

**Yellow Springs Senior Citizens, Inc.**  
**Strategic Plan 2022-2024**  
**Adopted by the Board of Trustees on July 27, 2022**

**FINANCE GOAL: Secure financial resources to meet current and emerging organizational needs.**

**Goal Strategy:** Yellow Springs Senior Center will:

- Ensure that there is a comprehensive giving campaign that includes solicitation and stewardship of donors from a wide spectrum and provides those donors with multiple ways in which to contribute funds.
- Ensure that the funds entrusted by the public for use in meeting the needs of seniors are safeguarded.
- Advocate for annual support from village and township governments by persuading them to include senior services in their budgets.
- Research and pursue the availability of continuing/increasing support for overall operations and specific programs from public and private sources, including foundations, and corporate sponsorships.
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**MEMBERSHIP GOAL: Ensure a connected and engaged membership**

**Goal Strategy:** Yellow Springs Senior Center will:

- Increase membership including a younger demographic in Yellow Springs and Miami Township.
- Maintain a computer database of members and potential members in accordance with privacy laws and procedures.
- Maintain a computer database of members' participation in Senior Center activities, including number of collaborations, collaborative groups and neighborhood networking measures.
- Pursue opportunities for members to volunteer in the community and at the Center to meet interests and availability.
  - Study ways to incentivize Center membership.

**PROGRAM GOAL: Ensure participation in programs and activities of members and other interested individuals and groups.**

**Goal Strategy:** Yellow Springs Senior Center will:

- Develop programs, classes and activities that assist individuals in remaining self-reliant and active in the community
- Maintain programs in accordance with Greene County Council on Aging requirements and expectations
- Provide ways for wider community engagement (from home/online).

**VISIBILITY GOAL: Raise awareness of the important role of the organization in the community.**

**Goal Strategy:** Yellow Springs Senior Center will:

- Develop and implement brand management strategies to increase visibility in Yellow Springs and Miami Township.
- Develop and implement advocacy strategies to raise awareness of the organization among all demographics in the community.
- Celebrate seniors through publicity and community-wide events, especially leading to news stories.

**FACILITY GOAL: Maintain and maximize the use of the current facility and explore alternatives for meeting the need for additional space.**

**Goal Strategy:** Yellow Springs Senior Center will:

- Explore opportunities to increase our physical capacity and capabilities.
- Develop a plan to share space with other entities in the village or township.
- Continue with a plan to repair and upgrade the structure and infrastructure of the current facility including information technology.

**OPERATIONAL GOAL: Maintain and improve the performance and capabilities of the Center's staff and their support systems.**

**Goal Strategy:** Yellow Springs Senior Center will:

- Develop information technology backup and recovery plans.
- Develop and maintain a business recovery plan that can be utilized in the event of a catastrophe or other event that may diminish the business aspects of the Senior Center.
- Implement a plan for the ongoing professional development of staff members.
- Maintain competitive pay rates and benefits for staff members.
- Develop a dissolution plan.