

Action Plan – Evaluation

GOAL

Periodic and comprehensive evaluations are done. The Madison Senior Center invites input from participants, volunteers, community agencies and other whose comments and feedback may contribute to a well-managed, highly respected center.

Objective 6-A: To create an annual evaluation plan of Senior Center programs, participants and operations, which includes standardized forms and timelines.

Objective 6-B: To make all evaluation results available to the Committee on Aging, City officials and participants when completed.

Objective 6-C: To develop standards of excellence, correct deficiencies, and improve outcomes with all evaluation results.

Recommended Actions	Resources Required (funding, staff, equipment)	Organizations & Agencies Involved	Technical Assistance & Training Required	Individual(s) Responsible
1. Create standardized forms and an annual calendar to evaluate programs, participant satisfaction, and operations.	Staff			Program and Volunteer Coordinators, Director, Participant Advisory Council
2. Seek UW professors and students who can initiate studies and/or advise on evaluation efforts.	Staff	University of WI (Business, Marketing, Nursing, Human Ecology, Social Work) and Morgridge Center		Volunteer Coordinator
3. Establish RecTrac software as a user friendly system for data collection or seek an alternative.	City IT		Training to collect data and prepare reports	Senior Center Staff and City IT Department
4. Explore with NewBridge the option of using My Senior Center to track program participants.		NewBridge, Inc.	NewBridge Staff	Director
5. Survey consistently across the baseline population to achieve Madison Measures annual benchmarks.	Staff time, postage,	Community Development Division		Program Coordinator
6. Consider purchasing mailing lists of those who are not participants and those who are not yet 55 to improve and expand evaluation (and marketing) efforts.	Staff time, cost	Private Company		Director