Goals and Objectives

Reviewing Progress on Goals will be a part of each monthly staff meeting and a quarterly report to the VAAA Board of Directors

Goal 1: Increase usage of the Senior Center with more classes targeting the mind and body.

Objective: Provide increased programming for active adults as well as active programming for the more frail adults.

Action Steps:
** Program Director will create and maintain a Room Calendar for scheduling purposes
** Add new exercise programs
** Schedule popular classes at several different times
** Promote a positive image of aging tied to the programs and activities offered

Lead: Program Director

Timeframe: Ongoing
**Goal 2: Enhance/expand existing Case Management services**

**Objective:** Meet the service needs of older adults and their families to assist the older person in maintaining independence

**Action Steps:**
- **Staff will attend a minimum of (2) training/classes per year on current aging trends**
- **Advocate at local, state, and national level for elder rights**
- **Create new ways to reach out to family care providers**
- **Convene annual workshop for local senior services providers to examine all potential resources and possible collaborations**
- **Prepare ‘welcome packets’ for all new Senior Center guests**

**Lead:** Director, Case Manager

**Timeframe:** Ongoing

*Welcome packet:* 2012
Goal 3: Develop a mentoring program for new volunteers

Objective: Create new opportunities to involve volunteers in planning and implementing programs and activities

Action Steps:
** Screen each volunteer and have them sign a confidentiality agreement to underscore the importance of the work volunteers do
** Match current volunteers that are doing or have done a particular job with new volunteers
** Create a welcome packet of information for volunteers that includes general Senior Center information, job-specific information, and samples of various forms they will handle
** Tour the volunteer through the Center with a focus on the area in which they will work, highlighting where materials they will be expected to use are stored
** Provide instruction on the use of the phones and the copy machine for all volunteers
** Hold annual training sessions for front desk receptionist positions

Lead: Program Director

Timeframe: Ongoing

Welcome packet: 2012
**Goal 4:** Create new collaborative programs for each of the next 5 years with facilities outside of the Senior Center physical campus

**Objective:** Increase awareness of the Verona Senior Center and enhance a positive image of aging

**Action Steps:**
** Have Senior Center information and activities included in the City Recreation Department seasonal brochure
** Seek collaborations with local fitness/physical rehabilitation venues, the local High School, and other like-minded facilities
** Promote all collaborations as an extension of the Senior Center activities and services

**Lead:** Program Director

**Timeframe:** Ongoing

3-13-12
Goal 5: Market and Promote a positive, active image of the Verona Senior Center within the Community

Objective: Enhance the image of the Senior Center and positive aging

Action Steps:
** Annually survey both seniors and the general community regarding their perceptions of the Senior Center
** Be very consistent in promoting the Senior Center goals in all activities and services provided
** Do an annual evaluation of various advertising/marketing strategies to assess effectiveness
** Continue to upgrade and maintain an appealing website
** Periodically, at least annually, revamp the appearance of the monthly newsletter
** Maximize the use of the projection screen in the Center to detail upcoming events and activities
** Make use of the local cable channel for promotions through a monthly ‘conversational’ style program including Senior Center staff, seniors, and local businesses
** Install new signage at the street entrance to the campus and in the back deck area

Lead: Director, Program Director

Timeframe: Ongoing

Signage: 2014

3-13-12
Goal 6: Enhance the grounds of the Senior Center to project the image of the Center as a vibrant, active site.

Objective: Create an interesting and inviting appearance to attract new participants

Action Steps:
** Regularly highlight outdoor activities like a marked walking path and the Bocce courts
** Complete a Serenity Garden on the back campus
** Provide appropriate seating in all outdoor areas
** Maintain landscaping to maximize curb appeal
** Plan programs and activities to be held outside

Lead: Director

Timeframe: Ongoing
Serenity Garden: 2012
Goal 7: Maintain the Senior Center facility as an inviting destination for participants of all ages

Objective: Protect the investment made in the Senior Center and attract new participants

Action Steps:
** Annually reassess space to determine if it is getting optimal and appropriate use
** Create a schedule for replacing and upgrading furnishings and doing building upgrades, inside and out
** Furnish conversation areas in appropriate spaces
** Enhance the front entrance and reception area to create a positive ‘first impression’
** Reconfigure/remodel the Reception Desk area to afford privacy and contain sound and other distractions as exercise and other groups move out into the Dining Area
** Purchase improved swipe systems for registering participants to eliminate backlog and clutter at Reception Desk
** Prominently display and have readily available the monthly newsletter and subscription information and forms

Lead: Director

Timeframe: Ongoing
Improved swipe system: 2013
**Goal 8: **Enhance and expand the Nutrition Program both for on-site diners and home delivered meals participants

**Objective:** Provide a nutritious meal to those with nutritional needs as well as to those for whom the program provides needed socialization, and attract healthy, active individuals who can engage with diners and support the program

**Action Steps:**
** ** Purchase new more attractive table service to replace divided plastic ware
** ** Explore options for providing a second lunch serving time
** ** Budget for a minimum of (3) catered meals per year to replace universally unpopular menus when serving a large group
** ** On a monthly basis invite a community member as a lunch guest
** ** Have the Case Manager bring in and dine with one new potential diner each month
** ** Have the Case Manager personally deliver a week of home delivered meals at no cost to a potential participant
** ** Once a year have meals delivered by ‘VIP’ guest drivers

**Lead:** Director, Nutrition Aides

**Timeframe:** Ongoing

*Purchase new table service:* 2012
Goal 9: Integrate and Coordinate Senior Center planning and programming with the VAAA Board of Directors goals

Objective: Keep the relationship between the two entities cordial and mutually beneficial and create opportunities for senior volunteers to directly participate in planning and implementing Senior Center programs and activities

Action Steps:
** Twice a year have Senior Center staff meet with VAAA Board to discuss their staff responsibilities and objectives
** Have Director and Program Director review Senior Center annual goals with VAAA Board at the Board’s annual planning meeting
** Director and/or Program Director will submit requests for financial support of programs and projects for the coming year at a fall Budget Review
** Assist the VAAA Board with planning an annual area forum on board/advisory council issues

Lead: Director, Program Director

Timeframe: Ongoing
Goal 10: Regularly provide ‘lifelong learning’ opportunities

Objective: To enhance adults knowledge about subjects with which they are familiar as well as offering information and education on interesting current topics to maintain mental acuity

Action Steps:
** Offer a monthly current event presentation utilizing area experts from MATC, UW-Madison, Edgewood College and others
** Provide participant-facilitated discussions based on materials and resources available to senior centers.
** Schedule a minimum of (2) ‘brain fitness’ classes annually using a variety of evidence based curricula
** Maximize use of the Computer Lab for instruction at all levels of computer comfort

Lead: Program Director

Timeframe: Ongoing