

MADISON SENIOR CENTER
Strategic Operational Plan January - June 2014

GOALS	ACCOMPLISHMENTS
Administration	
1. Review MSC 2014 line items within the CDD budget if adjustments are needed. Request 2012 and 2013 (2751 fund and Oasis Grant) carryovers.	
2. Prepare 2013 Annual Report for distribution 4/10/14. Complete monthly reports and end-of-year financial reports, develop 2013 donor posters, and file year-end documents. Secure storage of essential data and materials.	
3. Complete YTD financial reports for CDD, Foundations, and grants. Prepare program expenditure reports. Renew all space contracts. Finalize new MOU format.	
4. Review and update Policy Manual, including fire alarm and any out-of-date policies.	
5. ADMINISTRATION Sand HR 3	
6. Develop uCount campaign (signage, prizes, raffle) to encourage participant use. RECORDS & REPORTS 1, EVALUATION 4	
7. Meet expanded goals and reporting requirements in the CATCH HH program while being more fiscally conservative.	
8. Develop Advisory Council and Foundation Board. Schedule 2014 quarterly meetings. Plan Annual Meeting. Recruit new members and leadership.	
9. Maintain membership in Association of Fundraising Professionals, Madison Chapter (Program Com); Dane County Administrators of Volunteer Services (Program Com Co-chair); WI Assoc of Sr Ctrs (Newsletter Editor); Elderly Services Network (Secretary); Literacy Network (Secretary); SAIL; NCOA; ASA; n4a, Rotary Club of Madison (Senior Service Comm.)	
CDD/Senior Services	
10. Staff the Committee on Aging and support committee activities and functions. Guide the development of 2015 Funding Goals and Objectives.	
11. Represent senior adults and their interests and needs in the community.	
12. Promote and identify funding opportunities and/or collaborations to service contractors. Encourage new contractors and new service development, especially to diverse and targeted populations of older adults.	
13. Assume assignments that enhance the operations and functions of the CD Division.	
14. Advocate for additional governmental funding of senior adult services and programs.	

Program	
<p>15. Expand CATCH partnerships and focus on serving new locations, 3 in 2014. Develop a roster of 30 adult volunteers, implement programs in 5 locations, involve up to 225 children and meet evidence-based criteria with each session. Focus CATCH HH programs in areas of need in the community based upon diversity and socio-economic factors. Expand diversity in volunteer base.</p>	
<p>16. Intergenerational Programs: Coordinate Madison Senior Coalitions Sixth Grade Essay Contest (4 Coalitions and 8 Middle Schools) with reception May 7. Facilitate Elder Wisdom Circle, gather advice of 4-6 elders to reply to six online questions monthly. Maintain 12-13 senior volunteers in Dialogue Across Ages, when present group graduates January. Plan recognition for DAA volunteers.</p>	
<p>17. Develop ongoing events, classes, and programs. Develop program series with identified partners, focused on finances and insurance, Medicare and Social Security. Schedule authors to present at “Meet the Authors” program. Explore panel for “And Then There Was One” class. Plan monthly health and technology programs. Work with SCORE to begin a program for older entrepreneurs. PROGRAM 1 & 2.</p>	
<p>18. Strengthen collaborations with partner organizations (Monona Terrace-lecture, Outreach-LGBT programs, state and county VA- Veterans services) Develop programs in off-site locations, in evening hours and at lunchtime to attract working adults. PROGRAM 3,6</p>	
<p>19. Implement and plan special program events: AARP Tax Aide Program (Feb 7 – April 4), Dinner and VFW Band Concert (March 20), Annual Recognition Meeting, (April 10), Artful Affair on Gallery Night (May 2), Sixth Grade Essay Contest Reception (May 7) Plan Health & Resource Fair (Sept 11) and new Monona Terrace Health & Wellness lecture (October) PROGRAM 1</p>	
<p>20. Explore educational resources at Edgewood College and UW to find program offerings from students. (Rediscover Shakespeare continues). Provide professional staff training/technical assistance; implement Mental Health First-Aid with Journey in March. Utilize colleagues for information on new classes, speakers, qualified instructors, entertainment, and implement new program trends PROGRAM 4,6.</p>	
<p>21. Maintain & strengthen diversity in instructors, programs and activities. Seek class instructors and program lecturers from senior adult participants and volunteers. PROGRAM 9.</p>	
<p>Promotion/Marketing</p>	
<p>22. Complete new video and explore volunteer training video with Madison City Channel. RECORDS & REPORTS 2</p>	

<p>23. Collaborate w/Madison Senior Coalitions for program promotion citywide. Implement publicity plan, and investigate low-cost promotion. Use city-wide email for appropriate activities and expand use of new city promotional links (events, news releases, core events, highlights). Communicate one-on-one with selected publications and editors (Brava, Mad Magazine), especially key programs 3 months prior. PROGRAM 5.</p>	
<p>24. Maintain the quality of <i>THE MESSENGER</i> newsletter; plan topics strategically with features like the Front Page, Volunteer Spotlight, Donor Page. Explore themes for some issues, for example: January-New Year Resolutions, February-Things We Love, March-Green!, etc.</p>	
<p>25. Utilize social network methods for volunteer recruitment. Market to targeted audiences in program neighborhoods.</p>	
<p>26. Update website Photo Gallery (credit photos) and add Corporate Sponsors. Highlight sponsors in all advertising and promotion. FISCAL 4</p>	
<p>Volunteer Program</p>	
<p>27. Write compelling monthly <i>Messenger</i> Volunteer page, and the Donor page; maintain volunteer bulletin board, Volunteer Program on website and email link to website. Update external recruitment websites 3X.</p>	
<p>28. Implement 2014 Volunteer/Donor Recognition Plan. Create systematic CATCH volunteer recognition methods and explore new recognition ideas for intergenerational volunteers</p>	
<p>29. Promote membership and use of Dane County TimeBank to volunteers. Distribute Overture tickets to interested participants and volunteers</p>	
<p>30. Recruit 25 volunteers for Edgewood Nursing Program. Coordinate volunteers for Preschool Craft Program with June evaluation. Recruit 8-12 volunteers for An Artful Affair. Mobilize Gardening Team to implement facility planting plan.</p>	
<p>31. Recruit leadership positions for Artful Affair Coordinator, 6th Grade Essay Contest, and others.</p>	
<p>32. Contact educational resources to promote Internship program and promote student volunteers. Attend UW volunteer fair (January). Explore with organizations the concept of Volunteer Forum or Fair.</p>	
<p>33. Significantly upgrade available information on volunteers in the Volgistic database to include past and current assignments, service hours and years and other pertinent data.</p>	
<p>Resource Development</p>	
<p>34. Find corporate sponsors and program supporters/donors for events. Seek to build</p>	

relationships with potential partners and sponsors. FISCAL 4	
35. Assess program costs to determine appropriate fees. Seek and submit grant and foundation proposals for funding. Develop priority listing of projects, equipment and programs needing funding. FISCAL 1	
36. Publish Spring 2014 <i>Giving Matters</i> , donor campaign. FISCAL 3	
Facility	
37. Plan meeting(s) with Attendants.	
38. Make arrangements with Monona Terrace to replace our tables with their surplus.	
39. Train Custodian to do emergency lighting inspection and establish Custodial work plan and checklist.	
40. Coordinate custodial, hourly, senior and City meeting planners to maximize hourly staffing.	