



STRATEGIC PLAN FEBRUARY 2016

As PSRC moves into our fifth decade, the board is conducting a review and update to our strategic plan. You are an important part of this process, so we invite your participation. Every organization needs to review its mission, vision, goals and values periodically. Sometimes, over the course of time, internal and/or external factors can impact the work of an organization. Resources are always limited so it is critical to ensure that they are being directed in the most effective ways. It is also important to assess whether the activities conducted support the mission of the organization.

In 2015, we revised our mission statement: PSRC is the Princeton area's go-to place where older adults and their families find support, guidance, educational and social programs to help navigate life transitions and continue to be active, healthy and engaged in the community.

We also affirmed the organization's vision: PSRC will be the primary resource for seniors in the wider Princeton community and their family caregivers. It will provide support and guidance to people navigating life transitions and aging in place. PSRC will be a welcoming and dynamic place where people gather and participate in activities that promote healthy aging toward physical, cognitive, social, emotional, spiritual and vocational well-being. PSRC will collaborate with participants and other community organizations to address needs and current concerns of older adults and their families as well as to be responsive to emerging needs in this diverse community.

The goals established in the last plan were:

- To provide an array of programs that appeal to a population diverse in income, education, culture, and interests;
- To include programs that promote physical, emotional, cognitive, social and spiritual well-being and give purpose;
- To be responsive to new initiatives from participants and staff;
- To provide information and support to people who have concerns around aging;
- To be responsive to different needs and attitudes about aging for people age 55-100+ (three generations);
- To create communities of support.

A key element to this process is hearing from you, our participants. We know that many of you have experienced programs and services of other organizations and that there is a wide range of things you seek from PSRC.

We want to know from you: How well is PSRC fulfilling our mission and vision? What does PSRC do really well? What do you participate in and value most? What should we be doing better? What activities and services would you like PSRC to offer that we don't offer now? What could we discontinue? What opportunities or challenges do you envision that could have an impact on PSRC's mission and success in the next five years? When you imagine your life in five years, what activities and services would you like PSRC to offer that we don't now?

We appreciate those who have responded to our on-line survey and focus group. There will be another opportunity to attend an in-person focus group on Wednesday, February 10 at 11:00 a.m. or, if you prefer, fill out the survey on our website: (princetonsenior.org; click on the link: <https://www.surveymonkey.com/r/7GBXMVJ>) or mail or email us your thoughts by the end of February so that we can include your input in our process.

Thank you!

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