

Center for Positive Aging Masterplanning Arrow

First Section

1. Needs

What are the challenges within our field and what are we uniquely qualified to meet?

- Educate consumers (seniors and their families, caregivers)
- Health/Wellness (self care promoting maintaining independent living)
- Positive Aging (vision, possibility, what aging can be)
- Support consumers with limited resources having challenges
- Bridging gap between consumer and need to navigate the maze of aging services

2. Purpose/Mission

Why do we exist?

The purposes of this Center are to educate consumers about the types of services to assist in successful, positive aging; refer consumers to quality providers; and to assist these providers in connecting with consumers in local congregations and communities. These purposes shall support the ideals of maintaining dignity, independence and usefulness of aging persons; promoting the physical, mental, and spiritual well-being of aging persons; and to educate and assist people in preparing for an expanded and healthy long life.

Inform, Connect, Educate

- **Inform/Educate to promote positive aging/wellbeing**
- **Be the trusted source of information**
- Promotion of positive aging (aging process begins at birth)
- Connecting to resources
- Prepare/Plan for positive aging
- Partnerships (life long planning, financial prep, etc)
- Consumerism – customer focus
- Provide info like senior discounts for electricity, gas, etc.
- Active/Empowerment

3. Big Picture Objectives

In what 3-7 areas will we continue being actively involved in the future?

- Promote positive aging via wellness/wellbeing
- Fundraising
- Connecting consumers (congregations, providers of services, etc)
- Inform/Educate
- Meals on Wheels – future? Opportunity for funding, direct services of community
- Centers throughout the state to assist at the local level
- Supporting affiliates

Second Section

4. *Milestones*

What major milestones have we already accomplished?

History

Exercise video, Caring for your Aging Parents, Wellbeing Ambassador Program, founding member of Shepherds Centers of America

Current

- Positive Aging LifeStyles (PALS)
- Connecting with Aging Services of Georgia
- AmeriCorp VISTA Volunteers in office
- Expanding Mission
- Increase in technology focus (new web site)

5. *Ideas*

What ideas have we had that we should consider tuning into measurable priorities in the future?

- Find/connect with Partners
- Social Media connections (FaceBook, Geek Squad)
- Inform senior RE positive aging/accept aging
- Prepare: YOU are ...
- Eliminate ageism
- Change image of aging
- PR campaign for positive aging
- Promote responsibility/accountability for own positive aging (wellbeing/wellness)
- White paper/articles
- Promote having a purpose, wellness, potential
- Research promoting value of socialization, remaining active, self care
- Inspire positive view of aging
- Connecting senior with opportunities to volunteer

6. *Roadblocks*

What is keeping us from reaching our full potential?

- Consumers not tech savvy
- Not enough funding, staff
- Grants and donations harder to obtain

7. *Resources*

What are our greatest resources?

- Partners (Junior Leagues, etc.)
- National groups (New LifeStyles)
- ESP database at Atlanta Regional Commission
- PALS and other programs

Third Section

8. *2009 Priorities*

In 2009 what are our specific measurable targets of accomplishment?

- Set up/elect new Board of Directors
- Update By-Laws
- Develop new web site – with supportive materials, etc.
- Develop new affiliate types (Housing, Care at Home, Business Products/Services, Congregations)
- Golf Fundraiser and Annual Fund Campaign letter (in honor of Hugh Lynch)
- Ongoing learning

9. *2010 Priorities*

In the next 2 years, what are our specific measurable targets of accomplishment?

- Increase partnerships and collaboration
- Revenue development
- Joint committees with association (Executive, Governance, Development)
- Define value to members of association
- Promote Trusted Source

10. *Mid-range Priorities*

In the next 2-5 years, what are our specific measurable targets of accomplishment?

- Determine strategy/future of Meals on Wheels
- PR
- Promotion

11. *Long-range Priorities*

In the next 5-10 years, what are our specific measurable targets of accomplishment?

- Other groups to merge/partner
- Need for consumer arm?