

Strategic Plan Matrix

July 2010 Update



THREE-YEAR GOAL: *BE RECOGNIZED AS A LEADER FOR AGING SERVICES IN SANTA CLARA CO.*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the June 24, 2010 Executive Committee meeting	Executive Committee (Marilou Cristina and Steve Schmoll, co-leads)	Identify a major activity for the ASC to be achieved by April 30, 2011 and designate a current or ad hoc group to be the Major Activity Committee			X	Topics discussed at June EC Mtg but will be finalized at July EC Mtg.
2. July 1, 2010	Executive Committee (Lori Andersen-lead)	Engage a consultant to develop an ASC Marketing Plan	X			Conference call on 6/24/10 and meeting on 7/26/10
3. October 1, 2010	Ad hoc Major Activity Committee	Identify and engage at least five key community and ASC stakeholders in the planning of the major activity		X		
4. September 30, 2010	Caregiver Team (Gwendolyn Smith – lead)	Identify opportunities for PSAs on TV and radio about caregiver needs and where to find help and identify existing video and DVD resources available for caregivers		X		

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5. November 13, 2010	Caregiver Team (Amy Andonian – lead)	Hold 2 nd Annual Caregivers Count Conference in November, 2010 to increase knowledge and awareness of community resources for caregivers		X		Conference planned for Saturday, Nov.13, 2010 at the Holiday Inn – San Jose
6. September 30, 2010	Caregiver Team (Amy Andonian- lead) Lori Andersen Steve Schmoll Sadhna Diwan	Develop feasible plan for data collection to assess and measure current capacity of caregiver service system and/or caregiver needs in SCC		X		
7. August 31, 2010	Best Practice Team (Mary Anne Mendall-lead)	Identify and prioritize opportunities for building partnerships or strategic alliances to replicate evidence- based programs and select one for exploration this year		X		Ongoing discussions to replicate CAPS program in SCC

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8. December, 2010	CONNECT Team	Develop collateral material and tools to increase public awareness of the ASC and the resources that support healthy aging		X		Communication plan development meeting on 6/24/10
9. June 1, 2011	CONNECT Team	Host a Film Festival to promote a more positive image of aging and to increase the level of support for aging adults		X		Planning for late April 2011 timeframe
10. July 31, 2010	CONNECT Team	Develop a 1-2 page SCC Resource list of entry points to be shared with any organization or elected official to share with older adults		X		Draft resource list in review by EC

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THREE-YEAR GOAL: MOBILIZE AND COORDINATE ADVOCACY EFFORTS ON BEHALF OF SENIORS AND THEIR CAREGIVERS

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. May 1, 2010	Ad Hoc Advocacy Coordination Group (Susan Fent - lead, Todd Hansen, Lisa Blevins, Connie Langford)	Identify 20 advocacy partners.	X			41 new advocacy partners have been identified
2. At the May 20, 2010 EC meeting	Lee Pullen-lead, Connie Langford, Steve Schmoll	Present to the Executive Committee strategies to mobilize ASC members regarding cuts to the IHSS program.			X	Waiting on State Budget process – will discuss at the Aug EC Mtg.
3. July 1, 2010	Ad hoc Advocacy Coordination Group (Susan Fent - lead), with input from IHSS	Contact the 20 potential advocacy partners, identify their advocacy priorities and invite them to participate with ASC in advocacy efforts.		X		Connections with potential partners will continue

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WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
4. At the July 22, 2010 EC meeting	Ad hoc Advocacy Coordination Group (Susan Fent - lead), with input from the ASC members	Recommend five advocacy priorities to the ASC Executive Committee for approval.		X		Some potential topics include: IHSS, Sr. Nutrition, EESI, etc.
5. At the July 22, 2010 EC meeting	Lee Pullen-lead, Connie Langford, Steve Schmoll	Present to the Executive Committee strategies to minimize the budgetary impacts on the IHSS program.			X	Will discuss at the Aug EC Mtg.

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THREE-YEAR GOAL: OPTIMIZE THE EFFECTIVENESS OF THE ASC AND IT'S MEMBERS

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the April 22, 2010 EC meeting	Executive Committee (Marilou Cristina and Steve Schmoll, co-leads)	Review and revise, if necessary, the ASC committee structure to align with the ASC Three-Year Goals.	X			Comments and team project additions have been added to the work plan
2. Oct. 1, 2010	Best Practices Team (Mary Anne Mendall-lead), with input from the ASC members	Provide four professional development opportunities for ASC members.		X		Topics have been identified and presentations have been scheduled
3. Oct. 1, 2010	Nancy Hikoyeda and Sadhna Diwan, working with the CONNECT Team	Recruit at least two new culturally diverse organizations to join the ASC.		X		Will try a targeted approach to recruiting agencies

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THREE-YEAR GOAL: SECURE SUSTAINABLE LONG-TERM FUNDING FOR THE ASC

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the June 24, 2010 EC meeting	Lori Andersen	Present to the Executive Committee a preliminary One-Year and Three-Year operating budget.	X			
2. At the June 24, 2010 EC meeting	Ad hoc Funding Committee (Dan Wax-lead, Lori Andersen, Steve Schmoll)	Identify and present to the Executive Committee at least 2-3 funding strategies to achieve sustainable long-term funding for the ASC.			X	Postpone to July 22 EC Mtg.
3. Oct. 1, 2010	Todd Hansen-lead, Lee Pullen, Dan Wax	Develop and implement a strategy for contacting previous and current funders (e.g., City of San Jose, The Health Trust, COA, SCC) to determine what is needed to obtain ongoing funding and report the results to the ad hoc Funding Committee.		X		

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4. Oct. 1, 2010	Ad hoc Funding Committee (Lori Andersen-lead, Steve Schmoll, Dan Wax)	Identify at least five potential funders whose specific funding priorities are compatible with ASC's Goals and Objectives and report the results to the Executive Committee.		X		