

**MADISON SENIOR CENTER**  
**Strategic Operational Plan                      JULY - DECEMBER 2015**

<b>GOALS</b>	<b>ACCOMPLISHMENTS</b>
<b>Administration</b>	
1. Seek budget reports, showing specific Senior Center budget and accounts. <i>FISCAL 2</i>	
2. Plan RecTrac Fall campaign to encourage participant check-in/out. Offer prizes to randomly selected signers. Train Clerk/Typist and volunteer on RecTrac monthly reports. <i>RECORDS &amp; REPORTS 1; EVALUATION 4</i>	
3. Schedule AED training for staff; identify other needed staff or leadership training.	
4. Assist Foundation Board to establish revised by-laws, select investment and accounting advisors, and promote new MSC Foundation program funding.	
5. Establish membership in WASC and Kiwanis for Program Coordinator; continue efforts with Rotary Senior Service Committee.	
6. Explore improvements to RecTrac scheduling process; add credit cards and seek to fully utilize RecTrac	
7. Explore opportunities to improve various evaluation measures for Senior Center. <i>EVALUATION 6</i>	
<b>CDD Directives and Senior Adult Services</b>	
8. Review Senior Adult proposals and recommend services to COA and CSC for approval by the Mayor and City Council.	
9. Attend CDD manager and coordinator meetings and assume assignments to monitor senior contracts and services.	
10. Work with Division Director to develop Division Annual Plan.	
11. Increase the role of the Committee on Aging in advocating for City and County programs and services for older adults. <i>GOVERNANCE 2</i>	
<b>Program</b>	
12. Plan, obtain sponsorships and promote the October 21 health lecture at Monona Terrace. <i>COMMUNITY CONNECTIONS 4, PROGRAM DEVELOPMENT 7, FISCAL 4</i>	
13. Work with volunteers to establish two BEAM (virtual) tours of art facilities.	
14. Implement planned Author Series monthly with Central Library promotional	

collaboration.	
15. Investigate RSVP Computer Buddy writing program as additional intergenerational activity. <b>PROGRAM 2</b>	
16. Integrate additional members into Elder Wisdom group and plan monthly meetings.	
17. Secure CATCH Healthy Habits funding from 8/31/15 through 12/31/15. A reduced budget of \$8,500 allows two children's programs and a Healthy Habits for Adults. Continue individual and collaborative searches (with OASIS and other 5 cities) for funds.	
18. Develop ongoing events, classes and programs. Develop program series with identified partners; focus on wellness, financial literacy, elder abuse. <ul style="list-style-type: none"> <li>• Luau 7/29</li> <li>• Coalition Anniversary Picnic 8/9</li> <li>• Health &amp; Resource Fair 9/10</li> <li>• Harpist 9/14</li> <li>• Photo Affair 9/22- 10/30</li> <li>• Festival of Wreaths 11/9-12/4</li> <li>• FOW Reception 11/13</li> <li>• Classic English Tea 12/4</li> </ul>	
19. Strengthen collaborations with partner organizations and senior groups to provide programs for senior adults with sight or hearing difficulties, especially those living alone. <b>PROGRAM 2</b>	
20. Work with other neighborhood and/or senior centers to identify/provide professional staff training/technical assistance. Explore credited classes. <b>PROGRAM 6</b>	
21. Use networking and surveys to collect new ideas for classes, speakers, instructors, entertainment and implement new program trends.	
22. Maintain and strengthen diversity in programs and activities. Assist LGBT group in providing activities and raising awareness. Increase efforts to reach a more diverse population in ethnicity and age. <b>PROGRAM 9</b>	
23. Create engaging opportunities, including advocacy, to expand programs to a broad and diverse aging population. Explore MSCR speaker and program collaborations.	
24. Explore program activities with working older adults. Strengthen noon hour programs and activities. Work on special events for September Senior Center month. <b>PROGRAM 3</b>	
25. Run a Survey Monkey and in-house surveys on topic for participant feedback and evaluation.	
26. Create a standardized evaluation form for programs and events. <b>EVALUATION 1</b>	
27. Develop 2016 calendar of programs.	

<b>Promotion/Marketing</b>	
28. Offer space to Metro Place for holiday event and to promote facility to residents. <i>PURPOSE AND PLANNING 4</i>	
29. Follow-up with City Channel production regarding Photo Affair, H&R Fair, and Tea taping on website. Secure taping of MT lecture.	
30. Market volunteer opportunities to minority individuals and organizations, include UW groups. <i>PROGRAM 9</i>	
31. Investigate low-cost ways to promote the Senior Center; find additional outlets for distribution of <i>The Messenger</i> . Collaborate with Senior Coalitions for joint promotion.	
32. Utilize and expand Facebook and social media to promote our programs and especially need for CATCH HH support.	
33. Collaborate with coalitions and agencies for program promotion city wide. Implement publicity plan, and investigate low-cost ways to promote the Senior Center. Use city-wide email for appropriate activities. Regular notices to AAA including Caregivers News and ADRC. Communicate one-on-one with selected publication editors.	
34. Maintain the quality of The Messenger newsletter; plan topics strategically with existing features like the Front Page, Volunteer spotlights, Donor Page. Create CATCH HH article including obesity stats and impact.	
35. Enhance and maintain website with updated Photo Gallery. Update links. Highlight corporate sponsors in all advertising and promotion. Work with IT to update the website to the same format at the city website. Establish social media outlets.	
36. Update the Marketing and Publicity Plan.	
<b>Volunteer Program/ Recognition</b>	
37. Work with Intergenerational coordinator to recruit, place, and run background checks on volunteers for Edgewood Nursing program, Preschool Craft program, and Dialogue.	
38. Edit and print new 2015/2016 Volunteer Handbook	
39. 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 office help,	
40. Develop Volunteer Recognition Plan for remainder of 2015 and 2016. Implement events: distribute Overture tickets, promote Dane County TimeBank, send Thanksgiving and birthday cards. Promote Photo Affair and Festival of Wreath receptions.	
41. Develop and implement craft project for interested volunteers.	
42. Hold quarterly training, social and informational meetings with front desk (and other?) volunteers.	

43. Establish plan to evaluate Volunteer Program and to assess volunteer service.	
<b>Resource Development</b>	
44. Advocate for Senior Center and senior services funding within the City budget.	
<b>45.</b> Seek grants and other funding sources for new and existing programs, especially CATCH HH. Submit proposals to three new businesses and renew existing sponsorships. <i>FISCAL 6</i>	
46. Assess fundraising program goals and methods with Foundation Board. Publish October <i>Giving Matters FISCAL 3</i>	
<b>47.</b> Seek FOW wreath donations, raffle prizes and food gifts for Classic English Tea.	
48. Use year-end United Way wish listing to request in-kind donations.	
49. Submit grant/donation requests to Downtown Rotary and Kiwanis.	
50. Find connections and resources for older individuals who appear to be homeless.	
51. Seek to build relationships with potential partners, donors and supporters. <i>FISCAL 4</i>	
<b>Facility</b>	
52. Refinish dining room wood floor; plan Room 2 TV/DVD display and looping TV display at front entrance.	
53. Design Courtyard improvement plan; trim trees and install low lights.	
54. Maintain front entrance condition and research lights for front sign; investigate window décor with neighbor business. <i>FACILITY 4</i>	
55. Explore transportation and parking options for volunteers/participants. <i>FACILITY 2</i>	

**Bold and italicized notations (e.g., FACILITY 2) refer to items from the 2011-2016 ACCREDITATION ACTION PLAN.**