

Edmonton Seniors Coordinating Council – Strategic Planning Session

Focused question: What do we need to focus our efforts on over the next three years in order to manage the forces that impact the organization, create our desired future and ultimately achieve our vision?

FOCUS AREA (Goal)	STRATEGIC DIRECTION <i>(ideas that lead to the goal)</i>	MEASURABLE OUTCOME <i>(what will you point to or see)</i>
<p>Implement and promote vision action plan to create a more age friendly community <i>(Document titled <i>Vision for an Age-Friendly Edmonton Action Plan</i>)</i></p>	<ul style="list-style-type: none"> ○ Implement age friendly vision action plan ○ Take action on “vision” document ○ Implement strategic plan ○ Educate groups/partners on age friendly design ○ Social marketing to broader community ○ Possible partnerships: Edmonton Journal, Canada Post, home building associations, disability groups re: accessible universal design ○ Encouraging individual/community support (village concept) 	<p>We can measure progress on the goals within the vision document</p> <p>We see goals completed</p> <p>We are able to share “age friendly” success stories</p>
<p>Advocate for members to enhance collaboration with all levels of government <i>(group said that this might be better served by supporting member organizations and they in turn would be the advocacy voice)</i></p>	<ul style="list-style-type: none"> ○ Involve seniors in decision-making ○ Work closely with all levels of government ○ Increase sources of funding to handle multiple initiatives ○ Advocate with policy makers and planners ○ Lobby and collaborate with government(s) ○ Advocate for our members 	<p>City, provincial and federal governments continue seniors portfolio and/or higher level links <i>(there is a point person within government who is the direct contact to decision makers within the senior-serving sector)</i></p> <p>All departments consider seniors in the delivery and implementation of programs</p>

		<p>Dependable funding for seniors services is in place</p> <p>Senior friendly orientated policy has been developed by governments</p>
<p>Understanding trends & their implications for services</p>	<ul style="list-style-type: none"> ○ Be informed/aware of what is on the horizon/trends ○ Inform senior-serving organizations about emerging trends that spell service changes ○ Verify trends and research by supporting research pilot projects ○ Keep ahead of issues through research, heightening innovative solutions ○ Celebrate successes (possibly through an annual award) ○ Keep informed about research on senior trends and issues ○ Take a proactive, not reactive, approach to healthy aging ○ Communicate big picture issues and city wide opportunities and government initiatives ○ Prepare for the “big wave” of baby boomers and how different they will be as seniors 	<p>Member organizations are aware of service trends and there are service changes as a result</p> <p>Research has been compiled and disseminated to member organizations</p> <p>The education of member organizations and stakeholders has increased</p>
<p>Build sector capacity to enhance senior’s quality of life</p>	<ul style="list-style-type: none"> ○ Educate senior serving organizations about emerging technology, trends ○ Strengthen abilities of member boards ○ Build capacity (ESCC and members) ○ Enhance services and supports to member agencies, facilitate increased 	<p>The Creative Age Festival is independent of the ESCC and sustainable (comes out of the conversation that “the Council is an incubator of new ideas”)</p>

	<p>collaboration among members</p> <ul style="list-style-type: none"> ○ Communicate with our member agencies and seniors ○ Facilitate professional development on seniors emerging issues ○ Involvement is the key to promoting the Council 	<p>Exceptional, competent board represents a role model to our member organizations</p> <p>The Council has facilitated discussions for increasing capacity and shared service model</p> <p>Member organizations have access to training</p> <p>Exemplary HR policies are in place</p> <p>Collaborations amongst members organizations has increased</p>
<p>Encourage individual support for universal inclusiveness</p>	<ul style="list-style-type: none"> ○ Articulate a strategy for inclusion of other “related” voices (i.e. community leagues) ○ Challenge core assumptions of Council through a multicultural lens 	<p>More Aboriginal inclusion on the board</p> <p>Member organizations and the Council have a better understanding of the needs of immigrant and Aboriginal senior communities</p> <p>As a result of discussion at the board, the ESCC has a plan to invite other voices to the table.</p>