

MADISON SENIOR CENTER

Strategic Operational Plan

JULY - DECEMBER 2015

GOALS	ACCOMPLISHMENTS
<p>Administration</p> <p>1. Seek budget reports, showing specific Senior Center budget and accounts. <i>FISCAL 2</i></p>	<p>A YTD report will be utilized from MUNIS showing line items to help staff better track expenses.</p>
<p>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 & REPORTS 1; EVALUATION 4</i></p>	<p>Signs/posters displayed in facility encouraging sign-ins with a random prize. The campaign was in the 11/15 newsletter and the prize winner in 2/16.</p>
<p>3. Schedule AED training for staff; identify other needed staff or leadership training.</p>	<p>Offered Mental Health First Aid – Attended by 2 staffers and intern. Contacted Fire Dept. in June and Dec; no action.</p>
<p>4. Assist Foundation Board to establish revised by-laws, select investment and accounting advisors, and promote new MSC Foundation program funding.</p>	<p>6 new Foundation members recruited. Foundation to offer financial support to agencies providing programs here. New accounting support found and new investment firm employed. By-laws revised</p>
<p>5. Establish membership in WASC and Kiwanis for Program Coordinator; continue efforts with Rotary Senior Service Committee.</p>	<p>Director serves on Rotary Sr Svc Committee; Program Coord attends WASC. Program Coordinator to join Kiwanis late 2016.</p>
<p>6. Explore improvements to RecTrac scheduling process; add credit cards and seek to fully utilize RecTrac</p>	<p>Credit card addition not added until City IT coordinates it with MUNIS. IT provided onsite RecTrac training.</p>
<p>7. Explore opportunities to improve various evaluation measures for Senior Center. <i>EVALUATION 6</i></p>	<p>Volunteer Evaluation completed with on and off-line survey; 27 responses. Info presented to Advisory Council and CoA. Assisted UW Marketing students with survey and focus group about senior centers for people 55-65</p>
<p>CDD Directives and Senior Services</p> <p>8. Review Senior Adult proposals and recommend services to COA and CSC for approval by the Mayor and City Council.</p>	<p>CoA engaged in funding process; 8 agencies and 15 senior programs totaling \$733,175. and EOP funds of \$8,430 approved for 2016.</p>
<p>9. Attend CDD manager and coordinator meetings and assume assignments to monitor senior contracts and services.</p>	<p>Extensive CDD Funding Process study meetings attended. Learned Provider Gateway software to manage and develop 2016 contracts.</p>
<p>10. Work with Division Director to develop Division Annual Plan.</p>	<p>Second DRAFT developed and submitted.</p>
<p>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></p>	<p>CoA considered senior homelessness and housing issues, and they heard from providers regarding the status of affordable housing and reviewed City Housing Report.</p>
<p>Program</p> <p>12. Plan, obtain sponsorships and promote the October 21 health lecture at Monona Terrace. <i>COMMUNITY CONNECTIONS 4,</i></p>	<p>Secured speaker UW Dr. Shilagh Mirgain, sponsor Visiting Angels and partner Monona Terrace. 95 people attended. Designed banner ad for newspaper tv page. Coordinated advertising for lecture.</p>

PROGRAM DEVELOPMENT 7, FISCAL 4	
13. Work with volunteers to establish two BEAM (virtual) tours of art facilities.	Coordinated two BEAM tours with San Diego Museum of Art and San Francisco's de Young museums. Worked with volunteer to "drive" machine and research other possible tours.
14. Implement planned Author Series monthly with Central Library promotional collaboration.	Author series held monthly throughout 2015 with a wide variety of authors, mostly local. 5-15 participants. Collaboration with Central Library and local bookstore-Mystery to Me
15. Investigate RSVP Computer Buddy writing program as additional intergenerational activity. PROGRAM 2	Computer Buddy program with 9 vols trained 9/15 and implemented 12/15 in conjunction with RSVP (lead role) 126 hours, ongoing in 2016.
16. Integrate additional members into Elder Wisdom group and plan monthly meetings.	Elder Wisdom group (8 members) met monthly to respond to 5-6 letters; Final responses coordinated by Intergenerational Coord. & submitted w/in 3 days
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.	Several sources identified and contacted. MSC Foundation agreed to provide \$8,500, but other factors including fidelity to evidence-based program, resource materials, liability and training support led to decision to cease efforts, since 2016 funding and other issues not solved.
18. Develop ongoing events, classes and programs. Develop program series with identified partners; focus on wellness, financial literacy, elder abuse. Impement: Luau 7/29; Coalition Anniversary Picnic 8/9; Health & Resource Fair 9/10; Harpist 9/14; Photo Affair 9/22- 10/30; Festival of Wreaths 11/9-12/4; FOW Reception 11/13; Classic English Tea 12/4	Luau (40) collaboration with Capital Centre. Coalition Anniversary Picnic (105). Health & Resource (80-100) attendance. Changing date to November and marketing to caregivers. Harpist was excellent, but Monday pms not best time (only 5). Photo Affair had 17 photographers; recruiting to start earlier. FOW Sold record 80 live wreaths. Workshop not well attended (5). Offered Financial Literacy series with Summit Credit Union. Met with Agrace, Senior Helpers, Blue River Chiropractic, RSVP, Donna Bryant & The Wellness Champions to discuss 2016 program series.
19. Strengthen collaborations with partner organizations and senior groups to provide programs for senior adults with sight or hearing difficulties, especially those living alone. PROGRAM 2	Offered free hearing screening in July.
20. Work with other neighborhood and/or senior centers to identify/provide professional staff training/technical assistance. Explore credited classes. PROGRAM 6	Collaborated with Journey Mental Health to offer First Aid for Mental Health. CEU's were available.
21. Use networking and surveys to collect new ideas for classes, speakers, instructors, entertainment and implement new program trends.	Attended Senior Planner meetings in August and October. Worked with UW students to research programs appealing to baby boomers (UW Field Study Project). Attended WASC conference. Did walkabouts and talked to seniors about programs.
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	LGBT added history class once a month. Expanded PSA's to Capital Hues, UMOJA and La Comunidad, UW Field Study project. Discussed program collaboration for 2016 with Rodrigo Valdivia(NESCO)

and age. PROGRAM 9	
23. Create engaging opportunities, including advocacy, to expand programs to a broad and diverse aging population. Explore MSCR speaker and program collaborations.	Ran financial series with Summit Credit Union.
24. Explore program activities with working older adults. Strengthen noon hour programs and activities. Work on special events for September Senior Center month. PROGRAM 3	Added MSCR yoga class in late afternoon. Health & Resource Fair and Photo Affair were in September. Also hosted harpist and LGBT social in September. Offered mediation class and MATC cooking classes PM.
25. Run a Survey Monkey and in-house surveys on topic for participant feedback and evaluation.	UW Students surveyed participants regarding views about the senior center. Plan another program survey in the Spring.
26. Create a standardized evaluation form for programs and events. EVALUATION 1	No action.
27. Develop 2016 calendar of programs.	Posted in December; in print in January
Promotion/Marketing	
28. Offer space to Metro Place for holiday event and to promote facility to residents. PURPOSE AND PLANNING 4	Holiday party took place on first level. 45 residents attended. Promote the Senior Center to neighbors.
29. Follow-up with City Channel production regarding Photo Affair, H&R Fair, and Tea taping on website. Secure taping of MT lecture.	Monona Terrace lecture taped and on website. Delays with posting past tapings due to busy and changed City Channel.
30. Market volunteer opportunities to minority individuals and organizations, include UW groups. PROGRAM 9	Recruited 25 Chancellors Scholars (UW minority students) to work the Classic English Tea event. Posted volunteer recruitment flyer at Centro Hispano.
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.	Collaborated with coalitions on August picnic. SMCE & EMMCA put MSC programs in their newsletter, Program info is sent to NESCO & West. ASPIRE interns contacted senior apt/condos in the area about putting signs and Messengers in their lobbies.
32. Utilize and expand Facebook and social media to promote our programs and especially need for CATCH HH support.	CATCH HH Facebook page established previously and posts added continuously. Worked with IT to set up Facebook and Twitter for MSC. Twitter weekly and FB almost daily. Waiting for IT permission to do Instagram and Pinterest.
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.	See 31. Sending out emails to coalitions and agencies about events. Utilizing City Email to all users, notifications are going to AAA and ADRC. Interns contact various media outlets every 6 months to keep contacts info up to date. Regular conversations with Capital Newspapers, Catholic Herald, & Isthmus.
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	Messenger is getting positive feedback. Topics are articles related to programs.

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.	Established facebook page and is linked to website so that the photos posted will also appear on website. Set up Twitter account. Corporate sponsors are highlighted in Messenger and special events promotion. Is process of working with IT on website – waiting.
36. Update the Marketing and Publicity Plan.	School of Business Marketing students completed project on “Attracting Participants 55-65 years” and presented 4 potential promotional campaigns.
Volunteer Program/ Recognition	
37. Work with Intergenerational coordinator to recruit, place, and run background checks on volunteers for Edgewood Nursing program, Preschool Craft program, and Dialogue.	Revised policy and implemented background checks for volunteers in programs that meet outside MSC and work with vulnerable populations. Record added to RecTrak.
38. Edit and print new 2015/2016 Volunteer Handbook	First draft complete.
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,	Successfully recruited and placed volunteers for Fall programs and events. H&R Fair, 15; Photo Affair, 20; Gardening, 4; FoW, 25; Tea, 100, Adult Enrichment, 6. Developed marketing position with Program Coordinator and wrote description, did interviews and recruited. Recruited 6 new candidates for COA.
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.	Recognition plan for 2016 continues with Overture tickets, Thanksgiving/Bday cards and reception to recognize volunteers.
Develop and implement craft project for interested volunteers.	Developed magnet craft project as a pilot for drop-in volunteer project.
41. Hold quarterly training, social and informational meetings with front desk (and other?) volunteers.	Implemented quarterly meetings held with front desk volunteers, October.
42. Establish plan to evaluate Volunteer Program and to assess volunteer service.	Held online and offline survey for 2015. Had 27 responses and presented results to advisory council and CoA.
Resource Development	
43. Advocate for Senior Center and senior services funding within the City budget.	Attended CDD budget meetings; encouraged advocacy by CoA members and service providers. Encouraged EOP projects and advocated for Brittingham funding project.
44. 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>	Corporate sponsorship sought from 3 businesses; Sylvan agrees to \$1,000 level. Extensive resource review and contacts made to support CATCH HH; final program completed at Midvale Elementary in late Fall.
45. Assess fundraising program goals and methods with Foundation Board. Publish October <i>Giving Matters FISCAL 3</i>	Sponsorship levels updated to reflect new ways to support programs financially. Creates a template for negotiating appropriate sponsorships.
46. Seek FOW wreath donations, raffle prizes and food gifts for Classic English Tea.	All donations, prizes, and food secured for Tea Event.
47. Use year-end United Way wish listing to request in-kind	Submitted requests for games, hand cart, and greeting cards.

donations.	
48. Submit grant/donation requests to Downtown Rotary and Kiwanis.	Rotary Grant for technology expansion submitted.
49. Find connections and resources for older individuals who appear to be homeless.	Resource listing for homeless and Latino senior adults developed and shared with staff for referral.
50. Seek to build relationships with potential partners, donors and supporters. <i>FISCAL 4</i>	Met with 2 Brightstar reps and talked with Oak Park Place president to build relationship with these existing partners.
Facility	
51. Refinish dining room wood floor; plan Room 2 TV/DVD display and looping TV display at front entrance.	Floor refinished successfully using a green product with less smell. TV cart for Room 2 assembled. Large TVs bought and installed for Room 1 and Entrance which features participant pictures.
52. Design Courtyard improvement plan; trim trees and install low lights. (New lighting in courtyard=Facility And Operations #4)	Lowlights installed. Dead tree branches trimmed, stumps removed and grass planted. John and Karen spoke with Cap Centre mgmt about future plant plans.
53. Maintain front entrance condition and research lights for front sign; investigate window décor with neighbor business. <i>FACILITY 4</i>	Interns researched solar spot lights. Several options. If approved, will try in spring.
54. Explore transportation and parking options for volunteers/participants. <i>FACILITY 2</i>	Researched parking hoods and uses for H&R Fair; only available to load & unload passengers. Few offered and only for short time.

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