

**Capstone Project Proposal**  
**Community Assessment & Treatment Services, Inc.**  
**8411 Broadway Ave.**  
**Cleveland, Ohio 44105**

Community Assessment & Treatment Services, Inc. (CATS) is a half-way house and treatment center located in the Slavic Village neighborhood of Cleveland. We provide substance abuse and mental health counseling and treatment to individuals who are involved in the Federal, State or local criminal justice systems. Our mission is:

*“To provide high quality, cost effective, holistic, evidence-based interventions addressing the chemical dependency, mental health and social justice needs of a diverse clientele.”*

Via our 2013-2015 Strategic Plan, our vision is to grow as an organization that is committed to our mission. By 2020, we expect to increase the number of individuals we serve, improve our success rates within our current programs, expand the array of services we provide, develop collaborations with other organizations and strengthen our relationships with policy makers and senior management of government agencies, all while maintaining our strong reputation as the premier provider of services to Cuyahoga County’s most vulnerable populations.

An integral part of our 3-year Strategic Plan involves increasing our community awareness through the development and implementation of a marketing plan. Our proposal for the Capstone Project is for students to examine every aspect of our current marketing scheme and completely redesign it. Our agency has an excellent reputation with area courts as well as other treatment providers in Cuyahoga County however, our exposure to the general public and other government entities who may be interested in our services is sorely lacking. Ideally, students would examine every aspect of CATS’ marketing including the agency logo, website, newsletter, social media, printed materials and public exposure to establish specific goals in designing a more modern marketing plan. With the new marketing plan, students will work with CATS’ staff to establish specific goals and benchmarks to implement the new plan and to evaluate its effectiveness.

CATS is fully prepared to commit the personnel, time and any resources needed to participate in the Capstone Project. We are excited to have the opportunity to work with John Carroll University students and hope to hear from you in March regarding our proposal.



Karen Connell &lt;kasconnell@gmail.com&gt;

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**New submission from Capstone Proposal Submission**

1 message

**sites.jcu.edu** <rnewman@communityassessment.org>

Wed, Feb 27, 2013 at 3:02 PM

To: kconnell@jcu.edu

**Contact Name**

Robert Newman

**Contact Job Title**

Development Director

**Contact Email**[rnewman@communityassessment.org](mailto:rnewman@communityassessment.org)**Contact Phone**[\(216\)206-5211](tel:(216)206-5211)**Organization Name**

Community Assessment &amp; Treatment Services, Inc.

**Organization Address**8411 Broadway Ave.  
Cleveland, Ohio 44105  
United States  
[Map It](#)**Organization Website**<http://www.communityassessment.org>**Organization Facebook Page**<http://www.facebook.com/pages/Community-Assessment-Treatment-Services-Inc/344601678963758>**Proposal Document**[Capstone-Project-Proposal.doc](#)