

**MADISON SENIOR CENTER**  
**Strategic Operational Plan                      JANUARY – JULY 2017**

<b>GOALS</b>	<b>ACCOMPLISHMENTS</b>
<b>Administration</b>	
1. Establish SD team to complete national and state senior center accreditation review. Train team and staff, create operational groups, and identify Accreditation Action Plan 2017-2022.	
2. Complete RecTrac training for staff. Clerk/typist receives training on Legistar and Donorworks.	
3. Facilitate the Participant Advisory Council (PAC), Committee on Aging and Foundation Board.	
4. Staff representation on the CDD RESJI Committee, NISC Accreditation Board, LGBT Senior Alliance Steering Committee	
5. Sign-In campaign with banner and prize in Feb. Stress mandatory requirement.	
6. Prepare 2016 Annual Report for Annual Meeting on April 20. Update donor posters with 2016 information. Complete monthly and year-end reports and ensure City Partnership fund is settled.	
<b>CDD Directives and Senior Adult Resources</b>	
1. 1. Monitor the Coalition Collaboration Initiative planning and implementation efforts.	
2. Consult with City housing staff to advance affordable senior housing.	
3. Assist CDD Managers to develop Division plan and other assignments.	
4. Monitor contracts and service reports for senior adult service delivery.	
<b>Program</b>	
1. Implement new Aging Mastery Program using MCF donor grant. Hire hourly staff, plan program, create budget and implement first ten week session on March 16 with 2 <sup>ND</sup> in Fall.	
2. Assess usage and satisfaction with the Senior Center as a placement facility for adult enrichment program participants from Goodwill, Community Living Connection and other homes. <b>PURPOSE AND PLANNING 4; EVALUATION</b>	
3. Plan and promote collaborative events/programs (such as dances or speed dating) at different locations and times outside normal program hours with other businesses and agencies.	
4. Organize events: Dance (new), Artful Affair, LGBT Socials and musical programs, Bahama Bob in January and Jim Hendrickson in June.	

5. Recruit artists for the upstairs gallery with exhibits rotating monthly. Pursue photographic display of multi-generational pictures (with a theme?).	
6. Collaborate with MSCR to offer Simple Strength; Madison College to offer classes that attract older adults; Madison Public Library for Author program; UW students for Senior Wellness program.	
7. Utilize standardized program evaluation tool and systematically review participant satisfaction and quality of programs. Do surveys in-house and with Survey Monkey. <b>EVALUATION 1</b>	
8. Consult with Coalition Cultural Diversity staff to identify program that serve diverse population.	
9. Engage Senior Coalitions in potential MMSD program collaboration and seek new variation on the “Dialogue Across the Ages”	
10. Schedule an onsite informational visit with Dane County TimeBank to attract and educate participants and volunteers on uses of bartering.	
11. Secured lecturer Tina Hallis for “Shifting into Positive Gear” presentation at Monona Terrace Health and Wellness program on April 27. Visiting Angels sponsor.	
<b>Promotion/Marketing</b>	
1. Broaden marketing target for all intergenerational programs to entice ages 55+; include college ages for multi-generational impact when appropriate; more social media marketing	
2. Develop specific marketing campaign for new Aging Mastery Program.	
3. Maintain social media presence on Facebook (primarily to inform individuals) and Twitter (to advertise to other businesses and agencies).	
4. Develop a 2017 Marketing Plan which budgets for both image and program advertising.	
5. Send out Volunteer E-Newsletter twice a month with important news, opportunities, and recognition.	
<b>Volunteer Program/ Recognition</b>	
1. Recruit volunteers for Edgewood Nursing program , Preschool Craft program, ‘A Photo Affair’ judges and hangers, and gardening team for courtyard/patio fall cleanup.	
2. Recruit and guide student internship programs, including paid (AASPIRE & Fullmore) and unpaid (UW, Madison College)	
3. Recruit volunteers for Edgewood Nursing program, Preschool Craft program, ‘Artful Affair’ judges and hangers, and gardening team for courtyard/patio spring planting.	
4. Facilitate Advisory Council’s planning of Annual Meeting/Recognition Breakfast, April 13.	
5. Promote and implement 2017 Volunteer/Donor Recognition efforts. Send Spring	

Recognition card with Annual Recognition Breakfast.Dates. Send Donor Recognition Card; send birthday cards; <i>An Artful Affair</i> Reception; Summer Recognition Event.	
6. Submit nomination for United Way Volunteer of the month and other awards.	
7. Recruit SD members for Accreditation committee. Train committee on accreditation process and organize into groups covering key areas. Recruit & train experienced clerical volunteer for monthly volunteer position. Train appropriate volunteers on new RecTrac features/reporting	
8. Schedule two Front Desk meetings for volunteers to plan, and discuss position, sign in, and communication.	
9. Recruit volunteers and implement once monthly Children’s Saturday morning Library Reading Program with Madison Central Library.	
<b>Resource Development</b>	
1. Collaborate with Foundation Board to identify potential supporters/donors, including Corporate	
2. Sponsorships. Renew existing folks, and seek 4 additional meeting with potential folks	
3. Write, edit, and send out Spring <i>Giving Matters</i> donor appeal by March 31	
4. Explore and build relationships with existing and new corporate partners	
5. Develop new volunteer resource for donor solicitation & engagement.	
<b>Facility</b>	
1. Improve Courtyard improvement with Cap Centre Apt. staff and Volunteer Coordinator. Find landscaping stones and remove old evergreen bushes.	
2. Plan meetings with Attendants.	
3. Consider use of door swipes to enter for security.	
4. Improve kitchen storage and elevator storage organization.	