FOR IMMEDIATE RELEASE

CYFS Announces Leadership Transition as Chief Program Officer Heather Goff Retires and Tricia Larson Joins Executive Team

PEORIA, IL – The Center for Youth and Family Solutions (CYFS) today announced the upcoming retirement of its Chief Program Officer, Heather Goff, and the appointment of Tricia Larson, MA, LCPC, LPHA, as the organization's next Chief Program Officer. Larson joined CYFS on October 12 and will work alongside Goff through her retirement on December 4 to ensure a seamless leadership transition.

Goff has served as CYFS's Chief Program Officer for the past two and a half years, following a distinguished career with the organization that spans several decades. Throughout her tenure, she held numerous leadership positions within the agency's child welfare programs and later served as Director of Continuous Quality Improvement before stepping into the CPO role.

"When Heather agreed to serve as our Chief Program Officer, CYFS was navigating an important period of transition," said Patrick Phelan, CEO of CYFS. "As someone new to the organization at the time, I quickly came to rely on Heather's wisdom, experience, and steady leadership. Her impact has extended far beyond our programs. She has helped strengthen our culture, foster collaboration, and position CYFS to better serve children, individuals, and families throughout Illinois. We are incredibly grateful for her service and wish her all the best as she begins this exciting new chapter."

Larson has more than 20 years of community behavioral health experience, including 15 years in leadership roles. Most recently, she served as Director of Outpatient Behavioral Health for Trillium Place - Carle Health, where she oversaw a wide range of behavioral health programs and service lines while leading strategic growth, quality improvement, financial management, and program development initiatives.

Throughout her career, Larson has demonstrated a strong commitment to expanding access to care, developing innovative service models, building high-performing teams, and fostering meaningful community partnerships. Her leadership experience includes previous roles as Chief Clinical Officer and Director of Clinical Services at Tazwood Center for Wellness, where she led clinical operations, regulatory compliance, service expansion, and organizational partnerships.

"Tricia's experience, leadership style, and passion for serving individuals and families make her an excellent fit for CYFS," said Phelan. "She has built an impressive career leading complex behavioral health programs, developing strong teams, and creating partnerships that improve outcomes for the people served. We are excited to welcome her to our executive leadership team and look forward to the vision and expertise she will bring to CYFS."

A Licensed Clinical Professional Counselor and Licensed Practitioner of the Healing Arts, Larson holds a Master of Arts in Human Development Counseling and a Bachelor of Arts in Psychology from the University of Illinois Springfield. She has also served in numerous community leadership roles, including service with the Partnership for a Healthy Community, the Tazewell County Board of Health, and the Community Behavioral Health Association.

As CYFS prepares for this transition, organization leaders are confident that the overlap between Goff and Larson will provide an opportunity for valuable knowledge sharing and continuity, ensuring the agency remains well-positioned to advance its mission of helping children, individuals, and families build brighter futures.

About The Center for Youth and Family Solutions

The Center for Youth and Family Solutions is one of Illinois' largest child welfare, behavioral health, youth intervention and prevention, adoption, and community outreach organizations, serving thousands of children, adults, and families each year through programs that strengthen individuals, preserve families, and build healthier communities.

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