

## **Tri-Valley Opportunity Council, Inc.**

### **2013 Strategic Plan Summary**

This document summarizes the goals discussed by the Tri-Valley Board of Directors during their October 2012 meeting. The tasks the board directed Tri-Valley staff to undertake are organized under the three priorities originally set by the board at the onset of the planning process. Follow up on each of the items listed in this document will occur in June 2013.

#### **Priority 1 – Improve/promote/ advance the objective of promoting Tri-Valley through Community Engagement:**

- Create a comprehensive communication plan
- Take steps to educate the public about the services we provide, avoid simply listing our services. Ensure success stories are shared with stakeholders and the public as appropriate.
- Coordinate between programs any booths set up at county fairs, etc. Ensure employees are prepared to discuss Tri-Valley programs and understand they are representing the entire agency.

#### **Priority 2 – Improve/promote/advance the objective of keeping seniors in their homes and avoiding premature nursing home placement:**

- Develop a new program that fills the needs of seniors that do not qualify for the Senior Companion program and the needs of volunteers that do not wish to volunteer 15 hours a week.
- Promote awareness of the fact that avoiding premature nursing home placement is a team effort between many services and the efforts put forth by team members are cost effective.
- Ensure services for seniors are marketed to not only seniors themselves but the children of seniors and those about to become seniors.

#### **Priority 3 – Improve/promote/advance early childhood education:**

- Identify ways to provide services to working families that may not qualify for Head Start or may be on the waiting list.
- Provide more opportunities to fill gaps in area child care needs and braid services when possible with Head Start.
- Provide resources on Tri-Valley's website to educate child care providers and new parents on what quality child care is to enhance the work of Child Care Resource and Referral.