

**MADISON SENIOR CENTER**  
**Strategic Operational Plan                      JANUARY – JULY 2016**

<b>GOALS</b>	<b>ACCOMPLISHMENTS</b>
<b>Administration</b>	
1. Review Mission Statement <b>PURPOSE 1</b>	
2. Develop SWOT Analysis; distribute Annual Report on April 14. <b>PURPOSE 2</b>	
3. Utilize RecTrak information to develop benchmarks of participant engagement and to survey their satisfaction. Provide training on RecTrac and Volgistics for staff and volunteers. <b>EVALUATION 4 RECORDS 1</b>	
4. Update donor posters to include 2015 information.	
5. Complete 2015 monthly reports and donor info (for posters). Finalize Foundation financial reports to reconcile with City. File year-end documents and secure storage of essential data and materials.	
6. Utilize new quarterly report for Foundation expenses and donations.	
7. Develop specific March dates for campaign to encourage sign-ins and add photo records. <b>RECORDS &amp; REPORTS 1, EVALUATION 4</b>	
<b>CDD Directives and Senior Adult Resources</b>	
8. Inform CoA and senior agencies about CDD Guiding Principles and Funding Priorities	
9. Track accomplishments of Coalition Collaboration Initiative	
10. Monitor senior services and contracts, service reports and financials.	
<b>Program</b>	
11. Seek partnership with agencies that work with underserved populations <b>COMMUNITY 9</b>	
12. Implement a pilot effort for programs on weekends and/or evenings for working elders. <b>PROGRAM 3</b>	
13. Develop standardized program evaluation tool and plan to systematically review satisfaction and quality of programs. <b>EVALUATION 1</b>	
14. Develop a new wellness-based intergenerational program led by health focused UW college students, a pilot of 3 April sessions. Exploring other Intergenerational programs, camera arts and/or grandparent. Replace Elder Wisdom Circle program (discontinued due to new program requirements.) <b>PROGRAM 8</b>	

15. Grow St. James pre-school (include 3yr olds) program to 20 volunteers from 15. Recruit 15 seniors for Dialogue Across the Ages program.	
16. Promote <i>Meet the Author</i> program with posters and efforts; most authors scheduled for 2016. Expand art programs.	
17. Plan and coordinate Monona Terrace Health & Wellness Spring Lecture – including speaker, date and sponsor.	
18. Organize and implement events in collaboration with staff and sponsors: Artful Affair, Summer Picnic.	
19. Collaborations; work with LGBT Senior Alliance to promote events and serve this population. Socials 1/14 & 4/28. Renew partnership with SAIL and discuss collaborative events.	
20. Develop & Implement program series: Donna Bryant-Medicare Booth, Agrace, Walgreens, Wellness Champions, Blue River Chiropractic.	
21. Develop and implement special program events: Li Chiao-Ping Dance Series, AARP Tax Service, Elvis Tribute, Helen Keller, St Patricks Day w/Casey & Greg, Madtown Jazz	
<b>Promotion/Marketing</b>	
22. Promote Sixth Grade Essay Contest event to older adults on May 4 with Sr Beat and offer of transportation	
23. Finish H&R Fair, Photo Affair and Tea videos for website. Inquire about taping MT lecture. <b>RECORDS &amp; REPORTS 2</b>	
24. Strengthen connections with various media outlets, and work to get articles about our programs published.	
25. Use new media contract with Capital Newspapers to our advantage and learn ways to make print and social media work together for us.	
26. Update and maintain website – need IT to give the green light.	
27. Collaborate with Coalitions and other agencies to promote programs. Develop and implement publicity plan. Continue to seek out low-cost ways to effectively promote MSC and programs.	
28. Maintain quality of The Messenger.	
29. Promote all special events and programs through appropriate media outlets	
<b>Volunteer Program/ Recognition</b>	
30. 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 VolunteerYourTime.org website in January, March and May.	

31. Build joint efforts between intergenerational and other volunteer activities. Recruit cooperatively, refer candidates, plan joint recognitions and share resources. Also highlight for volunteers the vast array of programs that they can attend! Laura work with John to find new ways to utilize volunteers in programs.	
32. Facilitate Advisory Council’s planning of Annual Meeting/Recognition Breakfast.	
33. Promote and implement 2016 Volunteer/Donor Recognition efforts. Send Donor Recognition Card; send birthday cards; <i>An Artful Affair</i> Reception; Summer Recognition Event.	
34. Participate in Overture ticket program; identify interested volunteers and distribute tickets.	
35. 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	
36. Submit nomination for United Way Volunteer of the month	
37. Send out Volunteer E-Newsletter twice a month with important news, opportunities, and recognition.	
38. Edit and print new Volunteer Handbook	
39. Develop business cards for volunteers to use as recruitment and communication	
<b>Resource Development</b>	
40. Work to build the Foundation Madison Community Fund investment accounts. FISCAL 3	
41. Collaborate with other organizations to expand grant-writing opportunities. FISCAL 6	
42. Identify potential corporate sponsors and program supporters/donors for events. Seek to build relationships with potential partners. Expand Health & Resource Fair Sponsors. <b>Fiscal 4.</b>	
43. Write, edit, and send out Spring <i>Giving Matters</i> donor appeal	
<b>Facility</b>	
44. Explore transportation and parking issues for participants and seek options and solutions. <b>FACILITY 2</b>	
45. Attendant training and meetings; schedule a walk through on basic cleaning duties.	
46. Courtyard improvement – work with Cap Centre Apt.- for new bushes in courtyard and flat landscaping stones, mulch and spotlights in front area. <b>FACILITY AND OPERATIONS #4</b>	

