

**MADISON SENIOR CENTER**  
**Strategic Operational Plan      JANUARY – JUNE 2021**

| <b>GOALS</b>  | <b>ACCOMPLISHMENTS</b> |
|---|------------------------|
| <b>Administration</b>   |                        |
| Update Donorworks mailing list- ongoing GF  |                        |
| Evaluate/determine front desk & check-in practices/ procedures- ongoing GF  |                        |
| Begin assembling materials for Accreditation binders- ongoing GF  |                        |
| Enroll in Microsoft 2016 continuing education course- June 2021 GF  |                        |
| Receive training for new RecTrac software updates- March 2021 GF  |                        |
| Prepare 2020 Annual Report by April. Create a shorter version due to 2020 pandemic closure. Try to get Tablets2Go story. -KC  |                        |
| In lieu of creating donor posters to hang in facility, create a 2020 donor document we can put on the website. They will also be listed in Annual Report. -KC   |                        |
| Ensure monthly and year-end reports are completed (Foundation, Donor Breakdown). ( <i>Action Plan; Fiscal; 1 &amp; 2</i> ).   |                        |
| Ensure City Foundation fund has zero balance by submitting check to Finance. -KC  |                        |
| Generate multi-year budget report and request to review 2022 budget with CDD (Hardy) for better projected accuracy. <i>FISCAL AND ASSET #2</i> -KC  |                        |
| Review and update Behavior Policy with Sally Jo and staff input in time for re-open. - KC   |                        |
| Work on re-open procedures/plan (COVID-related) with Sally Jo (i.e. applying 6' distancing markers, signage re masks, general distancing, etc). -KC   |                        |
| Analyze/edit Reception/Front Desk volunteer position description - April 2021 JW  |                        |
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| <b>CDD Directives and Senior Adult Resources</b>  |                        |
| Collect data in support of Results Madison initiative and submit quarterly – GF & JW  |                        |
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| <b>Program</b>  |                        |
| Create an application and process whereby participants and community members can submit ideas for programs and events during a specific time frame twice a year. Publish an announcement about the process at least two months before deadline. Include information about stipend offered on application form. Determine parking reimbursement. June 2021-LH / LB |                        |

**Commented [SSJ1]:** Include goal of collecting Results Madison data and submitting quarterly

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| Develop a new Program Committee of at least six volunteers, interested in program development, implementation and evaluation to strengthen and expand diversity in programs and participation. At least 30% of committee members will be BIPOC. June 2021. <b>Program Development &amp; Implementation #6 -LH</b> |  |
| Explore and develop program collaboration with All of Us. Identify at least one additional new community partners for either onsite or offsite program collaboration. Each collaboration will result in at least one program that targets BIPOC. June 2021.-LH  |  |
| Increase the number of persons of color served by 10% by reaching out to, and collaborating with, existing groups and service providers. <b>Community Connections #8 -LH</b>  |  |
| Collaborate with NewBridge, Goodman Community Center and Monona Senior Center to offer one session of AMP. April 2021-LH  |  |
| Continue current program collaborations and update existing collaborative agreements. Establish written agreements where appropriate if not already done and develop criteria that indicate when an agreement is needed. May 2021. <b>Community Connections #3 -LH</b>  |  |
| Collaborate with Monona Terrace on Health Series presentation on Forest Bathing. April 2021 - LH  |  |
| Represent MSC and provide staff leadership to the LGBTQ50+ Steering Committee by attending meetings, providing guidance and assisting with marketing. Ongoing - LH  |  |
| Provide guidance to the MSW intern on program development and implementation. May 2021 - LH   |  |
| Analyze the data collected from the Program Survey, and utilize it in program planning and development in 2021. Data will be tabulated and shared with staff by end of January 2021. It will also be shared with the Committee on Aging and the Visioning Committee by February 2021. - LH                        |  |
| A program evaluation will be developed that can be handed out or distributed by email at the end of every program. Results will be recorded, shared with presenter/instructor, and shared with the Program Committee. March 2021 -LH  |  |
| Collaborate with NewBridge Madison on the virtual event 'Life During a Pandemic: A Photographic Expose'. Photos will be collected March – June and an exhibit will take place in August or September 2021 -LH   |  |
| Implement continuous improvement of virtual programming through research, training, networking and collaboration. Ongoing -LH   |  |
| Continue existing Health & Wellness programs and add at least two more virtual movement programs. May 2021 -LH  |  |
| Tablet2Go exchanges- Evaluate process, suggest improvements; ongoing GF   |  |
| Virtual registration solutions- work with team and IT to resolve. March 2021- GF  |  |
| Facilitating programs via Zoom ongoing- GF  |  |
| Continue to coordinate speakers and day-of plan for Monona Terrace Health and Wellness Spring   |  |

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| Lecture on Earth Day. Work with staff to get sponsor. Also work on new ideas for In Our Backyard series and try to plan at least one lecture to occur Jan-March ( <b>Action Plan; Prog Develop; 2</b> ) -KC  |  |
| Collaborate with Program Coordinator and key stake holders to create Clear goals, expectations and guidelines for Program Committee. - JW  |  |
| <b>Intergenerational Programming:</b><br>Identify two new community partners to collaborate with, advise of opportunity to present on topics desirable to <i>marginalized populations</i> . Consider presentations at other locations for convenience of attendees. - LB   |  |
| Invite guest speaker (quarterly if available) such as author/musician,etc., engaging Seniors and another generation/age group as participants. Virtual for convenience in attending. - LB  |  |
| Complete MSC art mural with Shabazz art students (when possible), display in Senior Center; feature in newsletter and on website - LB  |  |
| Continue Pre-school programming (monthly)with St. James, virtually, until able to be in-person again; Continue Edgewood Nursing program, virtually, engaging Seniors for 1:1 ongoing conversations with Nursing Students.<br>- LB  |  |
| Collaborate with MSW intern to develop IG program-specifically geared towards Seniors relating their “stories” to a grade/middle school student partner; end result being a booklet/graphics of all the stories –a keepsake collection for the Seniors and their student partners. - LB  |  |
| Develop presentation on MSC programming with Program Coordinator to present to aging adults in low income housing complexes - LB   |  |
| Seek opportunities to engage BIPOC aging adults in Intergenerational Programming by facilitating a presentation to two faith communities on MSC programs available by June 1, 2021 - LB  |  |
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| <b>Promotion/Marketing</b>   |  |
| Create a Marketing Plan that identifies at least one targeted audience and at least two new outlets to reach that audience. January 2021 - LH  |  |
| Research and implement methods to accurately track the success of marketing tools and provide statistics for evaluation purposes. June 2021. <b>Community Connections #10</b> -LH  |  |
| Create a Marketing Plan that improves branding on the website with at least 50 percent of the pictures updated so that they are more representative of who we serve and who we should serve. January 2021 for plan and May 2021 for full implementation. (Implementation date is tentative because we need new pictures) Pictures will be taken by Laura, Marketing Interns, and Volunteers. -LH |  |
| Identify one issue per quarter to promote through city-wide media channels through press releases, letters to the editor, interviews or articles (Examples: Older Americans’ Month, National   |  |

**Commented [SSJ2]:** By collaborating with Program Coordinator and participants? Or something like that?

**Commented [SSJ3]:** From Acc Plan Community Conn #10

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| Senior Center Month, Ageism and COVID's effect on Area Seniors, Community Collaborations) Identify issues by February 2021. Implement 1 <sup>st</sup> quarter my March 2021 and second quarter by June 2021. -LH  |  |
| Complete a set of focus groups with one marginalized population, analyze the data and develop an action plan for addressing at least one issue that comes out of the focus groups. June 2021-LH   |  |
| Produce the Messenger monthly with content about programs, relevant issues, diversity and healthy aging. Ongoing - LH   |  |
| Produce the Weekly Window weekly with updated information and program reminders at least until we are open the center again. Evaluate need and effectiveness of the weekly publication to determine if it should continue after we reopen. June 2021-LH   |  |
| Oversee the Marketing Intern and ensure that they accurately represent the senior center while posting on community calendars, Facebook and twitter. Provide direction in writing blogs, news releases and articles for the Messenger and Giving Matters. May 2021 - LH                                 |  |
| Recruit, hire and train a second semester Marketing Intern. February 2021 -LH   |  |
| Collaborate with staff to identify best media and programs/activities to market. Obtain pricing information. June 2021 - LH   |  |
| Implement production and scheduling of advertising as approved. June 2021 - LH  |  |
| Communicate with participants regarding program opportunities available- ongoing GF   |  |
| Evaluate mailing lists and update as needed- ongoing GF   |  |
| Outreach to Latino Chamber and Catholic Multicultural Center in second quarter of 2021 to set up a time to present on services we offer. Follow up to identify ways to cross promote or collaborate for volunteers, participants by end of 3 <sup>rd</sup> quarter. – JW (from strategic plan document) |  |
| Give one presentation about MSC and volunteering to a BIPOC group w focus on the black community. - JW  |  |
| Reach out to two or more Senior Housing complexes/residences to ascertain what Intergenerational programming we might offer to their residents. Focus on virtual until safe. - LB   |  |
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| <b>Volunteer Program/ Recognition</b>   |  |
| Raise awareness of the volunteer opportunities with BIPOC groups with focus on the black community. Recruit 3 new ethnically diverse volunteers. - JW   |  |
| Lead 3 volunteer recognition activities which include: Spring thank you cards (March), social (virtual) gathering (April), and virtual breakfast (Feb). Send Birthday cards monthly to all active volunteers. - JW  |  |
| Recruit volunteers for Pen Pal Program (20 vols), Edgewood Nursing program (20 vols), Preschool Craft program (15 vols), 'An Artful Affair' judges and hangers (25 vols), and gardening team for courtyard/patio planting (6 vols). -JW   |  |
| Submit nominations for United Way Volunteer of the Year and AARP award. - JW  |  |

**Commented [SSJ4]:** Can you state what the goal of raising awareness is...for instance to recruit "x" # of new volunteers or to staff "X" number of programs? Also add in a measure for recruiting "x" BIPOC volunteers – with emphasis on the black community

**Commented [SSJ5R4]:**

**Commented [SSJ6]:** In order to make this goal specific and measurable please add how many recognition activities you will lead.

**Commented [SSJ7]:** Include number of vols needed for each

**Commented [SSJ8]:** Include how many nominations

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| Send out volunteer emails twice per month with opportunities, events, and reminders. -JW  |  |
| Connect with local university outreach and volunteer programs in effort to recruit more volunteers from diverse backgrounds. JW   |  |
| Plan and execute one virtual diversity training and offer it to volunteers. - JW  |  |
| Require ALL volunteers to be background checked regardless of volunteer role. Edit volunteer handbook and marketing to reflect changes to policy. JW  |  |
| Identify and recruit community leaders with a commitment to seniors aging in place to fill volunteer leadership roles - Committee on Aging and MSC Foundation by 3rd quarter 2021 - JW  |  |
| Include/highlight Intergenerational Volunteers in Recognition – LB/JW   |  |
| <b>Resource Development</b>   |  |
| Write, edit, and mail Spring Giving Matters donor appeal in March.-JW   |  |
| Meet with Oak Park and Cherokee Country Club to develop budget, goals, and tasks for the 2 <sup>nd</sup> annual Oak Park Place Senior Open. .-JW  |  |
| Evaluate our sponsorship program and revise to recognize the full value of a partnership with the Madison Senior Center.-JW   |  |
| Obj 2.A. #5 Collaborate with Foundation Board and Fundraising and Sp Events Committee to identify potential supporters/donors, including Corporate Sponsorships. Renew existing partnerships and seek 4 additional sponsors.-JW   |  |
| Renew existing partnerships and seek meetings with 4 additional corporate potential partners – JW   |  |
| Assemble Senior Services Document-June 2021 GF  |  |
| Contact Parks about software they tested out 2018 to possibly replace RecTrac. If they liked it, research it more ( <i>Action Plan; Evaluation; 3 and/or Records 2</i> )- <u>KC</u>   |  |
| <b>Facility</b>   |  |
| If needed, assist Parks regarding courtyard renovation and the courtyard’s ‘move’ to Parks ( <i>possible Action Plan; Facility;1</i> ) - KC   |  |
| Contact Jeanine Zwart about possibility of helping us with an exterior needs assessment to create a more welcoming entrance, including signage. <i>Pandemic permitting. (Strategic Plan 2 and Action Plan; Facility; 3)</i> . Also ask for her advice on who to work with for regarding first floor needs and her advice about interior signage needs ( <i>Strategic Plan 2 and Action Plan; Facility; 4</i> ) - KC |  |
| Capital Budget work: Support Engineering and contractors with planning of exterior front light replacement (initial quote from Hill Electric/\$6,395). ( <i>Strategic Plan 2 and Action Plan; Facility; 4</i> ) - KC  |  |

**Commented [SSJ9]:** Indicate how often. Is it time to create a weekly, biweekly or monthly volunteer newsletter?

**Commented [SSJ10]:** Add month

**Commented [SSJ11]:** Is the full value already defined? If not should expand this (and if it is, please send definition to me 😊)

**Commented [SSJ12]:** Support contractors/engineering with install of EXTERIOR FRONT LIGHT REPLACEMENT (quote by Hill Electric) ...

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| Coordinate with team on redesign of front entrance to increase data collection traffic flow needs (i.e. new portable desk). ( <i>Strategic Plan 2 and Action Plan; Facility; 4</i> ) - KC                                       |  |
| Collaborate with community partner(s) (tbd) to create outside landscaping plan that enhances and draws attention to our location (in front), and inviting to enjoy on upstairs deck. Focus on pollinator friendly landscape. LB |  |