

ESCC Strategic Directions 2014-2016

Vision: ESCC enhances the ability of member organizations to support the well-being of all seniors				
Mission: ESCC is an umbrella organization that encourages coordinated actions of its members to continue to build an Age Friendly Edmonton and enhance the lives of all Edmonton seniors.				
Goals	2014 Objectives	2015 Objectives	2016 Objectives	Measures of Achievement
1. Align ESCC's participation in Age Friendly Edmonton with our vision, mission, member priorities and resources	<p>1.1 Identify priority Age Friendly Edmonton (AFE) projects:</p> <ul style="list-style-type: none"> ○ Establish criteria to determine ESCC project priorities ○ Establish staff allocation and roles. ○ Establish timeframes. ○ Establish measures of progress ○ 	1.2 Evaluate ESCC projects relating to AFE initiatives.	1.2 Evaluate ESCC projects relating to AFE initiatives.	<p>M1.1 Database of AFE projects in which ESCC is engaged developed and maintained to indicate benchmark timelines, staff allocation and progress to date.</p> <p>M1.2 Establish evaluation criteria and gather baseline data.</p> <p>M1.3 Member organizations and selected others surveyed to determine success and perceived value of AFE projects in which ESCC is engaged.</p>
2. Support ESCC members and other community providers.	<p>2.1 Identify and implement a variety of information and communication strategies with ESCC members. These will include:</p> <ul style="list-style-type: none"> ○ Communicating benefits of being a member of ESCC. ○ Expanding use of social media. ○ Continuing the Link Letters. <p>2.3 Provide and promote services to members to strengthen organizational capacity.</p>	<p>2.2 Define and clarify the roles of the ESCC and the City of Edmonton in supporting seniors.</p> <p>2.5 Expand memberships and partnerships.</p> <p>2.6 Obtain membership feedback on ESCC services.</p>	2.4 Facilitate a mentorship strategy for the Boards of member agencies.	<p>M2.1 Communication strategy developed and implemented.</p> <p style="padding-left: 20px;">M2.1.1 ESCC members surveyed to determine perceived value of each component of the communication strategy.</p> <p>M2.2 Create a document delineating roles of ESCC and City of Edmonton in supporting seniors developed and shared with member agencies and others.</p> <p>M2.3 Members surveyed to determine their needs re. organizational capacity supports.</p> <p style="padding-left: 20px;">M2.3.1 Organizational capacity building supports and services developed and provided to members.</p> <p>M2.4 See M2.3 and M2.3.1</p> <p>M2.5 ESCC memberships and partnerships increased 5% per year.</p> <p>M2.6 Member organizations and selected others surveyed to determine success and perceived value of ESCC services.</p>

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<p>3. Promote ESCC and the Age Friendly movement.</p>	<p>3.2 Take steps to develop positive relationship with the media. Create awareness of ESCC as a resource on seniors' issues.</p> <p>3.3 Designate and hire a staff resource for communication and promotion.</p>	<p>3.1 Develop messages using an ESCC brand that presents a consistent public profile for both the Council and AFE.</p>	<p>3.4 Work with the city in defining and communicating respective roles in AFE.</p>	<p>M3.1 Criteria and components of a new ESCC brand are defined and shared with members for feedback.</p> <p>M3.2 A targeted media campaign is developed and implemented.</p> <p>M3.3 Staff is hired/contracted to develop and assist in the implementation of a media awareness campaign.</p> <p>M3.4 See M2.2</p>
<p>4. Maintain a strong and effective ESCC Board.</p>	<p>4.3 Develop and implement an on-going Board development process.</p>	<p>4.1 Determine, communicate and implement a preferred governance model for the ESCC Board.</p> <p>4.5 Continue the work of the Futures Committee and address the priorities for action identified by the Committee.</p>	<p>4.2 Review and update all current Board policies.</p> <p>4.4 Develop a database of individuals with specific knowledge, skills and expertise to assist the ESCC in responding to member issues.</p>	<p>M4.1 Governance model for ESCC Board defined and included in ESCC policy document.</p> <p>M4.2 ESCC Board policies reviewed and updated to align with bylaw amendments approved April, 2014.</p> <p>M4.3 Board Governance Committee established.</p> <p>M4.3.1 Committee terms of reference developed.</p> <p>M4.4 Database of resource persons established.</p> <p>M4.5 Recommendations for action from Futures committee documented and considered by ESCC Board, as appropriate.</p>