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# FY2022 - FY2024 ECIAAAA STRATEGIC PLAN

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## MISSION STATEMENT:

*Who we are, what we do, and who we serve*

Our mission is to lead and advocate for inclusive resources and services that empower the optimal aging of East Central Illinois' diverse older adults, individuals with disabilities, and their care partners<sup>1</sup>.

## VISION STATEMENT:

**Action oriented direction that responds  
to the mission and is future thinking**

To optimize aging through innovative person-centered services in East Central Illinois<sup>2</sup>.

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<sup>1</sup> ECIAAAA Strategic Plan Final Report, SPS

<sup>2</sup> ECIAAAA Strategic Plan Final Report, SPS

Counties Served: Champaign, Clark, Coles, Cumberland, DeWitt, Douglas, Edgar, Ford, Iroquois, Livingston, Macon, McLean, Moultrie, Piatt, Shelby, Vermilion

The East Central Illinois Area Agency on Aging does not discriminate in admission to programs or treatment of employment in programs or activities in compliance with appropriate State and Federal Statutes. If you feel you have been discriminated against, you have a right to file a complaint with the Illinois Department on Aging. For information, call the IDoA Senior HelpLine 1-800-252-8966 (Voice and TTY), or contact the Area Agency's Civil Rights Coordinator at 1-800-888-4456.

Funded by Older Americans Act and General Revenue through the Illinois Department on Aging

# CORE PRINCIPLES:

## Statements with measurable outputs to guide organizational behavior

### Principle 1: **Lead**

We are committed to leading through collaborative planning, effective communication and oversight, advocacy, and innovative service development to meet the diverse needs of those we serve<sup>3</sup>.

### Principle 2: **Advocate**

We are committed to optimal aging through advocacy that is person-centered, supported by public policy, and provided by adequately funded services<sup>4</sup>.

### Principle 3: **Innovate**

We are committed to encouraging, valuing, and supporting new and creative service ideas that meet the needs of those we serve.

### Principle 4: **Collaborate**

We are committed to strengthening programs and services through inclusive and diverse community partnerships<sup>5</sup>.

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<sup>3</sup> ECIAAAA Strategic Plan Final Report, SPS

<sup>4</sup> ECIAAAA Strategic Plan Final Report, SPS

<sup>5</sup> ECIAAAA Strategic Plan Final Report, SPS

# STRATEGIC PLAN GOALS & OBJECTIVES:

## LEAD

**Leadership Goal 1:** Align organizational structure and job descriptions with ECIAAA’s Mission Statement, Vision Statement and Core Principles.

Action Item	Description	Completed
1	Evaluate to ensure goal 1 meets Mission and Vision statements	<input type="checkbox"/>
2	Complete an analysis of organizational structure and job descriptions to meet ECIAAA’s Mission/Vision alignment	<input type="checkbox"/>
3	Make necessary adjustments to the organization for mission/vision responsiveness	<input type="checkbox"/>

**Leadership Goal 2:** Establish an ongoing plan for community conversations to serve targeted populations.

Action Item	Description	Completed
1	Evaluate to ensure Leadership Goal 2 meets ECIAAA’s Mission Statement & Vision Statement.	<input type="checkbox"/>
2	Conduct community conversations to identify how ECIAAA can serve as a better leader for to serve targeted populations in PSA 05.	<input type="checkbox"/>
3	Report outcomes from community conversations to make recommendations for advocacy innovation and collaboration efforts.	<input type="checkbox"/>
4	Develop and implement recommended outcomes during community conversations.	<input type="checkbox"/>

**Leadership Goal 3:** Establish a diversity and inclusivity plan.

Action Item	Description	Completed
1	Evaluate to ensure Leadership Goal 3 meets ECIAAA’s Mission Statement & Vision Statement.	<input type="checkbox"/>
2	Establish an ad hoc advisory group to develop a diversity and inclusivity plan- including members of the ECIAAA Corporate Board, ECIAAA Advisory Council and ECIAAA Management Staff.	<input type="checkbox"/>
3	Report plan findings that identify outcome strategies.	<input type="checkbox"/>
4	Recruit members of color to ECIAAA’s Corporate Board & Advisory Council.	<input type="checkbox"/>

**Leadership Goal #4:** Provide more opportunities for the board to be involved on a strategic level.

Action Item	Description	Completed
1	Evaluate to ensure Leadership Goal 4 meets ECIAAA Mission Statement & Vision Statement.	<input type="checkbox"/>
2	Establish an ad hoc committee to assist the Executive Director in bringing together elements of the strategic and operational plans.	<input type="checkbox"/>
3	Establish an on-boarding and mentoring program for new board members, conducted by existing board members.	<input type="checkbox"/>
4	Conduct an inventory of the composition of the current board including knowledge skills, experience, diversity, and networks. Use that inventory to guide the solicitation of new board members, as the need arises.	<input type="checkbox"/>
5	Conduct regular board surveys.	<input type="checkbox"/>
6	Create a Board Job Description.	<input type="checkbox"/>

## ADVOCATE

**Advocacy Goal 1:** Respond to local, state, and federal policies that affect optimal aging for East Central Illinois older adults, care partners and individuals with disabilities.

Action Item	Description	Completed
1	Evaluate Advocacy Goal #1 ensure it meets ECIAAA's Mission Statement and Vision Statement	<input type="checkbox"/>
2	Track Mission-related priority policies.	<input type="checkbox"/>
3	Track OAA and Illinois GRF funding supporting older adults, care partners and individuals with disabilities to identify outcomes.	<input type="checkbox"/>
4	Identify gaps in local, state and federal policies that affect optimal aging for all.	<input type="checkbox"/>
5	Implement ongoing advocacy efforts to members of the Illinois Congressional Delegation and Illinois General Assembly to recognize the need additional funding to support older adults, care partners and individuals with disabilities. Such as regular contact with legislators and the implementation of IL General Assembly and Congressional Legislative Updates on the work conducted the IL Aging Network.	<input type="checkbox"/>
6	Additional Recommendations from ECIAAA staff/Board of Directors	<input type="checkbox"/>

**Advocacy Goal 2:** Engage community partners with updated ECIAAAA mission/vision/principles to identify opportunities and barriers in the community.

Action Item	Description	Completed
1	Evaluate Advocacy Goal #2 ensure it meets ECIAAAA's Mission Statement and Vision Statement	<input type="checkbox"/>
2	Conduct planning meetings with community partners defined as AAA-funded service providers and community agencies (non-AAA funded) who are stakeholders in serving older adults in East Central Illinois	<input type="checkbox"/>
3	Develop advocacy action plan and present to community partners and stakeholders regarding the identification of opportunities and barriers.	<input type="checkbox"/>
4	Additional Recommendations from ECIAAAA staff/Board of Directors	<input type="checkbox"/>

**Advocacy Goal 3:** Advocate on behalf of residents of Long-Term Care facilities and vulnerable adults living in the community.

Action Item	Description	Completed
1	Evaluate Advocacy Goal #3 to ensure it meets ECIAAAA Mission Statement and Vision Statement.	<input type="checkbox"/>
2	Establish a plan to advocate for the rights of older adults residing in long-term care facilities.	<input type="checkbox"/>
3	Establish a plan to advocate for victims of abuse, neglect, and exploitation in the community.	<input type="checkbox"/>
4	Additional Recommendations from ECIAAAA staff/Board of Directors	<input type="checkbox"/>

## INNOVATE

**Innovation Goal 1a:** Create and implement innovative programs focused on reducing social isolation (e.g., expanded friendly caller programs, friendly visitor programs, virtual dining, tech-based services, technology training/education)<sup>6</sup>.

Action Item	Description	Completed
1	Evaluate whether Innovation Strategic Plan Goal 1a meet ECIAAA's Mission Statement & Vision Statement.	<input type="checkbox"/>
2	Establish multi-agency community partners/internal team to explore innovative program ideas	<input type="checkbox"/>
3	Engage collaborative and funding partners through formal agreements to establish innovative programs.	<input type="checkbox"/>
4	Launch new innovative programming.	<input type="checkbox"/>
5	Additional Recommendations from ECIAAA staff/Board of Directors	<input type="checkbox"/>

**Innovation Goal 1b:** Create and implement innovative programs focused on improved healthy aging<sup>7</sup>. (Source: IDOA/ECIAAA Local Initiative).

Action Item	Description	Completed
1	Evaluate whether Innovation Strategic Plan Goal 1b meet ECIAAA's Mission Statement & Vision Statement.	<input type="checkbox"/>
2	Establish multi-agency community partners/internal team to explore innovative program ideas	<input type="checkbox"/>
3	Engage collaborative and funding partners through formal agreements to establish innovative programs.	<input type="checkbox"/>
4	Launch new innovative programming.	<input type="checkbox"/>
5	Additional Recommendations from ECIAAA staff/Board of Directors	<input type="checkbox"/>

<sup>6</sup> IDOA/ECIAAA Statewide Initiative

<sup>7</sup> IDOA/ECIAAA Statewide Initiative

**Innovation Goal 1c:** Create and implement innovative programs focused on improving food security among older adults in East Central Illinois<sup>8</sup>.

Action Item	Description	Completed
1	Evaluate whether Innovation Strategic Plan Goal 1c meet ECIAAA's Mission Statement & Vision Statement.	<input type="checkbox"/>
2	Establish multi-agency community partners/internal team to explore innovative program ideas	<input type="checkbox"/>
3	Engage collaborative and funding partners through formal agreements to establish innovative programs.	<input type="checkbox"/>
4	Launch new innovative programming.	<input type="checkbox"/>
5	Additional Recommendations from ECIAAA staff/Board of Directors	<input type="checkbox"/>

**Innovative Goal 1d:** Create and implement Dementia Friendly America (DFA) Communities focused on improving community response to accepting older adults experiencing dementia<sup>9</sup>.

Action Item	Description	Completed
1	Evaluate whether Innovation Strategic Plan Goal 1a meet ECIAAA's Mission Statement & Vision Statement.	<input type="checkbox"/>
2	Establish multi-agency community partners/internal team to explore innovative program ideas	<input type="checkbox"/>
3	Engage collaborative and funding partners through formal agreements to establish innovative programs.	<input type="checkbox"/>
4	Launch new innovative programming.	<input type="checkbox"/>
5	Additional Recommendations from ECIAAA staff/Board of Directors	<input type="checkbox"/>

<sup>8</sup> IDOA/ECIAAA Statewide Initiative

<sup>9</sup> IDOA/ECIAAA Statewide Initiative

**Innovation Goal 2:** Strengthen/update the program design of innovative programs.

Action Item	Description	Completed
1	Evaluate whether Innovation Strategic Plan Goal 2 meets ECIAAA Mission Statement & Vision Statement.	<input type="checkbox"/>
2	Evaluate effectiveness of innovative programs for social isolation through IDOA/ECIAAA accepted outcome measures – e.g., UCLA Loneliness Scale	<input type="checkbox"/>
3	Evaluate effectiveness of innovative programs to improve food security (NAPIS Nutrition Risk Score, review of Nutrition Assessment Forms)	<input type="checkbox"/>
4	Evaluate effectiveness of Dementia Friendly America Communities through the successful completion of the DFA-sanctioned approval process.	<input type="checkbox"/>
5	Evaluate effectiveness of Evidence-Based/Healthy Aging Programs according to published fidelity requirements.	<input type="checkbox"/>
6	Modify/Refine new innovative programming to improve effectiveness.	<input type="checkbox"/>
7	Additional Recommendations from ECIAAA staff/Board of Directors.)	<input type="checkbox"/>

## COLLABORATE

**Collaboration Goal 1:** Survey community providers and partners on how to strengthen communication and remove barriers between organizations.

Action Item	Description	Completed
1	Evaluate if Collaboration Goal 1 meets ECIAAA’s Mission Statement & Vision Statement.	<input type="checkbox"/>
2	Establish a Community Partner/Internal AAA team to develop a community survey related to Identifying communication barriers among stakeholder serving older adults.	<input type="checkbox"/>



**Collaboration Goal 2:** Implement the community communications plan.

Action Item	Description	Completed
1	Evaluate if Collaboration Goal 2 meets ECIAAA's Mission Statement & Vision Statement.	<input type="checkbox"/>
2	Conduct ECIAAA Communications Plan.	<input type="checkbox"/>

**Collaboration Goal 3:** Utilize ECIAAA's Advisory Council and Corporate Board to conduct a survey to build a collaboration roadmap for the ECIAAA PSA 05.

Action Item	Description	Completed
1	Evaluate if Collaboration Goal 2 meets ECIAAA's Mission Statement & Vision Statement.	<input type="checkbox"/>
2	Conduct Community Survey	<input type="checkbox"/>

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# SOURCES

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ECIAAA Strategic Plan Final Report, SPS

ECIAAA Statewide Initiative for FY 2022

ECIAAA Local Initiatives for FY 2022

ECIAAA American Rescue Plan Act Plan for FY 2022 – FY 2024