

**AGING SERVICES COLLABORATIVE (ASC) OF SANTA CLARA COUNTY**  
**SIX-MONTH STRATEGIC OBJECTIVES**  
**March 26, 2010 through October 1, 2010**

**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		Need an ASC project that increases visibility that will put us on the map - perhaps project could be changing public policy?
2. July 1, 2010	Executive Committee (Lori Andersen-lead)	Engage a consultant to develop an ASC Marketing Plan.	X			Lori to schedule date/time for group to meet with consultant
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		

**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 Executive Committee 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 of CA re-write
3. June 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		Group is planning to contact
4. At the July 22, 2010 Executive Committee 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		
5. At the July 22, 2010 Executive Committee meeting	Lee Pullen-lead, Connie Langford, Steve Schmoll	Present to the Executive Committee strategies to minimize the budgetary impacts on the IHSS program.		X		

**THREE-YEAR GOAL: OPTIMIZE THE EFFECTIVENESS OF THE AGING SERVICES COLLABORATIVE AND ITS MEMBERS**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the April 22, 2010 Executive Committee 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 to the work plan to be received from co-chairs by May 7, 2010
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		ASC topics (hardcopy and Survey Monkey) survey will be distributed in May, 2010 to members
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 investigate which agencies are currently attending to determine who to recruit

**THREE-YEAR GOAL: SECURE SUSTAINABLE LONG-TERM FUNDING FOR THE AGING SERVICES COLLABORATIVE**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the May 20, 2010 Executive Committee meeting	Lori Andersen	Present to the Executive Committee a preliminary One-Year and Three-Year operating budget.		X		
2. At the June 24, 2010 Executive Committee meeting	ad hoc Funding Committee (Dan Wax-lead, Lori Andersen, Steve Schmoll)	Identify and present to the Executive Committee at least three funding strategies to achieve sustainable long-term funding for the ASC.		X		Group will be meeting soon
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		
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		