



## **STRATEGIC PLANNING**

It may appear that things ease up at PSRC during the summer, but we are busy behind the scenes getting ready for the future. Our Strategic Plan has been updated and we have lots of exciting ideas to work on. This plan identifies five strategic objectives plus goals and tasks that support those objectives:

1. To keep our programs and services relevant to the needs of a diverse population;
2. To strengthen PSRC's funding and expense strategies to ensure our financial stability;
3. To improve our facilities;
4. To develop a communications and marketing strategy; and
5. To improve the effectiveness of our staff and board.

Some of the projects underway include:

- ◆ Renovation of the restrooms at the Suzanne Patterson Building. The semi-annual floor refinishing is also being done June 30 - July 4. We are shopping for new furniture and considering other improvements.
- ◆ Review of programs and fees; we want to ensure that we're offering programs and services that appeal to a diverse audience.
- ◆ Working with a marketing consultant on a marketing plan and "identity style guide" to determine "How do we best tell the PSRC story?" We will then design new promotional materials and a new website. (We hope you've noticed the changes we've made this year to the Newsletter and e-News. You now receive the e-news every week with a summary of the scheduled events.)
- ◆ Planning for the Capitol Steps event in September and the Fall Conference on family caregiving in November.
- ◆ Exploring new strategies for fund-raising.
- ◆ Professional and specific skill training for staff, and the board will hold a retreat in the fall.

- ◆ Reviewing and recording work processes and cross-training.
- ◆ Creating and implementing an equipment replacement plan.
- ◆ Investigating the implementation of a document-storing and -sharing technology.

There are several other things under development that you'll hear about in coming months. And there are opportunities for volunteers to help with many of these initiatives. Please let us know if you have a particular expertise to share or an interest in helping us achieve our vision. We think a healthy organization constantly engages in self-review and introduces new ideas. Your feedback is essential to our knowing what is working and what needs adjusting. We hope the changes we're making improve your experience of PSRC. We're also trying to fit in some vacation time this summer for rest and restoration. Please be patient with us as we cope with construction and train new staff.

Thank you!

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