

EDMONTON SENIORS COORDINATING COUNCIL

Strategic Plan 2007-2009

January 16, 2007

Vision

Through the work of ESCC, organizations that provide services to seniors have enhanced capacity and work collaboratively to provide effective, accessible services to meet diverse needs of seniors in Edmonton.

Mission

To enhance the capacity of organizations that provide social support and recreational services to seniors through facilitating collaboration and resource sharing.

Goals

1. To facilitate the development of a broad strategic plan for Edmonton seniors.
Outcome: To have completed a broad strategic plan for Edmonton seniors
2. To increase organizational effectiveness.
Outcome: The goals of ESCC are met
3. Increase, retain and serve a broad based membership.
Outcome: ESCC membership has increased by 50% and members report needs have been addressed.
4. Address priority issues
 - continue with current initiatives (transportation, isolation, diversity)
 - respond strategically to emerging issuesOutcome: Solutions to priority issues are being implemented.
5. To secure sustainable funding
Outcome: Sustainable funding has been secured.
6. To develop and support strategic partnerships in the community.
Outcome: Through partnerships ESCC has obtained funding, shared resources, increased knowledge and increased program effectiveness.
7. To implement an ongoing evaluation plan.
Outcome: ESCC measures outcomes, demonstrates progress, applies learnings and demonstrated the effectiveness of ESCC.
8. To promote and/or facilitate the sharing of resources.
Outcome: Resources are being shared and knowledge has increased.
9. To increase the visibility and credibility of ESCC.
Outcome: ESCC has a higher profile in Edmonton as a credible organization.

To Facilitate the Development of a Broad Strategic Plan for Edmonton Seniors	To Increase Organizational Effectiveness	Increase, Retain and Serve a Broad Based Membership	Address Priority Issues - continue with current initiatives (transportation, isolation, diversity) - respond strategically to emerging issues	To Secure Sustainable Funding	To Develop and Support Strategic Partnerships in the Community	To Implement an On-going Evaluation Plan	To Promote and/or Facilitate the Sharing of Resources	To Increase the Visibility and Credibility of ESCC
<ul style="list-style-type: none"> • Facilitate development of broad strategic plan • Update research on “Strengths and needs of Seniors” • Develop strategic plan (for Edmonton) with stakeholders 	<ul style="list-style-type: none"> •Accommodate different points of view •Empower and support ESCC staff •Increased diversity on board •Restructuring board committees •Move office to accessible location <ul style="list-style-type: none"> - ground level, parking •Set realistic goals <ul style="list-style-type: none"> - given limits •Develop a strategic plan 	<ul style="list-style-type: none"> • Meet with potential members to increase membership • Survey and address members organizational needs • Assist organization to address top 3 issues • Clearly define benefit to members • Create a template for organizations information brochures • Have a Membership Drive • Support struggling organizations • Increase membership • Represent members interest • Secure broader membership base (set targets) • Identification of resource sharing opportunities • Provide workshops e.g. media contacts • Protocols for resource sharing 	<ul style="list-style-type: none"> • Address common issues • Identify and address key issues • Raise awareness on seniors issues/needs • Respond to new challenges • Keep open to new opportunities • Continue to address existing issue priorities • Organize more Round Tables with other partners • Continue facilitating transportation initiative 	<ul style="list-style-type: none"> • Secure regular funding • Diversify and leverage sustainable funding • City Council support for on-going funding • Budget responsibly • Stabilize and diversify funding • 	<ul style="list-style-type: none"> • Create more formal partnerships <ul style="list-style-type: none"> - e.g. AMA • Establish strategic partnerships <ul style="list-style-type: none"> - e.g. AMA • Strengthen relationships • Continue to facilitate collaboration 	<ul style="list-style-type: none"> • Measure, analyze and report results • Annual evaluation to demonstrate progress • Complete 3 year Evaluation Plan • Demonstrate outcomes • Demonstrate results from workshops • Continuously evaluate Strategic Plan • Produce annual evaluation • Develop measurable outcomes to track progress 	<ul style="list-style-type: none"> • Publish a Resource Directory • Create Virtual Resource Library <ul style="list-style-type: none"> - e.g. multicultural issues - senior friendly • Be aware and support existing resources • Continue to develop and share resources • Compile database of “go to” organizations 	<ul style="list-style-type: none"> • Execute Communication Plan – increase visibility • Increase visibility and credibility • Create a higher profile in Edmonton • Communicate achievements • Implement Communication Plan • Keep on keeping on