



Mission:

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

FCOA Strategic Plan 2008-2010

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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.
- **Excellence**
We are committed to promoting excellence in professional standards, education, and innovation, both within the organization and externally.
- **Relationships**
We are committed to building productive and lasting relationships and collaborative efforts, both within the organization and externally.
- **Common Ground**
We are committed to finding the common ground that focuses our concern on older adults.
- **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 professionals in the field of aging in Florida, evidenced by a growing membership representing diverse disciplines.

OBJECTIVES, KEY ACTIVITIES	EXPECTED OUTCOMES
<p>1.1 Retain existing members <u>Key Activities:</u></p> <ul style="list-style-type: none"> a. Implement low-cost opportunities for networking among members. [Mgt. Firm] b. Increase awareness of leadership opportunities within the association. [Mgt. Firm] c. Feature “Member spot lights” in <i>AgeWise</i>. [Mgt. Firm] d. Provide Trustees with information on new strategies for retaining FCOA members at Board Meetings. [Mem.Comm.] e. Increase networking opportunities at the local level. [Dist. Reps. & Mgt. Firm] f. Create a “members only” section on www.fcoa.org. [Mgt. Firm] g. Contact each member upon renewal (personalized follow-up). [Board & Mgt. Firm] h. Contact lapsed members to encourage renewal [Board & Mgt. Firm] i. Develop and administer a membership survey. 	<ul style="list-style-type: none"> ▶ <u>Renewal rate of at least 82%.</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>
<p>1.2 Recruit new members <u>Key Activities:</u></p> <ul style="list-style-type: none"> a. Award complimentary membership to non-member 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. Send up to five mass recruitment mailings per year. [Mgt. Firm] g. Conduct recruitment activities at meetings of local aging coalitions, provider networks and similar groups, using FCOA members as spokespersons. [Dist. Reps. & Mem. Comm.] h. Welcome new members in <i>AgeWise</i>. [Mgt. Firm] i. Call new members within six weeks of receiving member dues. [Mgt. Firm] j. Redesign the membership brochure to emphasize benefits. [Mem. Comm. & Mgt. Firm] k. Increase membership of Assoc. Organization members, as per the AO Agreement. [AO Presidents & Mem. Comm.] l. Track recruitment activities of Board members and provide status reports. [Mem. Comm.] 	<ul style="list-style-type: none"> ▶ <u>Membership of 1000 members by 12/31/09.</u> ▶ <u>Increased visibility of FCOA at the local level.</u> ▶ <u>Increased inquiries/requests to FCOA for membership information or involvement at the local level.</u>

(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. [Marketing & Communications; 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.

► 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. <u>Key Activities:</u></p> <ul style="list-style-type: none"> a. Conduct the annual Fla. 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). [Marketing & Communications Committee; Mgt. Firm] c. Survey members and a small group of key leaders in the aging network to identify training and/or information needs (annually in the fall). [Conf. Program; Mgt. Firm] d. Develop a Virtual Best Practices on the FCOA website and highlight Florida Best Practices in the AgeWise Newsletter. [Mgt. Firm] 	<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>
<p>2.2 Continue to improve the quality of FCOA publications and their perceived value by FCOA members. <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. [Marketing & Communications Committee; Mgt. Firm] b. Publish members’ articles and photography in publications. [Marketing & Communications Committee; Mgt. Firm] c. Provide membership with at this one publication per month (conference announcements, Membership 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 (establish baseline in 2007).</u>
<p>2.3 Increase conference net revenues. <u>Key Activities:</u></p> <ul 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). [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. [Marketing & Communications Committee; Mgt. Firm] 	<ul style="list-style-type: none"> ▶ <u>Meet budget goals for net revenues in all areas (registration, exhibits, sponsors).</u> ▶ <u>Increase number of conference attendees from prior year.</u> ▶ <u>Conference is listed on at least 25 websites.</u>

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 Grassroots Advocacy Campaign. f. Provide regular email alerts on major legislative actions. g. Develop a Legislative Priority card to be mailed out to the membership. h. Organize 1 or 2 Legislative 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). 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] 	<p><u>▶ Increased knowledge about Civic Engagement.</u></p>
<p>3.4 Partner with AARP and the Florida Department of Elder Affairs to educate the membership about Communities for a Lifetime.</p> <p><u>Key Activities:</u></p> <ul style="list-style-type: none"> a. Write articles about the key focus areas of the program. b. Use the FCOA Web site to promote website for Communities for a Lifetime. 	<p><u>▶ Articles on published in AgeWise.</u></p> <p><u>▶ Resources available to members on the Web site.</u></p>