

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

***About Us***

Community Assessment & Treatment Services, Inc. (CATS) has served as a half-way house and treatment center located in the Slavic Village neighborhood of Cleveland since 1990. 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 states as:

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

***Our Goals***

Via our 2015-2020 Strategic Plan, CATS commits to continue providing premier services to Cuyahoga County’s most vulnerable populations and to foster organizational growth. After celebrating our 25<sup>th</sup> Anniversary in 2014, we have impacted over 34,000 individuals and their families at a 78% program completion success rate. For years, we have been billed as “The Best Kept Secret in Cuyahoga County”. Our goal is to change that. We would like to develop a plan and recommendations to expand our marketing plan. As we currently have an extremely limited marketing program, any recommendations and/or a full-fledged marketing plan would greatly increase our exposure to the community and funders.

***Expected Outcomes***

An integral component of our 5-year Strategic Plan involves increasing our community awareness through the development and implementation of a strategic marketing campaign. 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exposure to the general public and other government entities who may be interested in our services is limited due to outdated marketing resources and insufficient promoting practices. Our proposal for the Capstone Project is for students to analyze every aspect of our current marketing scheme, identify problems, and completely renovate it to best fit CATS’ brand image and to support our advocacy agenda. The ideal outcomes would include a complete examination of CATS’ existing marketing materials (agency logo, website, newsletter, social media channels, printed contents), and recommendations for the establishment of a more structured marketing plan.

CATS is fully prepared to commit the personnel, time, and any resources needed to participate in the Capstone Project and to help students acquire the most optimal learning experience. We will work with students to establish open communication including facility visits, conference calls, weekly updates and will

accommodate any time frame associated with this project. Students can expect to acquire a more extensive understanding of non-profit operations and administration from the premier treatment and services provider agency in Cleveland. CATS highly encourages students to utilize and further expand knowledge at their own discretion to successfully complete this project. We are excited to have the opportunity presenting this proposal to John Carroll University Nonprofit Administration Faculty Committee. Robert Newman, our Director of Development will be the representative of CATS who will meet with and assist the students with this project. He can be reached at (216) 206-5211 or [rnewman@communityassessment.org](mailto:rnewman@communityassessment.org). We look forward to hearing from you in April regarding your decision on this proposal.