

COMMUNITY CONNECTIONS

GOAL

The Madison Senior Center is a focal point for the activities for older persons. It is a source of information for older persons about programs and services for older adults. It enhances other community programs with the resources of the Senior Center.

Objective 2-A: To seek 5 new partners in the community annually for collaborative efforts in programs and services for older people.

Objective 2-B: To connect with 5 targeted groups of older adults monthly about Senior Center opportunities and accomplishments.

Objective 2-C: To seek 5 opportunities for advocacy annually on behalf of older adults.

Action Steps	Required Resources	Organizations/ Agencies Involved	TA & Req Training	Responsible Individual & Timeframe
1. Review and update the Senior Center Research Policy and Research Project Request Form.		City Attorney's Office (maybe)		Senior Center Director with staff, 2018
2. Define the difference between and partner and a collaborator. Clarify when a written agreement is required. Update existing written collaborative agreements and identify new partners/collaborators.				January 2019 and thereafter annually. Senior Center Director with staff
3. Identify and recruit community leaders with a commitment to seniors aging in place to fill volunteer leadership roles.	Volunteers	United Way, Foundation, Committee on Aging		Senior Center Director Volunteer Coordinator
4. Seek business leaders to financially support programs and help with promotion. Build relationships with potential partners.	Corporate Sponsorships Plan and Strategy	Foundation, Comm on Aging, Current Volunteers		On-going by Foundation & Executive Director
5. Seek strategies to be involved in planning with both the United Way of Dane County and the Madison Community Foundation.	Invite to the table when addressing key older adult issues	United Way, Mad Com Foundation, City Economic Dev		Senior Center Director
6. Seek to increase the presence of case managers and resources at the Madison Senior Center	CDD Funds	Madison Coalitions CDD Director		Senior Center Director
7. Increase the number of persons of color served by reaching out to, and collaborating with, existing groups and service providers	Agencies to collaborate with	Coalitions, AAA, ADRC		Program Coordinator
8. Rewrite the marketing plan to include target audiences.	Marketing plan samples from other centers			Senior Center Director Program Coordinator
9. Research and implement methods to accurately track the success of marketing tools and provide statistics for evaluation purposes.	IT, Document Services, Staff Time	City IT Dept	Train on better use of data from social media	Program Coordinator

