

STATEMENT of POLICY and PROCEDURE			
Section	1.0 Framework	Original Effective Date	November 27, 2006
Sub-Section	1.6 Strategic Plan	Date of Last Amendment	January 25, 2016
Subject			
Topics			
Attachments	Appendix A: ESCC Strategic Plan 2015-2017		
Reference			

Purpose:

ESCC establishes a strategic plan defines an organization’s direction and resource allocation.

Policy:

The ESCC’s strategic plan is in Appendix A.

Responsibility:

The ESCC Board of Directors will ensure that its strategic plan is reviewed periodically and that staff work plans align.

Procedures:

The strategic plan is revisited periodically during the strategic planning activities of the Board of Directors and established through consultation with the membership, staff and key stakeholders.

ESCC Strategic Plan 2015-2017

<p>1. Align ESCC's participation in Age Friendly Edmonton with our vision, mission, member priorities and resources</p>	<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 <p>1.2 Evaluate ESCC projects relating to AFE initiatives.</p>
<p>2. Support ESCC members and other community providers.</p>	<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>2.2 Define and clarify the roles of the ESCC and the City of Edmonton in supporting seniors.</p> <p>2.3 Provide and promote services to members to strengthen organizational capacity.</p> <p>2.4 Facilitate a mentorship strategy for the Boards of member agencies.</p> <p>2.5 Expand memberships and partnerships.</p> <p>2.6 Obtain membership feedback on ESCC services.</p>
<p>3. Promote ESCC and the Age Friendly movement.</p>	<p>3.1 Develop messages using an ESCC brand that presents a consistent public profile for both the Council and AFE.</p> <p>3.2 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>3.4 Work with the city in defining and communicating respective roles in AFE.</p>
<p>4. Maintain a strong and effective ESCC Board.</p>	<p>4.1 Determine, communicate and implement a preferred governance model for the ESCC Board.</p> <p>4.2 Review and update all current Board policies.</p> <p>4.3 Develop and implement an on-going Board development process.</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>4.5 Continue the work of the Futures Committee and address the priorities for action identified by the Committee.</p>