

alzheimer's  association

Greater Michigan Chapter

STRATEGIC PLAN

2009

(Third year of a three-year plan)

Approved: July 22, 2008

Alzheimer's Association – Greater Michigan Chapter

FY2009 STRATEGIC PLAN

CONTENTS PAGE

Page	
2.	Executive Summary
3.	Vision
4.	Vision Key Result Areas
5.	Mission
6.	Our Values and Beliefs
7.	Guiding Principles
8.	Goal A: Advance the Association's Continuum of Care and Support
8.	Goal B: Increase and enhance concern and awareness of Alzheimer's disease and the Association
8.	Goal C: Increase the reach, influence, and effectiveness of advocacy
9.	Goal D: Accelerate Research: Support increased funding for biomedical and social/behavioral Alzheimer's disease related research
9.	Goal E: Attain and strengthen financial health and stability
10.	Strategic Planning Process for the Greater Michigan Chapter

Executive Summary:

The Alzheimer's Association - Greater Michigan Chapter Strategic Plan is intended to unite the entire organization under one vision and mission and to serve as a roadmap for the Chapter's future direction. The plan was developed by the Chapter's Board of Directors, staff and volunteers, with input from many other segments of the Chapter. All references to Alzheimer's disease imply "and related disorders."

The Strategic Plan identifies five major goals, intended to provide direction for the energies and activities of those involved with the organization. They are interrelated and no one is more important than another.

Goal A: Advance the Association's Continuum of Care and Support.
(Client Services)

Goal B: Increase and enhance concern and awareness of Alzheimer's disease and the Association
(Public Awareness)

Goal C: Increase the reach, influence, and effectiveness of advocacy
(Advocacy)

Goal D: Accelerate Research: Support increased funding for biomedical and social/behavioral Alzheimer's disease related research
(Research)

Goal E: Attain and strengthen financial health and stability
(Financial Health)

The Strategic Plan focuses on the broad goals and objectives and provides the direction for the Chapter. The Action Plan (or Operational Plan) is developed by the management staff and focuses on implementation.

VISION

Creating a world without Alzheimer's disease while optimizing the quality of living for individuals and their care partners affected by dementia-related disorders.

VISION KEY RESULT AREAS

- Cope with economic ups and downs
- Slow and sustained growth
- Diversified and balanced sources of revenue
- Business-like operations
- Programs targeted to consumer needs
- Significant financial support through fees
- Developed marketing skills
- Full-time staff to help increase recognition
- Regular presence in the local media
- Working with other service providers
- Mechanisms for cooperative ventures and referrals
- Programs are outcome-oriented and evidence-based
- Emphasis on prevention and treatment
- Program availability/accessibility to all regions
- Full-time staff and volunteer-advocates in Lansing
- Powerful Board of active/influential professionals

MISSION

To enhance the quality of living for all persons affected by Alzheimer's disease and other dementia related disorders by providing leadership, programs and services, advocacy awareness and research support.

Description of key elements of the Mission Statement

1. **Enhance the Quality of Living**: Assisting individuals and all persons affected by dementia to maintain optimal quality of life.
2. **Other Dementia Related Disorders**: Disorders with symptoms that are similar to and/or mistaken for Alzheimer's disease.
3. **Leadership**: Taking the initiative in helping ourselves and others to provide the highest quality services for our constituents.
4. **Programs and Services**: Tangible, daily living support systems that help persons with Alzheimer's disease, their caregivers and families cope with the disorder.
5. **Advocacy Awareness**: Advocacy Awareness: Supporting and encouraging programs, services, public policy efforts, and public and private financial funding on behalf of persons with Alzheimer's disease, their caregivers and their families.
6. **Research Support**: Encouraging and assisting the scientific pursuit of a treatment and cure for Alzheimer's disease.

OUR VALUES AND BELIEFS

Commitment

- We are committed to improving the quality of living for our clients and improving the level of knowledge for the professionals and others who serve them.
- We continue to recruit, hire and train staff who are dedicated, committed and loyal to our mission.
- We continue to recruit and train valuable volunteers who also demonstrate commitment and loyalty.

Focus

- We have a clear, understandable vision and mission that provide direction for the organization.
- We actively seek to identify and exceed client wants and needs.
- We understand that communication, cooperation, and sharing are major factors that allow us to carry out our job duties while remaining results-oriented and focused on the goals of the organization.

Innovation

- We challenge our organization to educate and energize the public, medical and legal professionals, researchers, and policymakers about the care, treatments and resources needed to address Alzheimer's disease.
- We are recognized throughout the community for providing leadership to other organizations, community members and opinion-makers.
- We continue to be forward thinking through our utilization of imagination, new ideas, methods, approaches and contacts.

Professionalism

- We strive to exceed expectations, raise our standards, and challenge ourselves.
- We recognize that people and communities are all different and we value that diversity.
- We provide an environment for learning and growth and encourage continuing education for our staff and volunteers.

GUIDING PRINCIPLES

- *Our driving force is our mission. We exist to provide a wide, professional, flexible range of services and programs to persons with Alzheimer's disease, caregivers, their families and the general community, as well as provide support for research.*
- *The greatest needs will go unmet and the best intentions will go for naught unless we have the resources to support them. Funding is critical for the provision, continuation and expansion of programs and services.*
- *There is inherent value in diversity and inclusion. Multiple cultural and ethnic experiences and perspectives help to make us a more effective organization.*
- *Staff are valuable contributors to the success of the Chapter. Because staff know the clients, know the mission, and know the organization, they need to be involved in making decisions about the direction and activities of the organization.*
- *Volunteers are a crucial Chapter resource. They provide leadership, program support, advocacy and community connections that are vital to the pursuit of the Chapter's mission.*
- *Professionalism reflects the value of providing more than the minimum that is required or expected. When we have a clear direction, appropriate information, skills, tools and opportunities, there are few limits to what we can accomplish.*

2009 Strategic Goals and Objectives

Goal A: Advance the Association's Continuum of Care and Support

(Client Services)

- Objective B1: Deliver quality outcome-oriented and evidenced based programs and services for individuals with Alzheimer's and their caregivers throughout the continuum of the disease.
- Objective B2: Increase the number and expand the diversity of the people served by the Association.
- Objective B3: Identify and incorporate new collaborative / joint venture partners.

Goal B: Increase and enhance concern and awareness of Alzheimer's disease and the Association

(Public Awareness)

- Objective C1: Increase recognition of the Association's brand and public awareness of our messages.
- Objective C2: Continue to expand outreach to engage and target underserved populations, at risk populations and populations not yet directly affected by Alzheimer's disease
- Objective C3: Continue to expand and amplify our voice through collaboration, partnerships, technologies, consistent messaging and other appropriate methods.

Goal C: Increase the reach, influence, and effectiveness of advocacy

(Advocacy)

- Objective D1: Continue to educate federal, state and local public officials and legislators about the social and economic impact of Alzheimer's disease and how their actions affect all persons coping with this disease.
- Objective D2: Continue to recruit, train and engage the Board of Directors, public policy committee, staff and volunteers in the public policy arena.
- Objective D3: Continue collaborations with aging network organizations to deliver a unified message for legislative changes.

Goal D: Accelerate Research: Support increased funding for biomedical and social/behavioral Alzheimer’s disease related research
(Research)

Objective E1: Encourage and promote local participation in approved Alzheimer’s disease related research projects.

Objective E2: Facilitate communication and collaboration among scientists, professionals and lay audiences through outcome oriented programs and services.

Objective E3: Support increased funding for research through local, state and national sources.

Goal E: Attain and strengthen financial health and stability
(Financial Health)

Objective A1: Continue to strengthen chapter fiscal health by improving infrastructure and operational efficiencies.

Objective A2: Expand and enhance revenue from both philanthropic and non-philanthropic sources to meet current and future funding needs.

Strategic Planning Process for the Greater Michigan Chapter

