

MADISON SENIOR CENTER
Strategic Operational Plan JANUARY – JUNE 2016

GOALS	ACCOMPLISHMENTS
Administration	
1. Review Mission Statement PURPOSE 1	To Board and Advisory Council with SWOT Analysis in September
2. Develop SWOT Analysis; distribute Annual Report on April 14. PURPOSE 2	2015 Annual Report distributed to ADRC and AAA Boards, City Alders and Co Supervisors, Dept/Div Heads , Sr Leaders
3. Utilize RecTrak information to develop benchmarks of participant engagement and to survey their satisfaction. Provide training on RecTrac and Volgistics for staff and volunteers. EVALUATION 4 RECORDS 1	New staff member trained on Volgistics and RecTrac. Using RecTrak data in <i>Giving Matters</i> and funding proposals. Monthly report contains comparison to previous year's benchmarks.
4. Update donor posters to include 2015 information.	Donor posters revised with 2015 names
5. Complete 2015 monthly reports and donor info (for posters). Finalize Foundation financial reports to reconcile with City. File year-end documents and secure storage of essential data and materials.	2015 monthly reports, YTD Partnership Fund and Donor Breakdown reports completed. OASIS funds transferred and 2007 and 2008 files purged.
6. Utilize new quarterly report for Foundation expenses and donations.	Generated new Foundation report format in April and prepared 990 IRS report with Accountant.
7. Develop specific March dates for campaign to encourage sign-ins and add photo records. RECORDS & REPORTS 1, EVALUATION 4	Campaign included newsletter article and sign-in posters in Feb & March
CDD Directives and Senior Adult Resources	
8. Inform CoA and senior agencies about CDD Guiding Principles and Funding Priorities	Written and oral reports on CDD funding process study to agencies and CoA.
9. Track accomplishments of Coalition Collaboration Initiative	Oral reports and PERT document provided to CoA and written report to CDD Director.
10. Monitor senior services and contracts, service reports and financials.	Learned Gateway Provider software and approve reports and financials regularly.
Program	
11. Seek partnership with agencies that work with underserved populations COMMUNITY 9	Attended African American Health Network Meeting. Foundation funds NESCO Cultural Diversity and LGBT Senior Alliance programs. Senior Beat guests highlight Wisconsin Council for the Blind, Dane County Human Services, Independent Living
12. Implement a pilot effort for programs on weekends and/or evenings for	Art Reception from 3-5pm. Adding fall fitness and/or cooking classes

working elders. PROGRAM 3	on a weeknights at 5:00.
13. Develop standardized program evaluation tool and plan to systematically review satisfaction and quality of programs. EVALUATION 1	Determined October to be the best month to survey; will use Survey Monkey and in house paper forms.
14. Develop a new wellness-based intergenerational program led by health focused UW college students, a pilot of 3 April sessions. Exploring other Intergenerational programs, camera arts and/or grandparent. Replace Elder Wisdom Circle program (discontinued due to new program requirements.) PROGRAM 8	Discussion with UW Nutrition Dept, for series of 3 nutrition classes and added exercise component to start September. Also, planning collaboration with the MPL Children's Librarian.
15. Grow St. James pre-school (include 3yr olds) program to 20 volunteers from 15. Recruit 15 seniors for Dialogue Across the Ages program.	St James increased to 24 volunteers (both older and college age)/youngsters. Dialogue program at 15 students/volunteers.
16. Promote <i>Meet the Author</i> program with posters and efforts; most authors scheduled for 2016. Expand art programs.	Authors scheduled through 2016: none in Aug & Dec. Starting research for 2017. Artists provide monthly exhibit. Meeting with MPL Outreach Librarian to discuss collaboration. Added Adult Coloring and a Zentagle Drawing class. Library docent presented on the MMOCA Frank Stella art exhibit. Enhancing Artist of the Month program with receptions.
17. Plan and coordinate Monona Terrace Health & Wellness Spring Lecture – including speaker, date and sponsor.	Investigated potential speakers, but delayed due to availability of speakers and facility (Monona Terrace). Fall lecture scheduled.
18. Organize and implement events in collaboration with staff and sponsors: Artful Affair, Summer Picnic.	Artful Affair included 33 artists, one 92 years old.
19. Collaborations; work with LGBT Senior Alliance to promote events and serve this population. Socials 1/14 & 4/28. Renew partnership with SAIL and discuss collaborative events.	25 attended the January event and 40 the April event. Discussed collaboration with SAIL; events planned for fall.
20. Develop & Implement program series: Donna Bryant-Medicare Booth, Agrace, Walgreens, Wellness Champions, Blue River Chiropractic.	All implemented. Monthly Medicare booth has 2-6 people.
21. Develop and implement special program events: Li Chiao-Ping Dance Series, AARP Tax Service, Elvis Tribute, Helen Keller, St Patricks Day w/Casey & Greg, Madtown Jazz	All implemented. Also, RocknRoll Sundae Party and a John Duggleby America performance.
22. Sixth Grade Essay Contest	8 schools participated, 725 students wrote essays, and 78 people attended the Ice Cream Social.
Promotion/Marketing	
22. Promote Sixth Grade Essay Contest event to older adults on May 4 with Sr Beat and offer of transportation	Essay program promoted on Sr Beat, press releases and post cards; rides offered to all judges and senior volunteers.
23. Finish H&R Fair, Photo Affair and Tea videos for website. Inquire about taping MT lecture. RECORDS & REPORTS 2	Waiting for edits by City Channel staff.
24. Strengthen connections with various media outlets, and work to get	Ongoing. Made connections on programs for next 6 months with

articles about our programs published.	Journal of Aging & Northside News
25. Use new media contract with Capital Newspapers to our advantage and learn ways to make print and social media work together for us.	Contract for ads with Capital Newspapers includes social media functions that will bring folks to our website.
26. Update and maintain website – need IT to give the green light.	City IT has new proposed format for website.
27. Collaborate with Coalitions and other agencies to promote programs. Develop and implement publicity plan. Continue to seek out low-cost ways to effectively promote MSC and programs.	Coordinated with Coalitions to promote Sixth Grade Essay Contest Info goes monthly to 25 free outlets, including Coalitions. Developed 2016 publicity plan & image ads with \$2700 from Foundation.
28. Maintain quality of The Messenger.	Receive positive feedback about the high quality programs and impact of Messenger, a primary resource. More photos added to Messenger, Giving Matters and website.
29. Promote all special events and programs through appropriate media outlets	Developed 2016 publicity plan for free and paid publicity. Added and improved bulletin boards. Now offer posted signs in Spanish.
Volunteer Program/ Recognition	
30. Develop monthly newsletter copy for the Volunteer and Donor page. Maintain volunteer bulletin board; maintain Volunteer Program component of website (update bi-monthly); maintain email link to website; update VolunteerYourTime.org website in January, March and May.	Volunteer and donor newsletter pages, Volunteeryourtime.org, and bulletin board updated.
31. Build joint efforts between intergenerational and other volunteer activities. Recruit cooperatively, refer candidates, plan joint recognitions and share resources. Also highlight for volunteers the vast array of programs that they can attend! Laura work with John to find new ways to utilize volunteers in programs.	Intergenerational volunteers merged with others. Recruited volunteer for new program, Gentle Yoga. Volunteers assist with Computer Lab, Great Courses lecture series, foot care clinic. Edgewood practicum student taught a drop-in art class. 4 VA medical students shadowed programs and meetings during semester. UW/MATC studies on: hearing loss, medical software and technology usage. Working with Wanda Fullmore Internship Program with HS student.
32. Facilitate Advisory Council's planning of Annual Meeting/Recognition Breakfast.	Annual Meeting/Recognition breakfast had 61 attendees. Quarterly meetings provide information on programs and volunteers.
32. Promote and implement 2016 Volunteer/Donor Recognition efforts. Send Donor Recognition Card; send birthday cards; <i>An Artful Affair</i> Reception; Summer Recognition Event.	Eliminated Donor Recognition card. Set date, food, and entertainment for summer volunteer picnic. Artful affair reception attended by over 55 people. Birthday cards sent.
33. Participate in Overture ticket program; identify interested volunteers and distribute tickets.	Distributed over 20 total tickets to low income senior volunteers.
34. Recruit volunteers for Edgewood Nursing Program, Evaluate Preschool Craft Program in June. Recruit judges and hangers for An Artful Affair. Work with Gardening Team to create and implement planting plan in May	Recruited 10 new volunteers for PreSchool Craft, Edgewood RN program, Artful Affair. Expanded garden efforts to front awning area and courtyard in addition to 2 nd floor terrace and back entrances.
35. Submit nomination for United Way Volunteer of the month	Submitted Gil Hillman for volunteer of the year

36. Send out Volunteer E-Newsletter twice a month with important news, opportunities, and recognition.	Sent average of two e-newsletters per month
37. Edit and print new Volunteer Handbook	Volunteer Handbook drafted and edited. Print as needed to allow for changes.
38. Develop business cards for volunteers for recruitment and communication	Business cards drafted
Resource Development	
39. Work to build the Foundation Madison Community Fund investment accounts. FISCAL 3	Business Bank staff attends Foundation meetings to discuss accounts regularly.
40. Collaborate with other organizations to expand grant-writing opportunities. FISCAL 6	No opportunities realized.
41. Identify potential corporate sponsors and program supporters/donors for events. Seek to build relationships with potential partners. Expand Health & Resource Fair Sponsors. FISCAL 4.	Discussions with Sylvan, Security Health Plan and OakPark about partnerships. H&R Fair moved to November. Met with Senior Helpers about collaborative programs in next 6 months.
42. Write, edit, and send out Spring <i>Giving Matters</i> donor appeal	Spring issue sent March.
Facility	
43. Explore transportation and parking issues for participants and seek options and solutions. FACILITY 2	City transit person met with CoA for discussion on parking status.
44. Attendant training and meetings; schedule a walk through on basic cleaning duties.	Hired new attendant. Generated a chemical fact list. Custodian (re)trained Attendants and Office Manager met with them.
45. Courtyard improvement – work with Cap Centre Apt.- for new bushes in courtyard and flat landscaping stones, mulch and spotlights in front area. FACILITY AND OPERATIONS #4	Meetings have taken place with Jill and Georgia from Cap Centre Apts. Some new plants in courtyard and front entrance. 3 concrete planters purchased and placed in front. Solar lights purchased.