

AAAPP Strategic Plan tracker - March 2019 update

Board Goal	Strategy	Champion	Timeline	Notes
#1 Address Unmet Needs & AAAPP's waitlist	Conduct community wide assessment survey	Sallie Parks	Jun-19	On Target
#1 Address Unmet Needs & AAAPP's waitlist	Create Coalition of partners to address priority needs	Kerry Kimball Marsalek	Mar-19	Completed
#1 Address Unmet Needs & AAAPP's waitlist	increase use of volunteers and interns	Martha Lenderman	Dec-18	Completed
#1 Address Unmet Needs & AAAPP's waitlist	Reduce the number of persons on the waitlist	need Board Champion	Year 2 & 3	
#2 Increase Fundraising	Increase funding from Foundations	Virginia Rowell	Sep-19	On Target
#2 Increase Fundraising	Increase funding from for profit entities	Chris Comstock	Mar-19	after Annual Luncheon
#2 Increase Fundraising	Explore what it will take to establish tax authority	Commissioner Justice	Mar-19	On Target
#2 Increase Fundraising	Improve planned gift solicitation efforts	Chris Comstock	Mar-19	after CASOA results
#2 Increase Fundraising	Develop a plan to solicit philanthropic gifts from individuals	need Board Champion	Year 3	
#3 Expand Awareness & Advocacy Efforts	Create standing Board Committee	Elithia Stanfield	Dec-18	Completed
#3 Expand Awareness & Advocacy Efforts	Develop simple standardized message and training	need Board Champion	Jun-19	
#3 Expand Awareness & Advocacy Efforts	Establish & nurture relationships with legislators	Anne Corona	on going	On target
#3 Expand Awareness & Advocacy Efforts	Identify target audiences	Virginia Rowell	Year 2 & 3	
#4 Expand, Diversify & Stabilize Partnerships	Explore expanding services to Medicaid Managed Care LTC	Charlie Robinson	Mar-19	On Target
#4 Expand, Diversify & Stabilize Partnerships	Expand participation in Evidence Based Programs	Kerry Kimball Marsalek	Mar-19	On Target
#4 Expand, Diversify & Stabilize Partnerships	Identify/ expand partnerships with non traditional partners	Anne Corona	Mar-19	On Target
#4 Expand, Diversify & Stabilize Partnerships	Use the CASOA to identify and recruit additional partners	Sallie Parks	Year 2	
#4 Expand, Diversify & Stabilize Partnerships	increase partner and other community agencies' capacity	Martha Lenderman	Year 2 & 3	On Target