

AAAPP Strategic Plan: September 2022 ~ September 2025

SWOT SUMMARY COMPILATION: ★Board Mtg, •Survey, ◀Advisory & ▶Staff

EXTERNAL Opportunities and Threats: True even if AAAPP did NOT exist!

<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> ★ More seniors = increased political power ★ Increased population = more manpower, more tax income, & political support for senior services ★ Increased # of potential volunteers ★ Increased interest in Affordable Housing ★ Caregiver support ★ Technology for aging advances ★ Increased use of social media to build awareness – recruit younger, elder welfare checks, etc. ★ Access to health care – cost & transportation • Funding from state & grants • Increased community (includes businesses & govt) support for keeping people out of nursing homes • Potential Partners • Technological advances that support seniors - social, safety, communications ◀ Network building: Be a leading organization for other aging network groups in our 2-county area/Network building ◀ Development including fundraising and seeking funding from local governments – CDBG, grants ◀ Broaden our employee base: Think outside the box for hiring/retention/Retirees and 2nd jobs/Hire staff in Pasco County to do Helpline/ Consult with staff on what they want / it's not all about \$/what can we do to keep you around? ◀ Using existing and developing technology: AI or call trees/ Chat Lines / call center technology ◀ Media: social media/ Print & TV Media ▶ Expanding partnerships to address service needs: training, home share, transportation, etc. ▶ Increase fundraising efforts to address rent crisis and other threats. Less restrictions if got more donations. ▶ Volunteers – increased # moving to FL ▶ Worker Shortage 	<ul style="list-style-type: none"> ★ Increase in # of elderly & need for services ★ Inflation & increase in cost of living ★ Housing costs/affordable housing & insurance ★ Competition for charitable \$ ★ Technology – cost to procure, lack of training, increased scams, increased spread of disinformation ★ Decrease in funding for seniors ★ Employee recruitment, retention, wage expectations ★ Covid ★ Mental Health/Isolation ★ Lack of mobility/availability of transportation ★ Natural Disasters • Funding - lack of public funding, less govt funding, diversification, • Decreased spending power - inflation, etc. • Worker shortages • pandemic/isolation • political divide that threatened cooperative services for seniors ◀ Staffing shortage Issues: Workforce issues – hiring/retention ◀ Nursing home - staffing shortages– sanitary issues / see that more in Pasco than Pinellas ◀ Lack of staffing, covid and conditions in nursing homes is forcing children to take parents out of nursing homes and have them in their own and causing caregiver burnout, insufficient services available ◀ Inflation for seniors on limited incomes affects housing, daily living ◀ Increased demand for services due to Medicaid recertification issues, calls to Helpline will increase. ▶ Demands of population growth on community infrastructure. ▶ Worker/caregiver shortage. ▶ Lasting impacts of pandemic: Funding, need for technology & training, mental health issues

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AAAPP's INTERNAL "Strengths and Weaknesses"

Strengths

- ★ Caring & Competent Staff
- ★ Leadership
- ★ New/Increased funding
- ★ Insider Partner awareness
- ★ Efficient delivery of services

- Leadership ~ Board & Staff
- Effective & needed programs
- Community partnerships
- Current Funding
- Agency reputation/Community Standing

- Strong professional leadership and staff
- Expertise to provide information to partner agencies
- Leadership is aware of the Helpline issue/Transparency and honesty of staff about issues

- Great Staff
- Mission oriented and commitment to excellence
- Strong community presence

Weaknesses

- ★ Wait list
- ★ Funding – restrictions, deadlines, changing needs
- ★ Staffing – training time, space
- ★ External Awareness – Potential Partners & Clients

- Wait List - turnaround time & increased demand for services
- Funding - lack of diversification & public funding, cutback in govt funding
- Staffing needs
- Lack of volunteer support
- Lack of community awareness

- Staffing issues at AAAPP and with providers / Helpline is understaffed and not able to call back all callers. Burnout
- Lack of Diversified Funding Base
- Growing Waitlist for Services

- Sustainability and limitations of funding
- Lack of Awareness;
- Staff Retention and Shortages