

## **Area 1 Agency on Aging**

### **STRATEGIC PLAN 2003 - 2006**

Adopted February 18, 2003

The Strategic Plan for Area 1 Agency on Aging represents the overall focus and direction that the Agency will pursue from 2003-2006. The Agency staff will utilize the Strategic Plan to fulfill its mission. The Board of Directors will evaluate policy and make programmatic decisions consistent with the Strategic Plan.

**Goal # 1** Reciprocal partnerships with other organizations are nurtured in order to make the best use of limited resources and to most efficiently serve targeted populations.

- A. Evaluate existing partnerships in light of changing economics by June 2003.
- B. Develop a process that allows for a complete assessment of any new partnership prior to entering into formal agreements by June 2003.
- C. Design and utilize an "outcome based" service cost analysis tool by December 2003.

**Goal # 2** Agency resource development strategies minimizes the impact of funding fluctuations.

- A. Search out non-traditional funding sources that will support and/or improve services and standards.
- B. Explore "fee for service" projects.
- C. Promote Agency's Endowment Funds and expand other donor program opportunities by June 2004.
- D. Determine strategies for Czerwieniec estate gift by September 2003.

**Goal # 3** Encourage the community to build upon its capacity to support and provide services to meet the needs of the growing population of seniors.

- A. Develop a comprehensive promotional campaign and analyze cost of the campaign, expense and time, against returns by August 2005.

- B. Promote the utilization of volunteers as valued contributors to community benefits.

Goal # 4 Programs and facilities are routinely evaluated for maximum efficiency and duplication of services within the Agency are minimized.

- A. Expand Agency in-house use of volunteers as appropriate.
- B. Support staff in the identification of duplication of job duties/services or other inefficiencies on a routine basis and during annual employee-evaluations.
- C. Develop and implement a process to facilitate change to reduce or eliminate unwarranted duplication of services/duties by December 2003.
- D. To evaluate staff compensation packages in light of “fair market value” and incentives by June 2003.
- E. To annually assess technology needs of the agency.