

MADISON SENIOR CENTER

Strategic Operational Plan

January - June 2014

GOALS	ACCOMPLISHMENTS
Administration	
1. Review MSC 2014 line items within the CDD budget if adjustments are needed. Request 2012 and 2013 (2751 fund and Oasis Grant) carryovers.	CDD expenses received. 2013 OASIS and 2012 SO44 roll-over completed. New Oasis contract signed and check received.
2. Prepare 2013 Annual Report for distribution 4/10/14. Complete monthly reports and end-of-year financial reports, develop 2013 donor posters, and file year-end documents. Secure storage of essential data and materials.	Annual Report, 2013 filing, monthly, Donor and Partnerships reports completed.
3. Complete YTD financial reports for CDD, Foundations, and grants. Prepare program expenditure reports. Renew all space contracts. Finalize new MOU format.	CDD reports completed. Rental contracts renewed. Short-version contracts drafted and approved by Attorney and Risk Manager.
4. Review and update Policy Manual, including fire alarm and any out-of-date policies. <i>ADMINISTRATION Sand HR 3</i>	Policy Manual reviewed and documents updated. Added False Fire Alarm, Video Surveillance and Whistleblower policies..
5. Develop uCount campaign (signage, prizes, raffle) to encourage participant use. <i>RECORDS & REPORTS 1, EVALUATION 4</i>	May give-away prizes to people who signed in the prior week. Gave grand prize for week.
6. Meet expanded goals and reporting requirements in the CATCH HH program while being more fiscally conservative.	Coordinator is exceeding national grant goals and seeking additional revenue sources. Completed excellent program video.
7. Develop Advisory Council and Foundation Board. Schedule 2014 quarterly meetings. Plan Annual Meeting. Recruit new members and leadership.	Added Ben Obregon to Advisory Council. Meetings scheduled. Annual Recognition Breakfast held with presentation on new demographic study by City Council Committee with 41 attendees.
8. Maintain membership in Association of Fundraising Professionals, Madison Chapter (Program Com); Dane County Administrators of Volunteer Services (Program Com Co-chair); WI Assoc of Sr Ctrs (Newsletter Editor); Elderly Services Network (Secretary); Literacy Network (Secretary); SAIL; NCOA; ASA; n4a, Rotary Club of Madison (Senior Service Comm.)	Associations maintained with attendant responsibilities completed. Term ended on Literacy Network Board.
CDD/Senior Services	
9. Staff the Committee on Aging and support committee activities and functions. Guide the development of 2015 Funding Goals and Objectives.	Monthly meetings arranged; presentations on housing issues as advocacy topic arranged. Funding process postponed until 2016.
10. Represent senior adults and their interests and needs in the community.	CoA member serving on Dane County AAA Housing Task Force and Board and Community Services Commission. Appointment to WI National and Community Service Commission received.
11. Promote and identify funding opportunities and/or collaborations to service contractors. Encourage new contractors and new service	Introduced Madison Senior Coalitions to Forward Community Investments. Questioned Wil-Mar changes and advanced LGBT

development, especially to diverse and targeted populations of older adults.	programs. Assisted Westside Coalition with new Director training.
12. Assume assignments that enhance the operations and functions of the CD Division.	Meeting regularly with CDD Managers; support Schedule Change form, HR meetings.
13. Advocate for additional governmental funding of senior adult services and programs.	Advocated for RSVP to maintain funding and current organizational structure. Advocated for PowerUp! training in WI and MN.
Program	
14. Expand CATCH partnerships and focus on serving new locations, 3 in 2014. Develop a roster of 30 adult volunteers, implement programs in 5 locations, involve up to 225 children and meet evidence-based criteria with each session. Focus CATCH HH programs in areas of need in the community based upon diversity and socio-economic factors. Expand diversity in volunteer base.	3 of 4 programs held in socio-economically challenged areas with high diversity populations. Exceeded all planned targets (in parenthesis) ; 4 programs developed (5), 24 senior adults recruited (30), 168 children served (225). Approaching diverse community groups, like Centro Hispano, for volunteer recruitment
15. Intergenerational Programs: Coordinate Madison Senior Coalitions Sixth Grade Essay Contest (4 Coalitions and 8 Middle Schools) with reception May 7. Facilitate Elder Wisdom Circle , gather advice of 4-6 elders to reply to six online questions monthly. Maintain 12-13 senior volunteers in Dialogue Across Ages , when present group graduates January. Plan recognition for DAA volunteers.	Trained IG Coordinator and implemented programs. 6TH Grade Essay : 786 students, 7 schools participated with 4 Coalitions. 72 attendees at the Ice Cream Social. Elder Wisdom session completed, and Dialogue Across Ages finished until fall.
16. Develop ongoing events, classes, and programs. Develop program series with identified partners, focused on finances and insurance, Medicare and Social Security. Schedule authors to present at “Meet the Authors” program. Explore panel for “And Then There Was One” class. Plan monthly health and technology programs. Work with SCORE to begin a program for older entrepreneurs. PROGRAM 1 & 2.	Creativity: Learn to Draw, Li Chiao-Ping’s Dancing Through Life, Forward Theater, Eliminate Paper Clutter! And Then There was One: panel of banker, hospice, and estate lawyer. SCORE: counseling for entrepreneurs for new or continue business; panel on Selling One’s Home. Sweet Spot; monthly Diabetes Support Group begun with Mallatt’s Pharmacy;
17. Strengthen collaborations with partner organizations (Monona Terrace-lecture, Outreach-LGBT programs, state and county VA-Veterans services) Develop programs in off-site locations, in evening hours and at lunchtime to attract working adults. PROGRAM 3,6	May LGBT Social with LGBT history (speaker). 2 Veteran’s benefits programs & patriotic music. Confirmed Bob McGrath as October speaker at Monona Terrace. Supported Coalition in Nutrition Site change.
18. Implement and plan special program events: AARP Tax Aide Program (Feb 7 – April 4), Dinner and VFW Band Concert (March 20), Annual Recognition Meeting, (April 10), Artful Affair on Gallery Night (May 2), Sixth Grade Essay Contest Reception (May 7) Plan Health & Resource Fair (Sept 11) and new Monona Terrace Health & Wellness lecture (October) PROGRAM 1	Tax Aide; full every week. VFW & Hy-Vee partnership for dinner and music with 40 attendees. An Artful Affair; 40 artists (24 new), 100 works of art (60% growth over 2013) and successful Gallery Night. Health & Resource planning; 16 paid exhibitors with 32 now committed

<p>19. Explore educational resources at Edgewood College and UW to find program offerings from students. (Rediscover Shakespeare continues). Provide professional staff training/technical assistance; implement Mental Health First-Aid with Journey in March. Utilize colleagues for information on new classes, speakers, qualified instructors, entertainment, and implement new program trends PROGRAM 4,6.</p>	<p>Mental Health First Aid; full class of 24; 2nd session added in August. Expanded information on hospice and services. iPad class w/10 attendees. Windows 8 [new technology], EBay and SKYPE computer classes offered.</p>
<p>20. Maintain & strengthen diversity in instructors, programs and activities. Seek class instructors and program lecturers from senior adult participants and volunteers. PROGRAM 9.</p>	<p>Added estate & financial planners, focused on older adults: Working with 2 pharmacists to provide monthly programs.</p>
<p>Promotion/Marketing</p>	
<p>21. Complete new video and explore volunteer training video with Madison City Channel. RECORDS & REPORTS 2</p>	<p>Rental video, Volunteer Handbook and Team Leader listing completed and posted on website. CATCH Healthy Habits video competed.</p>
<p>22. Collaborate w/Madison Senior Coalitions for program promotion citywide. Implement publicity plan, and investigate low-cost promotion. 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.</p>	<p>Negotiated lower ad fees in two local papers; placed first ad in BoomTown. Partnered w/AAA to include our activities in Caring for Caregivers newsletter (emailed to 650). CATCH HH volunteer quotes collected for recruitment and promotion.</p>
<p>23. Maintain the quality of THE MESSENGER newsletter; plan topics strategically with features like the Front Page, Volunteer Spotlight, Donor Page. Explore themes for some issues, for example: January-New Year Resolutions, February-Things We Love, March-Green!, etc.</p>	<p>Feb: Love (Badgers, theater, LCP dance). March: Irish Music, (Come Together, 3 MSCR Wellness programs). April: Artful Affair. May: Celebrate Veterans (Veterans Benefits, Gilda's Glee Club, patriotic music). June: Make Music Madison (2 performances).</p>
<p>24. Utilize social network methods for volunteer recruitment. Market to targeted audiences in program neighborhoods.</p>	<p>Survey Monkey to be used to ask participants about social media and technology. Neighborhood association newsletters with high percentage of seniors targeted with Senior Center info.</p>
<p>Update website Photo Gallery (credit photos) and add Corporate Sponsors. Highlight sponsors in all advertising and promotion. FISCAL 4</p>	<p>Flicker on hold per IT. Sponsors are updated. Website updated regularly.</p>
<p>Volunteer Program</p>	
<p>25. Write compelling monthly Messenger Volunteer page, and the Donor page; maintain volunteer bulletin board, Volunteer Program on website and email link to website. Update external recruitment websites 3X.</p>	<p>Copy for <i>The Messenger</i> Volunteer and Donor pages and bulletin board updated monthly. VYT updated 3X. CATCH HH recruitment best via Isthmus and VYT.</p>

26. Implement 2014 Volunteer/Donor Recognition Plan. Create systematic CATCH volunteer recognition methods and explore new recognition ideas for intergenerational volunteers	Rotary Senior Service Awards given to Edna Canfield and Yolanda Salazar. Daryl Sherman United Way received Distinguished Volunteer Award. Recognition Plan adopted by Advisory Council. Valentine's Day cards (334) sent with Recognition Program details. 107 birthday cards and 50 thank you notes sent. 2 volunteers co-hosted An Artful Affair reception and picnic rescheduled to July. CATCH Healthy Habits volunteers prefer informal recognition gatherings.
27. Promote membership and use of Dane County TimeBank to volunteers. Distribute Overture tickets to interested participants and volunteers	TimeBank article in monthly newsletter; component of volunteer orientation. Ticket program, 43 participants; 88 vouchers distributed
28. Recruit 25 volunteers for Edgewood Nursing Program. Coordinate volunteers for Preschool Craft Program with June evaluation. Recruit 8-12 volunteers for An Artful Affair. Mobilize Gardening Team to implement facility planting plan.	Edgewood RN 31 volunteers recruited. Reviewed 2013-14 Preschool Craft Program and planned for 2014-15. Recruited 3 Artful Affair judges and 13 show hangers. Two volunteers planted courtyard and patio flowers.
29. Recruit leadership positions for Artful Affair Coordinator, 6 th Grade Essay Contest, and others.	Recruited Diane Hughes, new team leader for Artful Affair. 6 th grade essay contest had 3 judges and 7 hosts for event.
30. Contact educational resources to promote Internship program and promote student volunteers. Attend UW volunteer fair (January). Explore with organizations the concept of Volunteer Forum or Fair.	At UW volunteer fair volunteer staffed display; 12 signed register and 3 students placed. Intern position description posted to Edgewood, UW, MATC, VYT recruitment sites.
31. Significantly upgrade available information on volunteers in the Volgistic database to include past and current assignments, service hours and years and other pertinent data.	Assignments and recognition information entered. 50 – 250+ hours entered "by hand" to log sheets, usually Edgewood Nursing program off-site volunteers. Inactive volunteers identified and status checked.
Resource Development	
32. Find corporate sponsors and program supporters/donors for events. Seek to build relationships with potential partners and sponsors. FISCAL 4	New Capitol Lakes, \$2,500. Oak Park Place, \$2,500 renewed. Research done on MCF Donor Advised funds and Community Impact Funds, Evjue Oscar Rennebohm Fund, Forward Community Investments, Altrusa, A Fund for Children, Madison Downtown Rotary (Success! \$1,100 for 2014 CATCH programming), Mally and Leck Grants.
33. Assess program costs to determine appropriate fees. Seek and submit grant and foundation proposals for funding. Develop priority listing of projects, equipment and programs needing funding. FISCAL 1	Applied to Alliant Energy Foundation to support yearly "Art for Seniors" program.
34. Publish Spring 2014 <i>Giving Matters</i> , donor campaign. FISCAL 3	42 donors invited (with 21 attendees) to May Donor Luncheon. <i>Giving Matters</i> , 1185 mailed; theme was giving to MSC Foundation
Facility	
35. Plan meeting(s) with Attendants.	Met one-on-one with all Attendants. Discussed setups and issues; dress code emphasized.
36. Make arrangements with Monona Terrace to replace our tables with their	Plan drafted for new tables from Monona Terrace. Also, requested

surplus.	new patio chairs, stanchions and easels.
37. Train Custodian to do emergency lighting inspection and establish Custodial work plan and checklist.	Walkie-talkies established. New draft completed for Task List. Custodian trained and will test all lights yearly in January.
38. Coordinate custodial, hourly, senior and City meeting planners to maximize hourly staffing.	Latino discussion group(s) will be more self sufficient, reducing Attendant hourly time.
OTHER	
Donorworks Software Upgrade	Updated to newest version of Donorworks with 1-hour phone training.
Recruited 3 focus groups at 10 volunteers each for quality pharmacy study.	Recruited 30 volunteers.