



Vision 2021-2025: Detroit Area Agency on Aging Strategic Plan Overview



Serving Detroit, Hamtramck, Harper Woods, Highland Park & the 5 Grosse Pointes
1333 Brewery Park Blvd. Ste. 200 | Detroit MI 48207 | 313-446-4444

www.DetroitSeniorSolution.org



PILLARS
 Five Guiding Principles of Servant Leadership

CORE VALUES
 Person-Centered Services
 Trust & Respect
 Integrity & Professionalism
 Excellence & Quality
 Teamwork & Collaboration
 Accountability
 Commitment to Community
 Celebration of Diversity

OUR IDENTITY



The Board of Directors and Leadership Team at the Detroit Area Agency on Aging (DAAA) worked together over a six-month period to develop a five-year Strategic Plan for the agency.

The process started with confirmation of the Mission, Vision, Values and Pillars and progressed through the identification and compilation of relevant research, data and stakeholder input. Out of the assessment and study of this information, the group identified a set of critical issues impacting DAAA, its mission and its future. Those issues were prioritized, and six issues were assigned to teams to convert into the Goals, Objectives and Tactics that comprise the plan. These teams were each led by two champions – one each from the Board of Directors and the Leadership Team – and others were enlisted to help and support each Goal. The results of their work are shared here.

This document presents the six Strategic Goals, and the Objectives identified to support them. Board approval of this strategic direction for DAAA will set the path forward for the agency and authorize the work to continue to operationalize and implement this strategy. Funding for this plan will be addressed through use of unrestricted funds, existing grants, in-kind resources, and new revenue streams.

After approval, the Long Range Planning Committee (LRPC) has been charged to take a leadership and oversight role in operationalizing the plan and monitoring the process and progress. This responsibility consists of reviewing the strategic goals at specific intervals, coordinating timing, and working with champions, project leaders and the Executive and Finance Committees to identify needed resources and funding sources. They will also establish and adhere to an implementation and monitoring schedule for their committee and the Board of Directors.

PLAN SUMMARY

I Engage collaborative partners and stakeholders in community-wide planning to address key social and environmental determinants of health

II Address emerging needs and service gaps of older adults during the COVID-19 pandemic and on an ongoing basis

III Engage organization and community stakeholders in advocacy, public policy and government relations activities



Develop and implement public image, branding and targeted marketing messaging to reach key audiences

IV

Expand, enhance, and diversify funding sources to increase revenue streams and members served

V

Enhance technological capabilities and competencies of the organization, service provider network and constituents

VI

STRATEGIC GOALS



I.A
Establish a Task Force to bring together community-wide partners to plan, develop and implement programs, services and innovative approaches to eliminate the widening gap in health and social disparities across the life span of the young to the old.

I.B
Stabilize and improve the delivery and coordination of services that support the key social determinants of health.

I.C
Support an age-friendly community strategy that bolsters innovative senior housing solutions and independent living arrangements for seniors.



II.A
Address the Direct Care Worker shortage through the recruitment, training and retention of paraprofessionals.

II.B
Enhance and expand caregiving and home-based care to help older adults remain in their homes and communities.

II.C
Implement processes to bridge the gap for older adults who require basic needs such as water shut off, mortgage, property/income taxes, and utility (heating, electricity) assistance.

II.D
Expand and enhance the delivery of Transportation Services for new and current participants.

II.E
Ensure the delivery of ongoing and expanded minor and major home repair services.



III.A
Advocacy - Set criteria for DAAA's support of issues in order to enhance coordination with state association and create ambassadors that can be deployed to advocate for older adults in DAAA service area.

III.B
Enhance relationships with Michigan Legislators.

III.C
Support other team goals through advocacy. A priority area of focus is Social and Environmental Determinants of Health. The population in our region is directly impacted by SEDOH and DAAA has research and data to substantiating its impact.



IV.A
Establish DAAA as the "thought leader" on everything related to seniors as evidenced by:

- Utilization of key research and data for publications/toolkits centered on lifespan.
- Creation and participation in supportive collaborations related to Social Determinants of Health and quality of life throughout the lifespan.
- Strategic engagement of CEO and Team members in key community and professional boards & organizations to advance the mission of DAAA and address equity, access and inclusion for seniors.

IV.B
Develop and implement a communication plan inclusive of a marketing and advertising strategy targeting key stakeholders through:

- Marketing/advertising on multiple platforms
- Community outreach



V.A
Develop a standardized approach and criteria to evaluate business opportunities that support the sustainability of the organization.

V.B
Identify potential targets for private pay, cost sharing, and new grant opportunities.

V.C
Apply template developed from Business Plan to identified targets.

V.D
Develop standardized approach and criteria for evaluating any new grant opportunities.

V.E
Apply grant template and coordinate with Goal I and Goal II work teams to apply for four grants by end of fiscal year in support of the needs identified.

V.F
Expand fund raising/development and volunteer base.



VI.A
Survey other AAA's and nonprofits (local and national) regarding their current technologies and plans to upgrade/migrate to newer technologies.

VI.B
Enhance technological capabilities of staff (internal and external).

VI.C
Provide Electronic Signatures for employees.

VI.D
Upgrade/Replace Telecommunications system to provide flexibility, support remote work, and provide accurate metrics.

VI.E
Enhance or replace existing data systems EMR/EHR (Compass/MICIS, Service Point, AIM) to provide a single system where all participant data is stored, provides current needs, future flexibility, and robust reporting (both internally and externally).

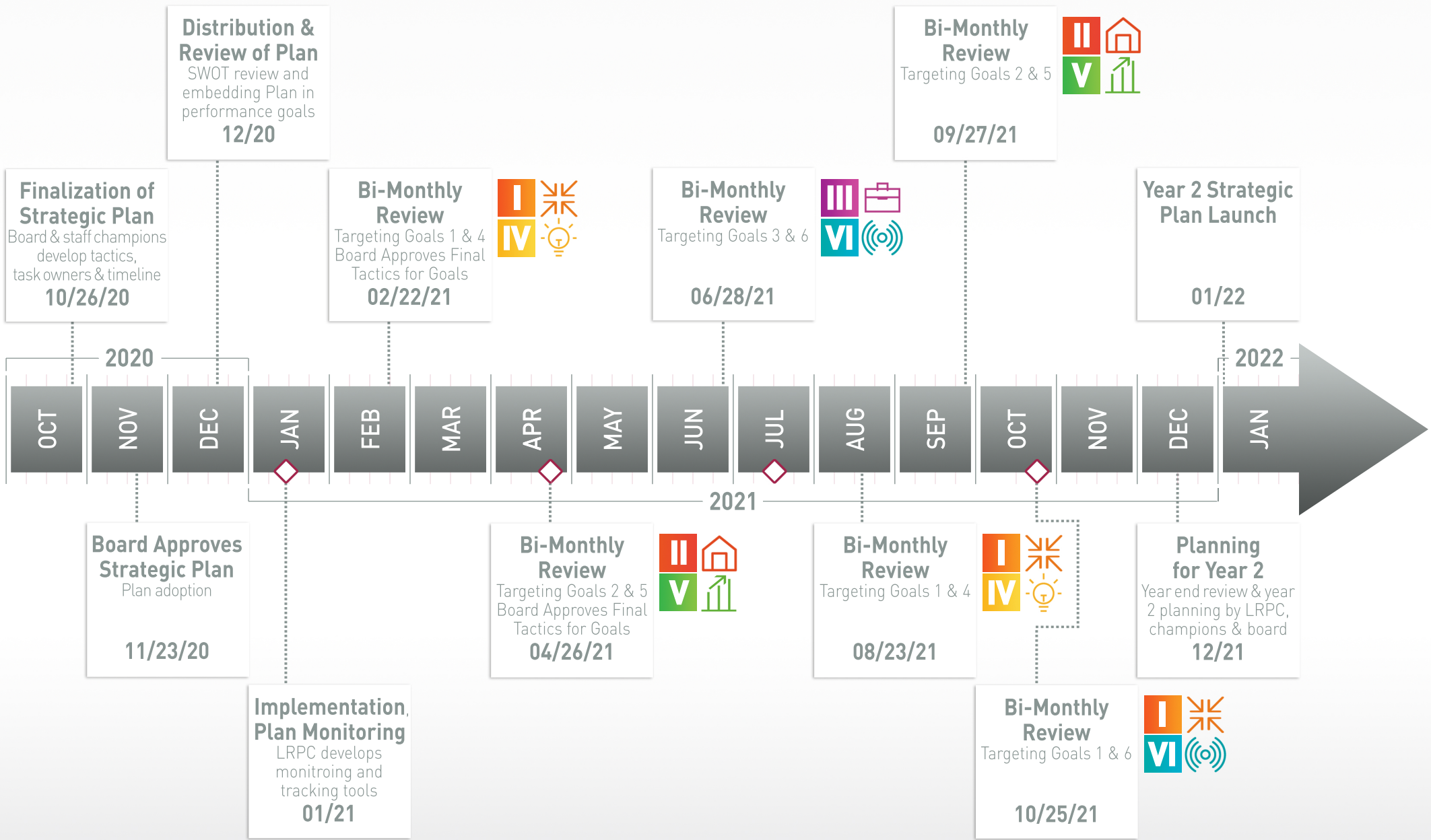
VI.F
Create DAAA Intranet.

VI.G
Provide Electronic Signature Capability for Constituents.

VI.H
Assess and make recommendations on how to address digital divide with seniors & technology (Coordinate with Goal 1).

VI.I
Assess and make recommendations on technological issues with our provider network.

SUPPORTING OBJECTIVES



PROJECT TIMELINE

◇ Quarterly Meeting of Champions and Project Leads to review strategic goals