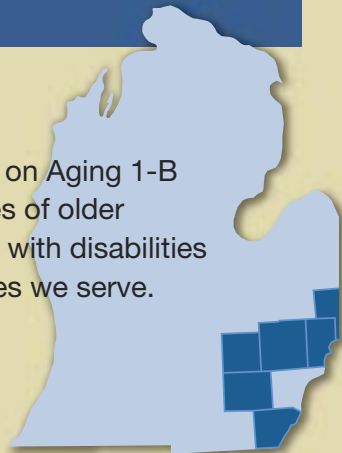


FY 2013-2015 Strategic Plan

The Area Agency on Aging 1-B
enhances the lives of older
adults and adults with disabilities
in the communities we serve.





Introduction

The Area Agency on Aging 1-B (AAA 1-B) is pleased to present its FY 2013-2015 strategic plan. The priorities and objectives contained in the plan were developed based on input we received from our stakeholders and are grounded in the agency's **core values**:

Teamwork

We engage all of our stakeholders in an environment that promotes teamwork, partnership, and collaboration.

Integrity

We are committed to the highest levels of integrity, financial responsibility, ethical and honest behavior, and transparency.

Quality

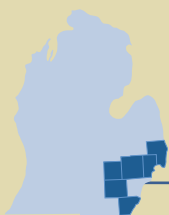
We strive for excellence in the performance of our duties and provision of services that are timely, affordable, accessible, reliable, and promote personal choice.

Innovation

We are a leader in seeking innovative, visionary, and proactive solutions and approaches in the delivery of services.

Respect

We foster an atmosphere that values the contributions of all employees, volunteers, and community partners. We assist those we serve with the greatest level of respect and compassion and with a high regard for cultural diversity and personal choice.



During the strategic planning process, the AAA 1-B relied on input from staff, Board of Directors and Advisory Council members, clients, service providers, and other key stakeholders; and performed an environmental analysis. Nearly 200 stakeholders responded to online surveys, providing insights on their expectations and perceptions of the organization. Staff and volunteer focus groups assessed the environment, identified agency priorities, and designed a strategy to actualize the agency's vision. Volunteer leaders and staff collaborated during a full-day retreat to build a strategic framework. During several planning sessions, senior management staff developed action steps to meet each of the plan's objectives. The Board's Governance Committee conducted a comprehensive review of the proposed plan, and the FY 2013-2015 Strategic Plan was approved by the Board of Directors on November 16, 2012.

For the next three years, this plan will set our strategic direction and serve as our road map to guide us toward achieving our **vision**:

Area Agency on Aging 1-B will lead regional efforts to ensure that older adults, adults with disabilities, and caregivers achieve their highest quality of life.

We would like to thank those who contributed to the development of our FY 2013-2015 Strategic Plan, especially:

AAA 1-B Board of Directors

AAA 1-B Governance Committee

AAA 1-B Advisory Council

Clients, service providers and other key stakeholders who responded to surveys or participated in focus groups

Deanna Mitchell, Director of Human Resources and Administration, who served as Project Manager

Joscelyn Andrews, Consultant, JADE Strategies

Tina Abbate Marzolf, CEO

Joe Hehir, CFO

AAA 1-B Directors:

Jenny Jarvis, Communications

Jordan Kotubey, IT and Operations

Kathleen Kueppers, Community Support Services

Barbra Link, Care Transitions

Jim McGuire, Research, Policy Development and Advocacy

Andrea Mulheisen, Network Development

AAA 1-B management staff and employees who participated in the retreat and focus groups





Priority Statements 2013-2015

Engages older adults, caregivers, and adults with disabilities in the most innovative and highest quality programs and services in the industry.

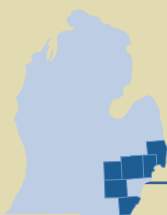
Executes a communication strategy designed to inform and activate existing and potential consumers, and attract critical partnerships.

In response to changing community needs, establishes diverse programs that result in sustainability and growth.



Cultivates a positive environment that actively engages employees and volunteer leadership in strategies designed to achieve priorities and realize the organization's vision.

Implements continuous improvement practices that result in accountability, transparency, and maximized operating efficiency and effectiveness within a culture that supports divergent business functions and initiatives.



AAA 1-B FY 2013-2015 Strategic Plan

Priority 1

Program Development: Engages older adults, caregivers, and adults with disabilities in the most innovative and highest quality programs and services in the industry.

Objective 1: Maximize use of data for outcome-driven decision-making

Objective 2: Expand program access for underserved target populations

Objective 3: Expand existing programs

Priority 2

Program Diversification: In response to changing community needs, establishes diverse programs that result in sustainability and growth.

Objective 1: Market services to third-party organizations

Objective 2: Market services to private individuals and families

Priority 3

Organizational Support: Implements continuous improvement practices that result in accountability, transparency, and maximized operating efficiency and effectiveness within a culture that supports divergent business functions and initiatives.

Objective 1: Ensure organization's audit and accreditation preparedness

Objective 2: Enhance hiring and retention quality standards

Objective 3: Increase efficiencies in organization and program operations





AAA 1-B FY 2013-2015 Strategic Plan

Priority Four

Cultural Alignment: Cultivates a positive environment that actively engages employees and volunteer leadership in strategies designed to achieve priorities and realize the organization's vision.

Objective 1: Facilitate culture shift in organization

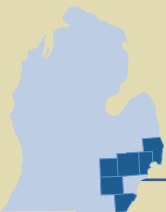
Objective 2: Ensure that staff skill set aligns with program objectives

Priority Five

Marketing/Communications: Executes a communication strategy designed to inform and activate existing and potential consumers, and attract critical partnerships.

Objective 1: Update brand identity

Objective 2: Expand education and advertising strategies



2012 AAA 1-B Board of Directors Governance Committee and Advisory Council

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Advocacy • Action • Answers on Aging

The Area Agency on Aging 1-B is a nonprofit agency serving more than 540,000 older adults and adults with disabilities residing in Livingston, Macomb, Monroe, Oakland, St. Clair, and Washtenaw counties. The agency helps these individuals and their family caregivers to maintain their health and independence by providing home- and community-based long term care services such as trusted information and assistance, options counseling, and care management.

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