



## PSRC's Strategic Plan

PSRC updated its five-year strategic plan in 2016 as part of our ongoing effort to ensure that we are—and will continue to be—the Princeton area's go-to resource for aging well.

This strategic plan is based on PSRC's mission, vision, and core values. It explains where we are today, where we want to be by the year 2020, and how we'll get there.

The plan's goals and objectives were developed from information we gleaned from analyses, surveys, focus group discussions, meetings with staff, previous board meetings, and our day-to-day operations.

## Goal-Mission-Vision-Values

### Goal

To be *the* resource today's aging adults and their families need.

### Mission

PSRC is the go-to resource where aging 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.

### Vision

A community where aging adults are honored and respected for their experience and wisdom;

- Where everyone has opportunities to be actively engaged physically, mentally, and socially and has a chance to give back;
- Where individuals, families and intergenerational groups have the support resources they need;
- Where aging is embraced as a natural part of the life cycle.

### Values

- PSRC serves our diverse community with respect, compassion, and professionalism.
- PSRC cultivates life-long learning.
- PSRC fosters social interaction and community.
- PSRC demonstrates appreciation for volunteers, donors, partners and staff.
- PSRC is flexible and responsive.

## Strategic Objectives

This plan identifies five strategic objectives plus goals and tasks that support those objectives.

These objectives are listed below along with key goals:

1. **Keep PSRC's programs and services relevant** to the needs of a diverse population.
  - a. Expand lifelong learning opportunities, such as our Evergreen Forum, technology instruction, "FYI" sessions, and single-topic lectures.
  - b. Ensure our programs remain relevant and accommodate our diverse community.
  - c. Expand our information resources and expertise.
  - d. Enhance our role as an advocate for older adults in the Princeton area.
  - e. Establish tools to evaluate programs
2. **Strengthen PSRC's funding and expense strategies** to ensure our financial stability.
  - a. Review our funding sources and setting targets.
  - b. Review program expenses.
  - c. Increase sponsorships and individual donations.
  - d. Grow our endowment to help ensure an adequate source of income.
3. **Improve our facilities** to provide the meeting spaces and parking that will accommodate our growing 55+ community.
  - a. Improve our current facilities.
  - b. Seek off-site venues to accommodate the increasing enrollment in PSRC's Evergreen Forum.
4. **Develop and implement a communications and marketing strategy** to ensure that PSRC's programs and services are known within the Princeton area.
  - a. Evaluate our "identity"—that is, how we are perceived in our community.
  - b. Update our "message," styles, graphics, and website.
  - c. Test and implement new promotional strategies to showcase PSRC in our community.
5. **Improve the effectiveness of our staff and board** to maintain day-to-day efficiencies as well as effective corporate governance.
  - a. Increase board awareness and keep fully engaged in our programs.
  - b. Implement outreach to attract non-board member expertise.
  - c. Review organization's governance documents to ensure they remain effective.
  - d. Develop succession plans for key staff.
  - e. Continue staff and board professional development program.
  - f. Establish a replacement plan for our IT equipment.
  - g. Move to a document storage service to maintain document control, provide reliable back-up and disaster recovery, and easy collaborative file-sharing.