



Mission:

The Florida Council on Aging is committed to serving Florida's diverse aging interests through advocacy, information-sharing and education.

FCOA Strategic Plan 2011-2013

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CORE VALUES

- **Advocacy**
We are committed to speaking and acting on behalf of the issues facing Florida's diverse older adult population.
- **Communication**
We are committed to open and honest dialogue among our members, elders and other professionals working with older adults and the decision-makers who represent them.
- **Excellence**
We are committed to promoting excellence in professional standards, education, and innovation, both within the organization and externally.
- **Collaboration**
We are committed to finding the common ground that focuses our concern on older adults; building productive and lasting relationships and collaborative efforts, both within the organization and externally.
- **Integrity**
We are committed to promoting honesty and accountability among our members and other professionals within the diverse aging network.

Planning Area 1: Membership

OVERALL GOAL: Membership in FCOA is considered a requisite for all individuals and organizations committed to aging issues and interests in Florida, evidenced by a growing membership representing diverse disciplines and viewpoints.

OBJECTIVES, KEY ACTIVITIES	EXPECTED OUTCOMES
<p>1.1 Retain existing members <u>Key Activities:</u></p> <ul style="list-style-type: none"> a. Increase awareness of leadership opportunities within the association. [Mgt. Firm] b. Feature “Member spot lights” in <i>AgeWise</i>. [Mgt. Firm] c. Provide Trustees with information on new strategies for retaining FCOA members at Board Meetings. [Mem.Comm.] d. Create a “members only” section on www.fcoa.org. [Mgt. Firm] e. Contact each member upon renewal (personalized follow-up). [Board & Mgt. Firm] f. Contact lapsed members to encourage renewal [Board & Mgt. Firm] g. Develop and administer a membership survey. 	<ul style="list-style-type: none"> ▶ <u>Renewal rate of at least 85%.</u> ▶ <u>Increased visibility of FCOA at the local level.</u> ▶ <u>Increased traffic to the FCOA website.</u> ▶ <u>Increased understanding of what the FCOA members value about their membership and what member benefits are important to them.</u> ▶ <u>Increased member satisfaction with online interactions with FCOA.</u>

1.2 Recruit new members

Key Activities:

- a. Award complimentary membership to non-member full conference attendees. [Mgt. Firm]
- b. Recruit individual members from agencies with Organizational memberships. [Board & Mgt. Firm]
- c. Provide Trustees with information on new strategies for recruiting FCOA members at Board Meetings [Mem. Comm.]
- d. Recruit student members. [Mem. Comm. & Mgt. Firm]
- e. Recruit aging related organizations funded by United Ways. [Mem. Comm. & Mgt. Firm]
- f. Recruit Faith-based leaders in Florida [Mem. Comm & Mgt. Firm]
- g. Recruit Government leaders and representatives [Mem. Comm. & Mgt. Firm]
- h. Send up to five mass recruitment mailings (email and/or hard copy) per year. [Mgt. Firm]
- i. Conduct recruitment activities at meetings of local aging coalitions, provider networks and similar groups, using FCOA members as spokespersons. [Dist. Reps. & Mem. Comm.]
- j. Welcome new members in *AgeWise*. [Mgt. Firm]
- k. Call new members within four weeks of receiving member dues. [Mgt. Firm]
- l. Redesign the membership brochure to emphasize benefits and target/include new populations (i.e. Elder Law Attorneys). [Mem. Comm. & Mgt. Firm]
- m. Increase membership of Assoc. Organization members, as per the AO Agreement. [Mem. Comm.]
- n. Track recruitment activities of Board members and provide status reports. [Mem. Comm.]

►Membership of 1000 members by 2013

►Increased visibility of FCOA at the local level.

►Increased inquiries/requests to FCOA for membership information or involvement at the local level.

►Increased number of membership referrals from current members.

(Membership, Continued)

1.3 Generate income to support member services and benefits.

Key Activities:

- a. Aggressively recruit sponsors and/or advertisers for FCOA publications. [Mgt. Firm]
- b. Develop and/or improve mechanisms for generating revenues via the website. [Info. Sharing; Mgt. Firm]
- c. Generate revenues from the publication of the Membership Directory. [Mgt. Firm]
- d. Write at least one funding proposal to a grant-making entity per year. [Mgt. Firm]

► Meet budget goals for advertising income in all publications and for all events.

► Increase website-related income.

► Funding proposal submitted to at least one grant-making entity.

Planning Area 2: Information-Sharing, Education and Networking

OVERALL GOAL: FCOA is Florida’s leading convener on aging issues and is well known for its outstanding training conferences, publications, and electronic networking and communication linkages. Organizations and individuals across Florida regularly seek FCOA’s expertise and involvement.

OBJECTIVES & KEY ACTIVITIES	EXPECTED OUTCOMES
<p>2.1 Position FCOA as Florida’s premiere resource for aging training and information.</p> <p><u>Key Activities:</u></p> <ul style="list-style-type: none"> a. Conduct the annual Florida Conference on Aging, in partnership with select organizations. [Conf. Program; Mgt. Firm] b. Seek opportunities to be training partners and/or a training resource/provider in diverse settings (in addition to the Florida Conference on Aging). [Info. Sharing Committee; Mgt. Firm] c. Survey members and a small group of key leaders in the aging network to identify training and/or information needs. [Conf. Program; Mgt. Firm] d. Research and invite Best Practices programs/proposals to participate in the FCOA Best Practices Forum. Best Practices will be highlighted in the AgeWise Newsletter and showcased at the annual Conference. [Mgt. Firm] e. Work on expanding the social networking presence of FCOA.. 	<ul style="list-style-type: none"> ▶ <u>Increased attendance at pre-conference intensives & academies, compared to previous year’s numbers.</u> ▶ <u>FCOA is a co-sponsor or is otherwise involved in visible ways in aging training programs (in addition to the Florida Conference on Aging).</u> ▶ <u>FCOA will spotlight Best Practices workshops at the annual conference.</u> ▶ <u>FCOA will increase the number of followers on social networking sites (i.e. Facebook).</u>
<p>2.2 Continue to improve the quality of FCOA publications and their perceived value by FCOA members.</p> <p><u>Key Activities:</u></p> <ul style="list-style-type: none"> a. Invite 3-5 members to critique issues of FCOA’s publications for quality, content and readability; use information for continuous improvement. [Info. Sharing Comm.; Mgt. Firm] b. Publish members’ articles and photography in publications. [Info. Sharing Comm.; Mgt. Firm] c. Provide membership with at least one publication per month (Advocacy, Alerts, Memb. Directory, AgeWise, etc.). [Mgt. Firm] 	<ul style="list-style-type: none"> ▶ <u>Reader feedback indicates that FCOA publications meet or exceed their expectations.</u> ▶ <u>Increased member involvement via publication of articles.</u>

<p>2.3 Increase conference net revenues. <u>Key Activities:</u></p> <ol style="list-style-type: none"> a. Increase revenues from exhibits (consider the sale of add-on services, e.g. website coverage; pre-conference mailing list; premium booth locations; etc.). [Mgt. Firm] b. Develop & market additional conference sponsorship opportunities or other methods to increase sponsor income. [Mgt. Firm] c. Develop & implement strategies to increase conference attendance. [Information Sharing Committee; Mgt. Firm] d. Develop partnerships with other organizations and/or associations at the FCOA Conference (organizations, professional associations, etc.) [Mgt. Comm.] 	<p><u>► Meet budget goals for net revenues in all areas (registration, exhibits, sponsors).</u></p> <p><u>► Increase number of conference attendees from prior year.</u></p> <p><u>► Conference is listed on at least 30 websites.</u></p> <p><u>► Conference is highlighted on Social Networking sites.</u></p>
<p>2.4 Develop an Community Initiative that addresses issues related health and wellness. <u>Key Activities:</u></p> <ol style="list-style-type: none"> a. Research funding opportunities to support the campaign. [Mgt. Firm] b. Initiate a Chronic Disease Awareness theme in publications, alerts and at the annual conference [Mgt. Firm; Info. Sharing Comm.] c. Develop a resource with partners that can be used by communities to initiate a Falls Prevention Initiative. [Mgt. Firm; Info. Sharing Comm.] d. Increase awareness about Health Literacy (including medication management). [Mgt. Firm; Info. Sharing Comm.] e. Seek professional partnership to provide information about caregiving (companies or organizations) at the community level. f. Increase awareness about Advanced Directives. [Mgt. Firm; Info. Sharing Comm.] g. Write articles about aging in place and supportive technology for the general public/consumers. [Mgt. Firm; Info. Sharing Comm.] 	<p><u>► Funding proposal submitted to at least one grant-making entity.</u></p> <p><u>► Develop FCOA branded educational pieces to be used by members at the community at-large</u></p> <p><u>► Conference highlights a health and wellness track each year</u></p> <p><u>► Develop professional partnerships with organizations/companies to educate their employees about caregiver issues.</u></p>

Planning Area 3: Advocacy

OVERALL GOAL: FCOA speaks and acts on behalf of the issues facing Florida's diverse older adult population.

OBJECTIVES & KEY ACTIVITIES	EXPECTED OUTCOMES
<p>3.1 In conjunction with other groups, assist in bringing stakeholders together to increase the number of “aging champions” across the State.</p> <p><u>Key Activities:</u></p> <ul style="list-style-type: none"> a. Inventory current advocacy efforts across the state and determine the common messages and themes; use information to build collaborative efforts across the different groups. b. Contribute to the development of a common model for advocacy that can be used among the state’s “aging champions.” c. Engage in strategies with other groups to increase the number of elders and caregivers involved in aging advocacy efforts. d. Partner with the Florida Department of Elder Affairs and AARP to support their efforts to combat ageism. e. Partner with FASP on their Advocacy Webinars. f. Provide regular email alerts on major legislative actions. g. Develop a advocacy materials to be mailed out to the membership. h. Organize Advocacy Summits (as directed by the Board). i. Author at least two op ed articles and disseminate them to major newspapers around the state (topics will be approved by the Board or the Executive Committee) j. Develop Advocacy tools for the membership (i.e. how to work with local elected officials) and post them on the website. 	<ul style="list-style-type: none"> ▶ <u>A consistent advocacy message is used by numerous “aging champions.”</u> ▶ <u>Increased knowledge about legislative issues related to elders.</u> ▶ <u>Increased statewide visibility for FCOA’s legislative priorities.</u> ▶ <u>Educate the membership about combating ageism.</u>

<p>3.2 Increase the number of elected officials actively supporting elder issues.</p> <p><u>Key Activities:</u></p> <ul style="list-style-type: none"> a. Ask candidates and elected officials to address aging issues in their campaign platforms and publish their position statements. b. Encourage discussion forums to allow candidates to present their positions on aging issues. c. Offer expertise on aging issues to members of the Florida legislature (expertise provided by FCOA via board members and others). c. Offer expertise on aging issues to County, City Commissioners and City Planners statewide about aging issues including information on how to plan for the changing age demographics in Florida. d. The FCOA Advocacy Award recognizes elected officials that have a statewide impact on aging issues. 	<ul style="list-style-type: none"> ▶ <u>Increased visibility of FCOA among elected officials.</u> ▶ <u>Elected officials have official positions on aging issues.</u>
<p>3.3 Educate Florida residents and business people about Civic Engagement. Engaging seniors in employment and volunteerism reinforce a positive self image among seniors.</p> <p><u>Key Activities:</u></p> <ul style="list-style-type: none"> a. Develop workshops and/or plenary sessions on civic engagement at the annual Florida Conference on Aging. [Mgt. Firm] b. Develop articles to be published in AgeWise and links to civic engagement resources on the FCOA website. [Mgt. Firm] c. Develop articles and compile resources about volunteer management to be published in AgeWise and published to the website. d. Highlight intergenerational projects in Florida on the website, by network alert or in AgeWise. 	<ul style="list-style-type: none"> ▶ <u>Increased knowledge about Civic Engagement.</u>

3.4 Partner with AARP and the Florida Department of Elder Affairs to educate the membership about Communities for a Lifetime.

Key Activities:

- a. Highlight in AgeWise or at the annual conference Communities for a Lifetime successes and Best Practices in Florida.
- b. Use the FCOA website to promote Communities for a Lifetime and related resources.
- c. Partner with DOEA on an Interfaith Symposium to educate and engage the Faith Based Community about Communities for a Lifetime.
- d. Work with the aging network to develop an open house for the community. Done simultaneously across a specific geographic area, partners will increase awareness of the importance of having a community for all generations.

▶ Articles on Communities for a Lifetime published in *AgeWise*.

▶ Resources available to members on the Web site.

▶ Develop an open house toolkit for the aging network ‘Fall in Love with your Community’