most significant transformation of all, the transformation in the lives of our children and their families.

And today I share with you one additional transformation, our new website, www.alumrockcc.org. Come visit us to see up-to-date information on programs, events, success stories and organizational impact, and let us know what you think.



The new site's homepage welcomes visitors with featured content focused on our mission, vision and areas of impact. We are truly excited at the possibilities to expand our reach and influence and help the neighborhoods that need it most. We are committed to having a strong online presence and to keeping you updated about news and events on our social media pages so be sure to like us on [FACEBOOK](#) and [TWITTER](#)!

Thank you,

Patricia Chiapellone

P.S. The final numbers are in and once again FY2013-14 is a success story for ARCC and our families. View our progress in our Annual Report - Download it [here](#). You can also find it on our website. As you will see in program outcomes and success stories as well as our financials, we are well positioned to continue to move beyond transition to transformation where genius, power and magic reside. Thank you to all FY2013-14 amazing supporters for investing in the future of our community.

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In addition - ARCC earned matching dollars and/or prizes
from
Sobrato Family Foundation, Microsoft and the Gordon
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\$2,050 AND for a grand total of \$9010!

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AREAS OF IMPACT

Alum Rock Counseling Center will work to ensure that:

1. Our youth and families have resources for overcoming behavioral health concerns including substance use and mental health challenges.
2. All of our kids are kindergarten ready.
3. Our youth graduate from middle school, high school and beyond.
4. Our youth and families are free from dependency on the justice and/or social services systems.
5. Our homes, schools and neighborhoods are safe - free of violence and dangerous behaviors.



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