

# MADISON SENIOR CENTER

## Strategic Operational Plan      JANUARY – JUNE 2022

| GOALS  | ACCOMPLISHMENTS |
|--|-----------------|
| <b>Administration</b>  |                 |
| Maintain staff compliance with City of Madison APM re required trainings - Manager   |                 |
| Communicate and ensure understanding of and adherence to City of Madison Mission, Vision and Values; CDD Mission and Senior Center Mission and Vision - Manager  |                 |
| Prepare 2021 Annual Report by April annual meeting date. Send bulk mailing of this newly designed annual report to recent donors and other stakeholders. Look for new place for donor poster so it's more easily seen/read. KC   |                 |
| Work with IT to finish setting up website program listings and registration- GF  |                 |
| Implement online registrations- GF   |                 |
| Determine if online registration is working effectively and if adjustments are needed- GF  |                 |
| Ensure monthly and year-end reports are completed (Foundation, Donor Breakdown). <b>(Action Plan; Fiscal; 1 &amp; 2)</b> . Ensure City Foundation fund has zero balance by submitting check to Finance. -KC  |                 |
| Generate multi-year budget report and request to review 2023 budget with CDD (Hardy) for better projected accuracy. <i>FISCAL AND ASSET #2</i> -KC   |                 |
| Review and update Behavior Policy with Manager and staff input - KC  |                 |
| Generate a visual chemical info sheet for staff and maintain current Safety Data Sheets. <b>(Action Plan. Facility; 2)</b> KC  |                 |
| Hire a third Attendant. KC   |                 |
| Coordinate Blood Borne Pathogen training and related immunizations for new custodian and attendants. Coordinate City financial group to visit and discuss deferred comp. KC  |                 |
| <b>CDD Directives and Senior Adult Resources</b>   |                 |
| Revise Older Adult Services RFP, determine when to release – Manager<br>Conduct funding process for Older Adult Services Consultant 2023 – Manager<br>Collect information and data to inform policy for providing Older Adult Services in Madison - Manager<br>Develop new partnerships for program collaboration and resource development – Manager<br>Oversee operations of MSC – Manager<br>Oversee completion of and implementation of online registration and website updates – |                 |

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| <p>Manager</p> <p>Oversee community outreach and education steering committee and promote older adult services throughout the community – Manager</p> <p>Participate in various city initiatives to advocate for older adult needs – i.e. Vision Zero, MSC Courtyard conversion to park, etc. – Manager</p> <p>Monitor 2022 older adult service contracts and reports of funded agencies – Manager</p> <p>Prepare new supplemental funding requests for older adult services – Manager</p> <p>Oversee planning, promotion, and implementation of programs specific to BIPOC and low income population. –Manager</p> <p>Create partnerships with community leaders and encourage referrals to older adult services in Madison – All Staff</p> <p>Collaborate with PHMDC, AARP and Community stakeholders on Age Friendly Community work - Manager</p> |  |
| Serve as facilitator for Age Friendly Community effort – organizing meetings, administration, recruiting new members, and developing goals. - JW   |  |
| Work with key volunteers and community groups to develop an online webpage for Older Adult Resources in the city of Madison. - JW  |  |
| Work on RESJI CDD Team to promote equity and social justice. Attend meetings and contribute ideas on behalf of Madison Senior Center. - JW   |  |
| <b>Program</b>   |  |
| Work with Program Coordinator to recruit and task volunteer facilitators in areas of Older adult programming. - JW   |  |
| Assist in helping to coordinate speaker for next Monona Terrace Health and Wellness Lecture on Earth Day. KC   |  |
| Collaborate with Program Coordinator and key stake holders to create Clear goals, expectations and guidelines for Program facilitating volunteers. - JW  |  |
| 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. - JW   |  |
| Continue program collaboration with All of Us. Identify at least one additional new community partner for either an onsite or offsite program collaboration that targets BIPOC. June 2022.-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</b> August 2022 –LH   |  |
| Health & Resource Fair LH  |  |
| Continue current program collaborations and update existing collaborative agreements. LH   |  |

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| Collaborate with Monona Terrace on Health Series presentation in the Spring. May 2022-LH   |  |
| Represent MSC and provide staff leadership to the LGBTQ 50+ Steering Committee by attending meetings, providing guidance and assisting with marketing. Ongoing - LH                          |  |
| Participate in the recruitment and selection of an AASPIRE intern. Prepare onboarding and training materials for AASPIRE intern. Supervise AASPIRE intern May 2022 - LH                      |  |
| Plan and execute Artful Affair and Photo Affair LH   |  |
| Develop a program evaluation that can be handed out or distributed electronically at the end of every program. Track results and utilize in future programming decisions. May 2022 -LH       |  |
| Implement continuous improvement of virtual programming through research, training, networking and collaboration. Ongoing -LH  |  |
| Collaborate with IT to implement online registration that is interfaced with the website. LH GF  |  |
| Expand onsite art programming. LH  |  |
| Market eFood Pantry LH PO  |  |
| Foster community collaborations with other city and non-profit agencies that serve seniors such as Madison Public Library, New Bridge, Goodman Community Center and River Food Pantry. LH PO |  |
| Organize games or contests to encourage use of exercise room. LH   |  |
| <b>OUTREACH</b>  |  |
| Compile a thorough list of stakeholders and make contact to schedule outreach and marketing activities– 6-22 PO  |  |
| Develop a PPT presentation of Senior Center and Older Adult Services offerings in Madison 6-22 PO  |  |
| Schedule and complete four outreach presentations by May 31 2022 PO  |  |
| Continue to develop an understanding of outreach and marketing responsibilities 6-22 PO  |  |
| Develop outreach materials 6-22 PO/LH  |  |
| <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. 2022 - LH  |  |
| Research and implement methods to accurately track the success of marketing tools and provide statistics for evaluation purposes. June 2022 LH <b>Community Connections #10</b> -LH          |  |
| Complete revisions on the website to be more user friendly to older adults and update the pictures of people that show diversity, equity and inclusion. -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. On Going -LH  |  |

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| Collaborate with staff to identify best media options to promote programs/activities to the community. Obtain pricing information, and place paid ads or events. June - LH  |  |
| Arrange for updated activity photos and provide input on creation of updated MSC brochure May 2022 -LH  |  |
| Give two presentations about MSC and volunteering to a BIPOC group w focus on the black community. - JW   |  |
| Coordinate photo contest KC   |  |
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| <b>Volunteer Program/ Recognition</b>   |  |
| Identify 1-2 volunteers at two different senior living complexes in the community that are willing to help tell residents about program opportunities. August 2022. <b>Program Development &amp; Implementation #6</b> –LH  |  |
| Raise awareness of the volunteer opportunities at MSC with BIPOC groups with focus on the black community. Recruit 6 new ethnically diverse volunteers. - JW  |  |
| Implement volunteer recognition activities which include: Fall thank you cards (Nov), annual meeting/breakfast (April), and annual picnic (Sept 16) Send Birthday cards monthly to all active volunteers, nominations, and Overture/Madison Opera ticket distribution. - JW |  |
| Recruit volunteers for Front Desk (12 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  |  |
| Recruit, train, place volunteers for: Health and Resource Fair, A Photo Affair (judges and hangers – 25 vols), gardening team for courtyard/patio fall cleanup (12 vols), holiday special events (40 vols). - JW  |  |
| Submit nominations for United Way Volunteer of the Year and AARP award. - JW  |  |
| Send out volunteer emails twice per month with opportunities, events, and reminders. -JW  |  |
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| Require ALL volunteers to be background checked regardless of volunteer role. JW  |  |
| Identify and recruit community leaders with a commitment to seniors to fill volunteer leadership roles: Committee on Aging, MSC Foundation, and program facilitators - JW   |  |
| Implement an evaluation survey of the Volunteer Program to assess volunteer satisfaction. - JW  |  |
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| <b>Resource Development</b>   |  |
| Write, edit, and mail Giving Matters donor appeal in March and November - JW  |  |
| Research cost, duration of msgs, and effectiveness of electronic donor newsletter. - JW   |  |

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| Use year-end United Way wish listing to request in-kind donations. - JW   |  |
| Evaluate our sponsorship program and update partnership levels and benefits with the Madison Senior Center. - JW  |  |
| 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 |  |
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| <b>Facility</b>   |  |
| Oversee completion of planned capital improvements – Manager, Asst. Supv  |  |
| Oversee training in Blood Borne Pathogens and Hep B immunization for new staff – Manager, Asst. Supv.   |  |
| Oversee safety training re chemical storage, SDS sheets, egress – Manager, Asst Supv  |  |
| Assist Parks regarding courtyard renovation and the courtyard's conversion to Parks <i>(possible Action Plan; Facility;1)</i> – Manager & Asst Supv   |  |
| Support Engineering with interior facility light replacement project and exterior addition of lighting in the front of the building (2021 Cap. Budget item) Asst. Supv.   |  |
| Support Engineering and vendors with planned capital budget facility updates. KC  |  |
| Evaluate front desk procedures and assess if improvements can be made- GF   |  |
| Determine if plexi-glass will still be needed, and/or what long term improvements can be made- GF   |  |
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