

MADISON SENIOR CENTER

Strategic Operational Plan

JULY - DECEMBER 2016

| GOALS | ACCOMPLISHMENTS |
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| Administration | |
| 1. Office Manager, Clerk/Typist and Front Desk volunteers to be trained on credit card transactions. Set up appropriate account strings with MUNIS. Manage in-house participant evaluations. | Credit card application delayed by City IT Department due to new version of RecTrac. Account strings developed for Senior Center grant funded programs. In house survey developed and offered. Two staff trained on Voter Registration. Office Manager involved in City-wide effort to identify agency data sets. |
| 2. Expand the use of photos and the registration form for ALL who enter this facility. Develop a campaign to move to the requirement (January 2017) that all scan in when entering. RECORDS & REPORTS #1; EVALUATION #4 | Sign in requirement promoted with signs and a newsletter article. Photos taken when discovered. |
| 3. Create a survey of adult enrichment program participants from Goodwill, Community Living Connection and other homes to assess their satisfaction with the Senior Center as a placement facility for their clients. PURPOSE AND PLANNING 4; EVALUATION | Meeting time sought with staff at Goodwill Industries. |
| 4. Schedule AED/first aid training for selected staff through City Parks staff. | AED/CPR training held for five staff in August. |
| 5. Provide new and revised Foundation quarterly report with assistance from the Foundation Treasurer. | Foundation report developed and in use quarterly. |
| 6. Update CoA member pictures and collage. | Material updated and posted. |
| 7. Educate participants to pre-register for programs and thus end cancelled or low enrollment in programs. | 2 newsletter articles and reminders for past 6 months and announced in several classes. Encouraged those who call in to register. |
| 8. Review Mission Statement with CoA and Advisory Council. PURPOSE 1 | Delayed until Accreditation effort. |
| CDD Directives and Senior Adult Resources | |
| 9. Work with CDD Managers to prepare the 2017 CDD budget with 2.5% reduction. | 2017 City budget for Senior Services remains at 2016 levels and includes additional amounts allocated in that budget by Mayor. |
| 10. Monitor senior adult contracted services and prepare year end information for CoA | Monitoring on-going and UW intern developed initial 3 RD quarter charts of service costs. |
| 11. Inform community leaders, CoA and CDD about the Coalition Collaboration recommendations. | Contracted oral and written provided to CoA and to the CSC and CDD staff. |

| Program | |
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| 12. Develop a new, wellness-based intergenerational class led by UW nutrition students. May add an exercise component taught by UW kinesiology students. | Cooperative program with U.W. Dietetics & Kinesiology Clubs in 10/16 scheduled monthly classes. Evaluating effort. |
| 13. Establish Meet the Author series as joint effort with Madison Public Library and research authors for 2017. Promote authors extensively with MPL and other venues. PROGRAM DEV 7 | 4 sessions of Meet the Author had 35 attendees. Staffing changes at Library delayed expansion. Exploring a collaborative children's program for a Saturday morning monthly. |
| 14. Plan and promote a special screening of <i>The Age of Love</i> film and a senior speed dating event. Finalize Monona Terrace Health & Wellness Lecture with John DeLamater on October 5, speaking about older adults and the need for intimacy. Visiting Angels & Madison Public Library are co-sponsors. | Movie shown 9/16 at the Central Library with 102 attendees. MT lecture with J DeLamater on 10/5 had 51 attendees. Additional sponsor was SAIL plus those listed. Speed Dating covered in News 3 segment by Dannika Lewis. |
| 15. Coordinate BEAM tours of museums, remotely with the use of a computer with a camera and a Wi-Fi connection, in July and October. | July BEAM tour with docent guide at de Young Arts Museum in San Francisco successful. October tour cancelled by museum due to staffing and wifi issues. |
| 16. Organize events with sponsorships: Summer Picnic, Photo Affair, <i>The Age of Love</i> film, Health & Resource Fair, Festival of Wreaths & Classic English Tea. Renew partnership with SAIL and discuss collaborative events. | Summer Picnic sponsored by MSC Foundation. Photo Affair had 21 entrants; Health & Resource Fair had 101 attend. SAIL sponsored movie. |
| 17. Seek programs, scheduled on weekends and/or evenings, to provide programming for working elders. Evaluate their success. PROGRAM 3 | Speed Dating in the evening. Developing Saturday intergenerational collaboration. |
| 18. Offer musical events: Shari Sarazin (harpist), Gilda's Glee Club | Shari Sarazin (17) in Sept. Gilda's Glee Club (23) in Oct. John Duggleby (15) in Dec. |
| 19. Develop partnerships with agencies that work with underserved populations, especially those with low vision, hearing problems and/or isolated. COMMUNITY 2 & 9 | Presentations poorly attended; vision resources (0) and hearing screening (1). Wisconsin Council for the Blind and Connect Hearing were participants at the Health & Resource Fair |
| 20. Support LGBT Senior Alliance socials, including a Vilas Park picnic and a performance by the greenTones. | 2 LGBT social events: picnic (30) and music, greenTones (35) |
| 21. Collaborate with MSCR to expand exercise classes; add Simple Strength in September | Simple Strength offered (6) |
| 22. Utilize standardized program evaluation tool and systematically review participant satisfaction and quality of programs. Do surveys in-house and with Survey Monkey in October. EVALUATION 1 | Sought feedback regularly from participants and did program brainstorming with Advisory Council. Received 109 responses to in-house & Survey Monkey evaluation. [Preliminary Results: 57% are ages 66 – 75, 67% female & 33% male, 90% white, 46% receive program info from <i>The Messenger</i> . 91% feel welcome. Report out soon.] |
| Promotion/Marketing | |

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| 23. Implement approved publicity plan with paid advertising for programs and image campaign designed by UW Marketing students. | Planned image and event ads appeared in Wisconsin State Journal, Isthmus, Northside News. |
| 24. Distribute press releases and other promotional materials monthly, adding unique volunteer opportunities, Classic English Tea, preschool program and 15 year anniversary of LGBT programs. | Monthly releases sent to newspapers, agencies, TV stations and public radio. Promoted 15 th Anniversary of LGBT Senior Alliance. |
| 25. Offer space to Metropolitan Place for their holiday event to promote Senior Center. PURPOSE AND PLANNING #4 | Holiday event held December 6 with attendance at 65 people. |
| 26. Request City Channel taping of the October Monona Terrace lecture. | Lecture taping completed |
| 27. Strengthen connections with various media outlets, and work to get articles about programs published through all appropriate media outlets. | Journey of Aging Article (Sept), Know Your Madisonian (Nov) Article, Speed Dating story with Danika Lewis (Nov) |
| 28. Investigate new media contract with Capital Newspapers and learn ways to make print and social media work together to our advantage. | Utilized ads and online opportunities in collaboration with the Senior Coalitions. |
| 29. Update and maintain website in new format. Add special events videos to the website with IT permission. | City IT will complete website project in 2017. |
| 30. Collaborate with Madison Senior Coalitions and other agencies to promote programs. Seek out low-cost ways to effectively promote MSC and programs. | Program info is distributed monthly which is published by SMCE and EMMCA in their newsletters. |
| 31. Maintain social media presence on Facebook. | 161 total page likes. Post program info about programs weekly, find people age 50+ to friend/ like the facebook page, and share on Twitter. |
| Volunteer Program/ Recognition | |
| 32. Recruit, train, place volunteers for: Health and Resource Fair, A Photo Affair judges and hangers, gardening team for courtyard/patio fall cleanup, Festival of Wreaths, Classic English Tea, Adult Enrichment Program, mass mailing, marketing interns, computer lab assistants. | Volunteers placed: H&R Fair (12 vols); Photo Affair (16); Garden cleanup (3); FOW (17); Classic Tea (100); Mailings (10); Marketing Intern (1); Computer Lab (10). |
| 33. Implement an evaluation survey of the Volunteer Program to assess volunteer satisfaction. | Evaluation distributed; completed by only 10 volunteers. Seeking additional respondents. |
| 34. Recruit and guide student internship programs, including paid (AASPIRE & Fullmore) and unpaid (UW, Madison College) | Voigt, AASPIRE Intern, Jawa, Wanda Fullmore Intern and Johnston, UW Intern |
| 35. Advance existing intergenerational programs, Edgewood Nursing program, RSVP Computer Buddies, Preschool Craft program, and Dialogue Across the Ages, by recruiting and supporting volunteers. Add new photo/art session to Dialogue. | Pre-school program 4 sessions (20 vols each). Dialogue was discontinued by MMSD curriculum changes. Edgewood Nursing (17). Computer Buddies resumes Spring 2017. |
| 36. Revise Sixth Grade Essay Contest with MMSD staff as part of school curriculum for May 2017 celebration and ice cream social. | Submitted paperwork to become an official partner of MMSD and sought advice on collaborating within new curriculum. |
| 37. Finalize Volunteer Recognition Plan for this period. Implement events, distribute Overture tickets, promote Dane County TimeBank, send Thanksgiving and birthday cards. Encourage attendance at Photo Affair and Festival of Wreath receptions. | 15 Overture vouchers distributed, many referrals to Dane County Time Bank, 200 Thanksgiving cards sent, Photo Affair Reception (50 guests), FOW Reception (30 guests) |

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| 38. Encourage intergenerational program volunteers to attend recognitions. Evaluate attendance at Summer Picnic, a donor/volunteer recognition event. Distribute volunteer business cards. | Some Pre-school volunteers now attending vents. Summer picnic attended by over 50, reaching set goal. Volunteer cards available. |
| 39. Arrange a 2016 Front Desk volunteer meeting to train on credit cards, required registration and other changes. | Quarterly Front Desk meetings. Credit cards not yet established, but focused on required registration. |
| 40. Participate in United Way, Days of Caring with a fall project and secure needed supply donations. | Donations secured, but project rained out. Rescheduled for spring 2017 |
| 41. Recruit tech-savvy volunteers to expand computer lab hours. | Increased lab hours by recruiting 4 additional volunteers to work 8 more hours per week. |
| Resource Development | |
| 42. Seek FOW wreath donations, raffle prizes and food gifts for Classic English Tea. | 25 wreaths and 23 raffles prizes donated. Total in-kind donations of \$5,143. |
| 43. Use year-end United Way wish listing to request in-kind donations. | Wish list submitted. |
| 44. Submit grant/donation requests to Downtown Rotary and Kiwanis and identify 2 other potential grant sources. | Grants submitted. Staff training on grant writing. Rotary follow-up planned for 2017. |
| 45. Identify 2 potential corporate sponsors and program supporters/donors for events. Seek to build relationships with potential partners. Expand Health & Resource Fair Sponsors. FISCAL 4, COMM CONNECTIONS 4 | H&R Fair number of sponsors down, but overall support remains unchanged. Recruited Capitol Lakes back as sponsor.. Expanded diversity of gift types (rollover, Planned gifts, mutual requests etc...) Corporate gifts of \$7,500 (\$8,000 in 2015) |
| 46. Write and edit October <i>Giving Matters</i> donor appeal. | Wrote and sent to over 1500 potential donors. Campaign resulted in donations totaling \$5,359 plus the matching donation of \$5,000. Grand total \$10,359. |
| Facility | |
| 47. Clerk/Typist does daily walk through of Courtyard; work with Capitol Centre Apts on maintenance and enhancements; add covers to exterior electrical outlets. | Walk throughs completed as possible. Staff met with Cap Centre staff to discuss plans to beautify courtyard, included added bushes/plants. Electrical outlet covers were added or outlets disabled to deter unauthorized usage. |
| 48. Update existing 18 art pieces for Lounge. Ask City Arts staff about refurbishing old photo series. | Volunteers painted existing frames and provided new photos to update Lounge art display. Historical Society viewed old display photos and they were added to deaccession list by the Madison Arts Program. |
| 49. Coordinate wood floor refinish. Identify floor bulges and restrict wet mopping prior. Coordinate facility “clean-up” day in conjunction with floor refinishing; organize elevator storage rooms, including decisions about stored art. | Floor refinish took place Aug. 12 with clean-up day for office staff the following Monday. Partial organizing done for upstairs storage room. |
| 51. Building Improvement | Coordinated project to replace old glass in five Lounge windows. Explored possibility and cost of swipes for building access to improve security. |

