

Adopted 3 April 2012

## **VERONA AREA ACTIVE ADULTS**

### **FIVE YEAR GOALS: 2012-2017**

As the Verona Senior Center prepares for reaccreditation, the staff and a committee have prepared goals for the next five years. It seems like a good time for the Verona Area Active Adults to also think about its future, and adopt a set of goals and objectives that are consistent with the mission and goals of the Verona Senior Center. Without periodic review, organizations tend to drift along, without thinking about how well they are achieving their mission. Are we doing the right things? What could we be doing differently? What do we do that is not worth the effort?

Following are the goals of the VAAA for the next five years. The list may seem daunting. We can't do everything at once. We need to focus first on some things that are doable, and try to get them accomplished soon. Some we may defer working on until a later year. Still others we will chip away at, a little at a time.

Each year we should, at our December planning meeting, review how well we are achieving our goals, and what we should particularly focus on in the following year.

As time goes on, we should also consider whether there are other things that ought to be on our agenda.

The goals are organized with a general objective, followed by action steps that will aid in promoting the objective. Other action steps may be added as we go along.

#### **GOAL : RETHINK HOW BOARD MANAGES EVENTS AND ACTIVITIES**

The biggest challenge to the VAAA is to figure how to better organize to get the work done. The the present system is not sustainable.

- We depend too heavily on the hard work and good will of a very small number of individuals, both officers and members
- We do not do as well as we could in utilizing non-Board members to develop, organize, and carry out our activities.

To reduce our dependence on a very few, we will:

- Make more use of committees that include one board member and several others
- Events and activities should have more non-board organizers and implementers
- Encourage member-**initiated** and member-**managed** activities with as little staff involvement as possible
- Consider expanding size of the Board

### **GOAL: REVIEW AND UPDATE VAAA BY-LAWS**

The By-laws have not been updated recently and are longer accurately reflect current practice in several areas.

### **GOAL: ACTIVELY RECRUIT VOLUNTEERS FOR BOTH VAAA AND SENIOR CENTER FUNCTIONS**

We need to develop better ways to recruit volunteers to staff our activities, as well as to help the Center serve its clientele. In cooperation with Senior Center staff we need to better recruit, train, and orient volunteers.

### **GOAL: COMMUNITY OUTREACH**

The mission and activities of the Verona Senior Center and the VAAA need to be better understood in the Community. The VAAA will:

- Partner with Center staff to Promote Center and VAAA in larger community
- Try to get younger people involved in Center
- Make better use of Verona Press for publicizing our mission and activities
  - Possibly combination of paid ads and feature articles
- Make better use of website
- Develop tri-fold display for promotion of VAAA and Senior Center
- Develop and annually update a VAAA brochure
- Promote Senior Center and VAAA in local service organizations and churches
- Table at Millers on Wednesday once a month

### **GOAL: REVIEW OUR FUNDRAISING ACTIVITIES**

Fundraising requires a lot of time and effort; it gains us community recognition, as well as resources to do our work. Working together in fundraising activities also promotes a sense of community.

- VAAA should review existing fundraising activities, and consider alternatives
- VAAA, along with Senior Center staff, should consider what we can do to increase donations to the Center from individuals and businesses
  - Maintain, with the Center staff, a list of specific Center needs
  - Use Chronicle to publicize Center needs

## **GOAL: REVIEW HOW WELL THE CHRONICLE SERVES THE COMMUNITY**

- Increase circulation
  - Make sure everyone coming into building knows about Chronicle subscription
  - Send and pass out free sample copies to potential subscribers
  - Continue to include subscription form in Sweepstakes mailing
    - Continue to offer free balance of first year for new subscribers
  
- Make The Chronicle more appealing
  - More photos
  - More feature articles
  - Regular board column
  
- Increase size to 20 or even 24 pages, as content requires
- More paid advertising
- Make more use of special inserts

## **GOAL : MAKE WEBSITE MORE USEFUL**

- Find a webmaster and train others to maintain website
- Keep website current with systematic, weekly maintenance
- Include feature articles
- Include more community resource links
- Make Chronicle available to subscribers on website

## **GOAL: CONSIDER WHAT WE CAN DO TO ENCOURAGE MORE ACTIVE SENIORS TO PARTICIPATE IN CENTER EVENTS AND ACTIVITIES**

- Make better use of bocce courts
- Find people interested in organizing other special interests
  - Hiking, biking, golf, etc.
- Experiment with new activities/events
  - Lectures
  - Dances
  - Travel
- Encourage better cooperation with Verona Recreation Department