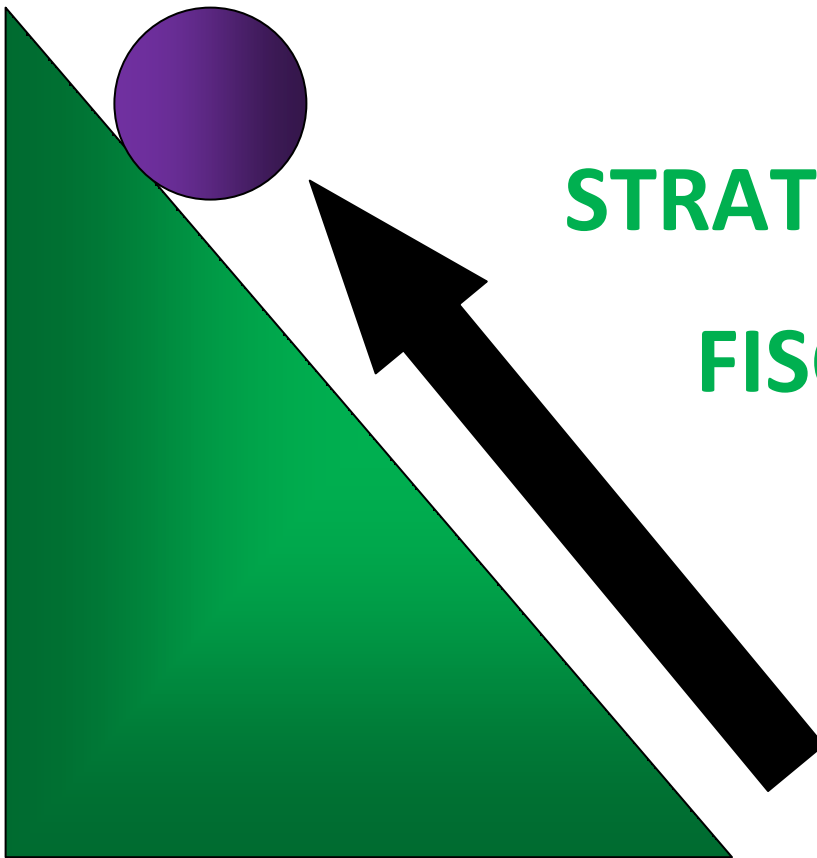


[www.spectrumgenerations.org](http://www.spectrumgenerations.org)



**AGENCY  
STRATEGIC PLAN  
FISCAL YEARS  
2013-2016**

Central Maine Area Agency on Aging

Consumer Helpline: 1.800.639.1553

TTY: 1.800.464.8703

## **MISSION STATEMENT**

Promoting life-long learning, health, wellness, nutrition, community engagement and social well-being of all older and disabled adults.

## **VISION STATEMENT**

We will be recognized as the premier Area Agency on Aging (AAA) and Aging and Disability Resource Center (ADRC) in Northern New England.

## **CORE VALUES**

**Dignity:** We believe that each person possesses inherent nobility and worth that demands a natural respect. We are committed to each consumer's right to choose what they need to live a complete and healthy life.

**Professionalism:** Our staff and volunteers are the essential strength of our services. Our staff and volunteers are well trained and of excellent character. As a learning organization, our staff will employ proven methods and will aspire to the highest standards in providing services to our consumers.

**Integrity:** We expect to be accountable to the consumers and communities we serve. Spectrum Generations adheres to highest ethical standards in its work and relationships. We will work hard to earn the complete trust and confidence of our consumers, their families and the greater community each and every day. We will always be a conscientious steward of the financial resources entrusted to us by the federal and state government, philanthropic institutions and organizations, and individual donors.

## **OVERARCHING STRATEGY**

Actively engage the people of Central Maine, across the entire generational spectrum, in a continuous dialogue in redefining how older and disabled adults live healthy, socially enjoyable and independent lives. Our programs and services will be innovative and entrepreneurial. They will identify Spectrum Generations as the primary source for solutions to the challenges that aging and disabilities present that touch all families, our neighbors and our communities. Spectrum Generations is to be viewed as an indispensable asset to the community and household name for all residents of Central Maine.

## **GUIDING STRATEGIC PRINCIPLES**

1. We are here to assist adults of all ages and backgrounds along their path to living well. Whether an active adult, a caregiver, or a senior in need of assistance, we will offer a variety of fresh and evidence based programs and services that will assist our consumers in living to the fullest through all of life's stages.
2. We hire and retain the best staff; we are committed to their continuing professional education.
3. We value our volunteers; for without them we would not be able to meet our mission.
4. We strongly believe in collaborating and partnering with other organizations and individuals in order to maximize results. We actively seek out others who can join and assist us in meeting the needs of older and disabled adults in Central Maine.
5. We continually educate and inform the public on the issues and challenges facing the aging and disabled community of Central Maine and identify how our services/activities and those of our partnering organizations can meet those needs.
6. We are responsible managers of the financial resources entrusted to us and will comply with all legal financial requirements and maintain public trust. All strategic initiatives and projects will be fiscally vetted to ensure that they will only add to the financial strength of Spectrum Generations.

## **FISCAL YEARS 2013-2016 STRATEGIC GOALS**

### **A. Board of Directors**

1. The Board of Directors of Spectrum Generations will continuously recruit and develop an engaged team with required competencies and commitments that represents all six of the central Maine counties, effectively govern the organization, support all philanthropic activities and contribute to the Spectrum Generations' success.

### **B. Executive**

1. Spectrum Generations will form partnerships in terms of community support—we will seek new opportunities to partner with other non-profits, for-profit businesses and government organizations to create mutual beneficial relationships.
2. Spectrum Generations will advocate at the local, state, and federal level for programs, policies, and legislation that supports systemic solutions for improving the lives of older and disabled adults in the community.

### **C. Programs and Services**

1. Spectrum Generations, in its role as the Central Maine Area Agency on Aging and as a designated Aging and Disability Resource Center (ADRC), will deliver person-driven, comprehensive and accurate information about options for community and long-term services and supports to meet needs regardless of age or disability.

2. Spectrum Generations will offer evidence based services that promote improved quality of life for aging and disabled adults and their families, focusing on prevention and wellness.
3. Spectrum Generations will develop new programs and services that address the unique and changing needs of our consumers and the communities we serve. We will actively engage the healthcare industry in identifying how our services and programs can positively influence patient outcomes and reduce costs.
4. Spectrum Generations' Community Centers will be considered important focal points in their communities for elderly and disabled adults seeking socialization and community involvement.
5. Spectrum Generations' nutrition program will be a model of excellence for improving the nutritional health of our consumers through superior food quality, presentation, menu choice, and customer service.

#### **D. Public Education and Marketing**

1. Spectrum Generations will establish a recognized brand as the best and most sought after consumer focused resource on aging and disabilities.

#### **E. Development**

1. Spectrum Generations will be a philanthropic priority for persons living in central Maine and for those who have strong interest in the aging and disability population as a whole.

## **F. Organizational Development**

1. Spectrum Generations will meet the needs of our consumers through the development of a professional, competent, loyal and stable work force.

## **G. Volunteerism**

1. Spectrum Generations will create a culture of volunteer engagement that uses volunteers across core functions, leveraging volunteers and their skills to successfully deliver on the mission and ensure sustainable growth.

## **H. Finance and Infrastructure**

1. Spectrum Generations will maintain a financial infrastructure that ensures that Spectrum's assets are secure, fiscal transactions are accurate and new initiatives are fiscally vetted. Financial outputs will meet funder requirements and provide for effective business decision making.
2. Spectrum Generations' properties will provide a safe and welcoming environment to our consumers, our tenants and the community at large. Normal operating cash flows and capital reserves will be sufficient for ongoing maintenance, while capital campaigns will fund significant renovations and new construction.
3. Spectrum Generations will maintain a technology infrastructure that will be the basis of our ability to build and deliver programs and services that benefit our consumers, share information, measure our performance and increase our efficiency, and effectively manage our staff and finances.