

2021 Work Goals

Based on Results of Racial Equity Analysis

Volunteers

1. Collaborate with Program Coordinator, volunteers, and key stake holders to create clear goals, expectations and guidelines for new bilingual programs and translating existing programs.
2. Outreach to Latino Chamber and Catholic Multicultural Center to set up a time to present on services we offer. Follow up to identify ways to cross promote or collaborate for volunteers, participants by end of 4th quarter.
3. Give one presentation about MSC and volunteering to a BIPOC group w focus on the black community.
4. Plan and execute one virtual diversity training and offer it to volunteers.
5. Raise awareness of the volunteer opportunities with BIPOC groups. Recruit 3 new ethnically diverse volunteers.

Programs

1. Continue to grow and expand program collaboration with All of Us by identifying a new program that address health disparities among BIPOC who are age 55+ that we could offer. October 2021
2. Connect and develop a relationship with at least one senior housing property that offers affordable housing. Identify a program that the BIPOC residents value that MSC can offer onsite. November 2021
3. Develop and implement at least one program that is taught in Spanish for Spanish speaking older adults. September 2021
4. Increase the number of persons of color served by 10% by reaching out to, and collaborating with, existing groups and service providers.
5. Collaborate with the Volunteer Coordinator to identify potential volunteers who are bilingual and able to teach a relevant class to LatinX, Hmong or Chinese older adults.
6. Create a Marketing Plan that identifies at least one targeted audience and at least two new outlets to reach that audience. July 2021
7. Create a Marketing Plan that improves branding on the website with at least 50 percent of the pictures updated so that they are more representative of who we serve and who we should serve. Pictures will be taken by Laura, Marketing Interns, and Volunteers. November 2021
8. Identify two community outlets to promote programs and services to BIPOC. October 2021
9. Intergen Programming Outreach -Explore programming in Coordination with Joining Forces for Families

Commented [SSJ1]: Can you state what the goal of raising awareness is...for instance to recruit "x" # of new volunteers or to staff "X" number of programs? Also add in a measure for recruiting "x" BIPOC volunteers – with emphasis on the black community

Commented [SSJ2R1]:

Commented [SSJ3]: In order to make this goal specific and measurable please add how many recognition activities you will lead.

10. Madison Public Library-Coordinate/Create new program and/or potentially revisit photography program-- geared towards disadvantaged areas

Facility

1. Find stock photos showing diverse older folks and make into front entrance posters.
2. Advertise our facility, either via rental brochure or general facility brochure and send to diversified community groups. Need to update the brochure.

DRAFT