

REAL Services Strategic Plan

2013-2018

Mission Statement: The ultimate objective of REAL Services is to assist in establishing a community in which those we serve can maintain their independence to the maximum degree possible and find meaning and satisfaction throughout their lives.

Values: Service, Dedication, Integrity, Quality of Life.

Vision Statement: Promoting Independence for Life

GOAL	METHODOLOGY	COMMITTEE	OUTCOMES
Expand current programs to assist the elderly and those who are low income	Engage Board Committees Mid-year and year-end reporting Targeted Communication Grant Applications Fund Development Volunteer Recruitment Partnership Development Intern Development	1,7,8 All 1,5,7,8 1,8,11 1,3,8 9 4,9,11 9	Board Committee work plans Additional funding Additional partners More interns More volunteers More clients served Expanded private programs
Develop new programs to assist the elderly and those who are low income	Engage Board Committees Mid-year and year-end reporting Grant Applications Fund Development Business Opportunities Targeted Partnerships	1,4,11 All 1,8,11 1,3,8 1,4 1,5,8,9,11	Committee work plans New public programs New private Programs Additional funding
Improve communication, both in the community and within the agency	Create Ad-Hoc Committee Mid-year and year-end reporting Targeted Communication Update Promotional Materials Conduct Community Education Expand use of interns Newsletters/Annual Reports Communication with volunteers Recognize donors Communicate with donors	1,5,8 All 1,5,8,11 1,8 1,11 9 1,8,9,11 1,9 1,8 1,8	Committee plan Improved Communication Improved/ More Community Awareness Improved branding Loyal supporters

	Communicate with partners	1,8,9,11	
Improve quality of programs	Risk Reduction Efforts Satisfaction Surveys/QA Participate in accreditation/standards Systems Improvements Review and update policies Internal Monitoring	1,10 1,11 11 1,11 1,6 10,11	Increased Client Satisfaction Accreditation Completed Standard Implementation of Policies Fewer accidents/incidents Fiscal and programmatic compliance
Increase capacity to recruit and retain quality staff	Risk management Training Evaluations Salary/Wage studies Consistent policies Annual review of staffing Report annually	1,10,11 11 11 1,11 1,6,11 1,6 1,6	Increased Skills/Certifications Lower Turnover Fewer Accidents Increased Client Satisfaction Staffing adequate to meet Plan goals
Improve efficiency of agency programs	Benchmarking reports Outcome measures Community partnerships Work groups Report annually	1,11 1,11 1,9,11 1,11 1,11	More Service Units More Clients Served More Partnerships Write/Update Policies and Practices

1. President/CEO Chairman of the Board
2. Finance Committee
3. Development Committee
4. Business Development Committee
5. Ad-Hoc Committee on Community Education
6. Personnel Committee
7. Public Policy Committee
8. Director of Development
9. Volunteer Services
10. Director of Finance
11. All Agency Directors