

**MADISON SENIOR CENTER**  
**Strategic Operational Plan January - June 2015**

<b>GOALS</b>	<b>ACCOMPLISHMENTS</b>
<b>Administration</b>	
Prepare 2014 Annual Report for distribution. Complete monthly reports and end-of-year financial reports, develop 2014 donor posters; file and store year-end documents and data.	
Complete YTD financial reports for Foundation and grants. Prepare program expenditure reports. Renew all space contracts. Coordinate with City Finance to place "carryover" funds from previous years and Oasis grant in appropriate accounts.	
Adjust to new software systems, including MUNIS, RecTrac, Donorworks. Learn and update processes for payroll, personnel actions, PO/requisitions, invoices, transfers, purchasing card, cashiering, general ledger. Utilize RecTrac for participant and program reports, implementing new Rental booking procedures. Train staff on Employee Self Service system. Explore Donorworks to export options for print.	
Enter 2015 programs in RecTrak and develop campaign (signage, prizes, raffle) to encourage participant use. <b>RECORDS &amp; REPORTS 1, EVALUATION 4</b>	
Hire and train new Clerk/Typist 1 and prepare for the retirement of the Program Coordinator with manual, organized materials and training regime.	
Develop Advisory Council and Foundation membership and leadership.	
Maintain membership in Dane County Administrators of Volunteer Services; WI Assoc of Sr Ctrs; Elderly Services Network; SAIL; NCOA; ASA; Rotary Club	
<b>Program</b>	
Focus <b>CATCH HH</b> programs in community areas of need based upon diversity and socio-economic factors. Expand partnerships and serve new locations.	
Coordinate Madison Senior Coalitions <b>Sixth Grade Essay Contest</b> (4 Coalitions and 8 Middle Schools) culminating in May reception. Facilitate <b>Elder Wisdom Circle</b> , gather advice of 4-6 elders to reply to six online questions monthly. Engage 13 senior volunteers in <b>Dialogue Across Ages</b> and plan recognition for them. Maintain <b>St. James Preschool Program</b> with 15 volunteers	
Seek and develop new Intergenerational Programs, perhaps with the Madison School District in the elementary grades.	
Promote <b>Meet the Author</b> program and recruit future authors.	
Strengthen partnerships including <b>Monona Terrace Wellness Lecture (4/29 Top 5 Fad Diets:</b>	

*The Good, the Bad, and the Ugly*); Outreach LGBT Senior Alliance (1/15 social and fall annual calendar); new partnership with SAIL (1/15 Tying Scarves, 2/24 Mary Todd Lincoln (2-24) and 5/13 SAIL into Summer with Color) and Central Library (Ballroom Basics for Balance class in Feb)

Develop 2015 calendar and implement special program events:

- Li Chiao-Ping Dance Series 1/29 – 3/19
- AARP Taxes, 7 sessions
- VFW Dinner (Partner w/Gaylord's) and free Concert at 7 pm
- New: Valentine Songs with Rob Rasch, sponsored by Visiting Angels
- New: Prairie Bayou Cajun Band; Mardi Gras 2/17
- *Broadway, The Golden Age* 3/31
- Annual Meeting 4/9
- Artful Affair: April 28 – May 31 with Gallery Night 5/1
- *Top 5 Fad Diets*, 4/29 at Monona Terrace
- Sixth Grade Essay Contest Reception, 5/6
- Wingra Quintet Performs Monday 5/11

Organize contacts and develop plan for Health & Resource Fair 5/10

Promote new educational UW-HEX scholar program, compiling *A People's History of Medicine*, weekly sessions for Feb/Mar.

Work with other neighborhood and/or senior centers to identify /provide professional staff training/technical assistance in Spring. Utilize colleagues (Senior Planners & Continuity of Care network group) for information on new classes, speakers, qualified instructors, entertainment, and implement new program trends.

Maintain & strengthen diversity in programs and activities. Seek additional computer and other class instructors and program lecturers. Plan monthly wellness programs at 12:15 to attract workers. **PROGRAM 9.**

Promote **basic drawing and watercolor classes**. New **financial series** with Summit Credit Union. Volunteer offers ongoing **computer and Internet classes**. **Wellness lectures** in a series from Agrace Hospice, the Wellness Champions, SouthernCare and Home Health United.

## Promotion/Marketing

Collaborate w/Madison Senior Coalitions for program promotion citywide. Implement publicity plan, and investigate low-cost ways to promote the Senior Center. Use city-wide email for appropriate activities and expand use of new city promotional links (events, news releases, core events, highlights). Communicate one-on-one with selected publications and editors (Brava, Mad Magazine), especially key programs 3 months prior. **Program 5.**

Maintain the quality of **THE MESSENGER** newsletter; plan topics strategically with existing

features, add themes and special seasonal entertainment.	
Enhance and maintain website with updated Photo Gallery (credit photos) and add Corporate Sponsors. Highlight sponsors in all advertising and promotion. <b>Fiscal 4</b>	
Complete videos of H&R, Photo Affair and Tea for website. Inquire about taping MT lecture. <b>Records &amp; Reports 2?</b>	
<b>Volunteer Program/ Recognition</b>	
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 Volunteer.YourTime.org website in January, March and May.	
Provide a comprehensive background check for volunteers that work with youth or at risk populations and are not directly supervised.	
Build joint efforts between intergenerational and other volunteer activities. Recruit cooperatively, refer candidates, plan joint recognitions and share resources.	
Facilitate Advisory Council's planning of Annual Meeting/Recognition Breakfast.	
Promote and implement 2015 Volunteer/Donor Recognition Plan. Send February "Valentines" card; produce annual meeting/recognition breakfast in April; send birthday cards; "3 a month" thank you cards or email; <i>An Artful Affair</i> Reception; Summer Picnic on August 9. Promote membership and use of Dane County TimeBank to volunteers	
Participate in Overture ticket program; identify interested volunteers and distribute tickets.	
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	
Recruit team leaders for 6 <sup>th</sup> Grade Essay Contest, Summer Picnic and Garden projects. Identify TL positions and promote.	
Recruit and train a UW group to take on a special project, like a research study, cleaning out closets, gardening day.	
Recruit 3 volunteers for committee to plan and execute Summer Picnic	
Utilize RecTrac system for accurate monthly reports; train a volunteer(s) to capture volunteer's hours.	
Send out Volunteer E-Newsletter twice a month with important news, opportunities, and recognition.	
Hold quarterly training and information meetings with front desk volunteers. Update new front desk training protocols including new RecTrac system and establish liaison with new Clerk Typist on responsibilities.	
<b>Resource Development</b>	

Identify potential corporate sponsors and program supporters/donors for events. Seek to build relationships with potential partners and transfer liaison with sponsors. Expand Health & Resource Fair Sponsors. <b>Fiscal 4.</b>	
Write and submit grant/donations requests. Seek a volunteer to assemble a database of grants, deadlines and genres.	
Coordinate, write and publish spring edition of <i>Giving Matters</i> newsletter	
Seek new funding resources for CATCH HH, build connections, develop options and decrease costs.	
Meet with and submit proposals to a min of three new businesses in 2015. ( <b>COMM CONNECTIONS #2,#4; Fiscal 3</b> )	
<b>Facility</b>	
Plan meeting(s) with Attendants. Generate info showing different setup styles.	
Get estimates for wood floor refinishing and for cleaning grease out of kitchen hood/vents.	