

SENIOR SERVICES

STRATEGIC PLAN 2024-25

 COMPLETED

 IN PROCESS/DEADLINE MISSED

 IN PROCESS

 IN JEOPARDY

SENIOR SERVICES

SUSTAINING EXCELLENCE

OVERARCHING GOALS

1. Maintain People Excellence
2. Service Expansion and Innovation
3. Broaden Community Awareness and Understanding
4. Increase Fundraising Capacity
5. Strengthen Advocacy Efforts

ACCOUNTING

Wildly Important Goal: Process excellence

LAG Measure: Ensure processes are streamlined and policies are updated.

Lead Measures

Review and Update Fiscal Operating Policy by March 15, 2025

Ensure full utilization of special awards and grants funding by March 31, 2025

Support staff transition and onboarding – define and document key processes, introduce cross-training, and shore up internal work flow by Dec. 31, 2024

AGING RESOURCES

Wildly Important Goal: Broaden community awareness!

Lead Measures

Explore opportunities for department expansion and restructuring by December 1.

Research and develop Elder Care Choices expansion strategy by January 1

Expand Aging Resources community and agency outreach by June 30

Develop strategies to increase agency awareness of and capacity to respond to changes in aging trends & innovation in service provision and delivery by February 1.

Lead Measures

Support successful completion of Care Consultation outcomes in Memory Connections Project by June 30

Develop plan for full integration of care consultation services into department post-project by May 1.

BUSINESS OPERATIONS

Wildly Important Goal: Innovation and Excellence

LAG Measure: Increase efficiency in operations and processes.

Lead Measures

Transition to upgraded Windows Operating System by February 1

Develop and execute plan to systematically transition staff from PCs to laptops to support mobile and versatile workforce by March 1

Expand integration of MS Teams by March 1

Facilitate opening of new IGC and transition of WADC and SL facilities - ongoing

COMMUNICATION/ENGAGEMENT

Wildly Important Goal: Broaden community awareness!

LAG Measure: Explore and evaluate marketing and advertising channels and platforms to share messaging

Lead Measures

Expand and optimize use of MailChimp communication platform by January 1

Introduce ThankView and Exclaimer communication tools by December 1

LAG Measure: Develop and implement strategies to increase Senior Services participation and activity in the community

Lead Measures

Activate staff and volunteer speaker's bureau by December 1

Strengthen and support Service Alliance – ongoing

Increase use of data and analytics in the communication and engagement realms by October 1

Develop and implement variety of program/marketing support activities and campaigns by June 30

CREATIVE CONNECTIONS

Improve Quality of Life and Reduce Social Isolation

LAG Measure: Provide Arts Programming for seniors who have been historically underserved

Lead Measures

Provide monthly arts programming at IGC for residents of Boston-Thurman and surrounding neighborhood.

Provide intergenerational arts programming for WADC, Senior Lunch and Early Head Start, Head Start participants in partnership with the Sawtooth School and others at the IGC through 6.25

Provide evidence-based arts programming (OMA) for WADC participants through 3.2025

150-200 unduplicated people (seniors, children, youth) participate in arts programming at the IGC by 6.30.25

LAG Measure: Provide Caregiver Day Out respite events for caregivers of older adults participating in Senior Services programs and a support group for Grandparents raising their Grandchildren (GRG)

Lead Measures

Conduct 2-4 Caregiver Day Out events for the caregivers of older adults participating in Senior Services programs (Meals-on-Wheels, Home Care, Williams Adult Day Center) by June 2025

Implement a monthly GRG Support Group

Implement two GRG Support Groups with ARPA funding by 12.2023

LAG Measure: Collect data and measure satisfaction and impact of programming

Lead Measures

Track and evaluate IGC participant demographics and experience satisfaction through 6.2025

Track and evaluate Memory Connections data through 3.2025

Track and evaluate Creative Connections art program data through 6.2025

DATA/ANALYTICS

Wildly Important Goal: Process excellence

LAG Measure: Navigate agency transition to new participant/service management system

Lead Measures

Convert ST Legacy to ST CXM by
6.30.24

Convert WADC to StoriiCare by
Oct. 15.

LAG Measure: Increase access to accurate data and information across the agency.

Lead Measures

Develop data report to staff at least once annually during staff meeting by June 30

Produce "stage of aging" report for staff and community by October 15

Develop analysis and tracking tool for satisfaction survey and other day-to-day service management metrics by November 1

FUNDRAISING/DEVELOPMENT

Wildly Important Goal: Raise More Money!

LAG Measure: Reach goal of \$1,755,000 by 6-30-25.

Lead Measures

See Fundraising Plan

HEMOCARE

Wildly Important Goal: Service & People Excellence

LAG Measure: Utilize data-informed decision making for maximum impact.

Lead Measures

Develop and implement strategies to promote staff retention and recruitment by June 30

Complete comprehensive review of aide scheduling processes, design an updated process to improve efficiency by 12-31-24

Review key program data on service and waiting list trends.

Analyze funding utilization and funding assignment within Home Care service by 12-31-24

Enhance "care management" support and follow-up for enrolled participants

Implement process for communication with and resource referral for people waiting for service.

Strengthen cost-sharing opportunities with enrolled families and participants

Review and revamp nursing responsibilities by 10-1-24

THE HUB (RECEPTION)

Wildly Important Goal: Service excellence!

LAG Measure: Maximize volunteer and staff effectiveness and efficiency at The Hub.

Lead Measures

Review and update key policies and procedures in the Hub Manual

Develop training program for hub staff and volunteers – explore utilization of video, drills, recurring meetings and written procedures to download and practice various processes.

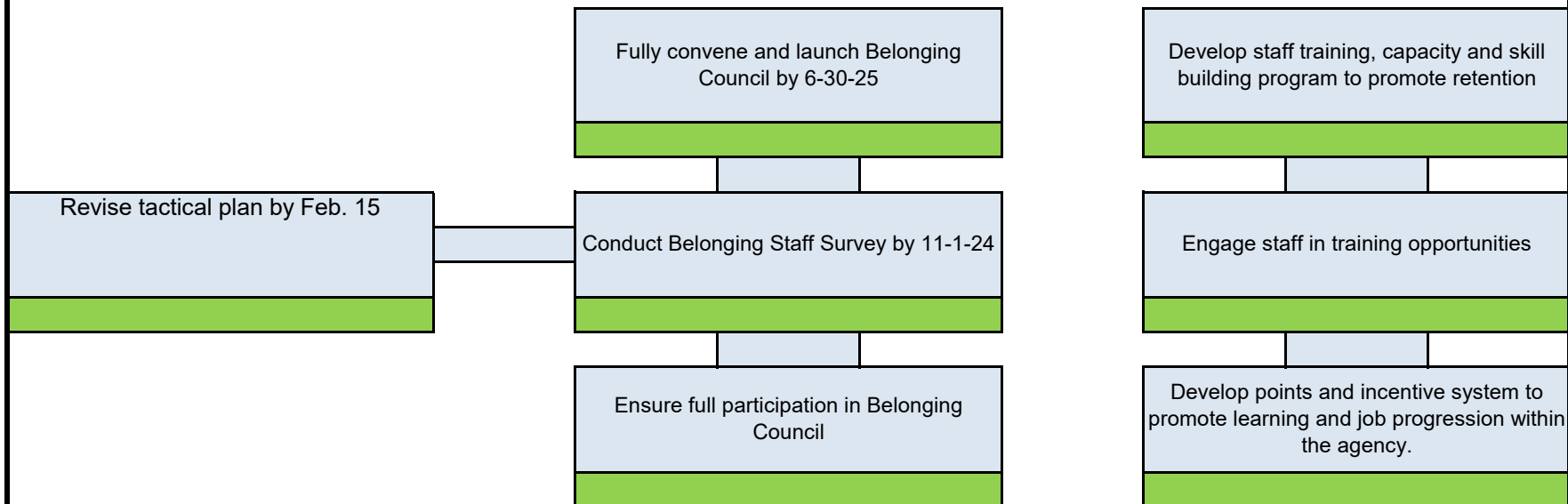
Examine and expand role in engagement activities and volunteer coordination – Christmas in July and Remember in December – January 1

HUMAN RESOURCES

Wildly Important Goal: People Excellence!

LAG Measure: Ensure agency policies and practice are updated and fully embrace diversity, equity and inclusion and our core values.

Lead Measures



INTERGENERATIONAL CENTER FOR ARTS/WELLNESS

Wildly Important Goal: Innovation and Excellence

LAG Measure: Continue building trust and transparency among partners.

Lead Measures

Continue monthly partner champion meetings.

Finalize demographics dashboard and begin sharing with partners by 12-31-24

Continue regular sub-committee meetings through 6-30-25 and regular one-on-one partner meetings as needed.

LIVING AT HOME

Wildly Important Goal: Process excellence

LAG Measure: Implement measures that increase staff capacity and ensure compliance with program standards.

Lead Measures

Develop and implement departmental self-audit and quality assurance measures – December 1

Expand program capacity and census, in collaboration with the state – November 1

NUTRITION

Wildly Important Goal: Innovation and Expansion

LAG Measure: Develop staff support structure to meet expanding program needs

Lead Measures

Analyze funding utilization and funding assignment within Nutrition services – December 31

Monitor waiting lists and assess opportunities to reconfigure and/or launch new routes - ongoing

VOLUNTEER MANAGEMENT

Wildly Important Goal: People Excellence

LAG Measure: Strengthen data management and volunteer liaison coordination and communication.

Lead Measures

Develop volunteer management database for more efficient onboarding, tracking, and matching of volunteers within Senior Services programs – December 1

Develop processes and trainings to strengthen capacity of liaison's - ongoing

Streamline volunteer recruitment, orientation, onboarding, and communication processes

Launch volunteer newsletters in each service area – October 1

Develop recurring appreciation touchpoints for volunteers – October 1

WILLIAMS ADULT DAY CENTER

Wildly Important Goal: Service Excellence

LAG Measure: Assess changing needs of participants and explore opportunities for full engagement and support for them and their families.

Lead Measures

Focus on developing and strengthening engagements with WSSU OT/PT for various treatment/exercises to improve quality of life for PRT's – ongoing

Enhance programmatic offerings to include additional intergenerational activities and partnerships within the community - ongoing

Enhance family support and resource connection – ongoing

Full implementation of StoriiCare platform

Support leadership transition and review delineation of responsibilities across key areas and functions in the department - ongoing

Develop and implement caregiver education series