

***Interview Protocol: Development of Strategic Plan for the CMHA-NL***  
 (For internal use only – not to be quoted)

1.	Name (optional)	
2.	Organization (optional)	
3.	Your relationship/involvement with CMHA-NL	
4.	Who do you view as CMHA's: a. clients  b. stakeholders	
5.	If a Board member, does the board fully: a. represent the interest of all potential clients?  b. involve all potential stakeholders? Explain	
6.	If a non-board member, do you think CMHA fully represents the interest of its clients? Explain	
7.	Where can CMHA improve vis-à-vis: a. its clients?  b. its stakeholders?	
8.	How would you define CMHA's core mission or mandate (i.e what role should/does it play in this province)?	
9.	Has CMHA been effective in its mandate or role? Why/why not?	
10.	What do you believe are CMHA's: a. major strengths  b. weaknesses  c. challenges	

11.	What do you see as the key mental health issues in this province?	
12.	What do you see as the more significant issues currently being addressed by CMHA?	
13.	Are there other issues that should be addressed?	
14.	Are there missed opportunities that CMHA could capitalize on?	
15.	From an organizational perspective, are there any issues that CMHA needs to address to be more effective?	
16.	Do you know how CMHA is funded in this province? Do you believe that it has sufficient resources? If not, what is needed?	
17.	How would you define success for CMHA?	
18.	Finally, what would you expect to result from this current strategic planning exercise by CMHA?	
19.	Other comments/suggestions, etc.	

Send your completed questionnaire to:

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