

MADISON SENIOR CENTER

Strategic Operational Plan JULY - DECEMBER 2016

GOALS	ACCOMPLISHMENTS
Administration	
1. Office Manager, Clerk/Typist and Front Desk volunteers trained on credit card transactions. Set up appropriate account strings with MUNIS. Manage in-house participant evaluations.	
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	
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	
4. Schedule AED/first aid training for selected staff through City Parks staff.	
5. Provide new and revised Foundation quarterly report with assistance from the Foundation Treasurer.	
6. Update CoA member pictures and collage.	
7. Educate participants to pre-register for programs and thus end cancelled or low enrollment in programs.	
8. Review Mission Statement with CoA and Advisory Council. PURPOSE 1	
CDD Directives and Senior Adult Resources	
9. Work with CDD Managers to prepare the 2017 CDD budget with 2.5% reduction.	
10. Monitor senior adult contracted services and prepare year end information for CoA	
11. Inform community leaders, CoA and CDD about the Coalition Collaboration recommendations.	

Program	
12. Develop a new, wellness-based intergenerational class led by UW nutrition students. May add an exercise component taught by UW kinesiology students.	
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	
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 DeLamiter on October 5, speaking about older adults and the need for intimacy. Visiting Angels & Madison Public Library are co-sponsors.	
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.	
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.	
17. Seek programs, scheduled on weekends and/or evenings, to provide programming for working elders. Evaluate their success. PROGRAM 3	
18. Offer musical events: Shari Sarazin (harpist), Gilda's Glee Club	
19. Develop partnerships with agencies that work with underserved populations, especially those with low vision, hearing problems and/or isolated. COMMUNITY 2 & 9	
20. Support LGBT Senior Alliance socials, including a Vilas Park picnic and a performance by the greenTones.	
21. Collaborate with MSCR to expand exercise classes; add Simple Strength in September	
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	
Promotion/Marketing	
23. Implement approved publicity plan with paid advertising for programs and image campaign designed by UW Marketing students.	
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.	
25. Offer space to Metropolitan Place for their holiday event to promote Senior Center. PURPOSE AND PLANNING #4	
26. Request City Channel taping of the October Monona Terrace lecture.	
27. Strengthen connections with various media outlets, and work to get articles about programs published through all appropriate media outlets..	
28. Investigate new media contract with Capital Newspapers and learn ways to make print and social media work together to our advantage.	
29. Update and maintain website in new format. Add special events videos to the website with IT permission.	
30. Collaborate with Madison Senior Coalitions and other agencies to promote programs. Seek out low-cost ways to effectively promote MSC and programs.	
31. Maintain social media presence on Facebook.	
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.	
33. Implement an evaluation survey of the Volunteer Program to assess volunteer satisfaction.	
34. Recruit and guide student internship programs, including paid (AASPIRE & Fullmore) and unpaid (UW, Madison College)	
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.	
36. Revise Sixth Grade Essay Contest with MMSD staff as part of school curriculum for May 2017 celebration and ice cream social.	
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.	
38. Encourage intergenerational program volunteers to attend recognitions. Evaluate attendance at Summer Picnic, a donor/volunteer recognition event. Distribute volunteer business cards.	

39. Arrange a 2016 Front Desk volunteer meeting to train on credit cards, required registration and other changes.	
40. Participate in United Way, Days of Caring with a fall project and secure needed supply donations.	
41. Recruit tech-savy volunteers to expand computer lab hours.	
Resource Development	
42. Seek FOW wreath donations, raffle prizes and food gifts for Classic English Tea.	
43. Use year-end United Way wish listing to request in-kind donations.	
44. Submit grant/donation requests to Downtown Rotary and Kiwanis and identify 2 other potential grant sources.	
45. Identify 2 potential corporate sponsors and program supporters/donors for events. Seek to build relationships with potential partners. Expand Health & Resource Fair Sponsors. <i>FISCAL 4, COMM CONNECTIONS 4</i>	
46. Write and edit October <i>Giving Matters</i> donor appeal.	
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.	
48. Coordinate wood floor refinish. Identify floor bulges and restrict wet mopping prior.	
49. Update existing 18 art pieces for Lounge. Ask City Arts staff about refurbishing old photo series.	
50. Coordinate facility “clean-up” day in conjunction with floor refinishing; organize elevator storage rooms, including decisions about stored art.	