

Senior Services Strategy Map: Building a Strong Future

Vision, Mission, Beliefs
About Our Community

and
Core Values

VISION

Clayton County Senior Services will be recognized as a model department for excellence in the delivery of services to older adults and relative caregivers and will be ever committed to meeting the needs of those we serve.

BELIEFS ABOUT OUR COMMUNITY

- Seniors and relative caregivers are recognized as a valuable asset.
- Seniors and relative caregivers have the opportunity to contribute and expand their talents and knowledge.
- Seniors and relative caregivers strengthen our community and benefit personally by their involvement.
- Seniors and relative caregivers have access to a full spectrum of services, including social, emotional, educational and recreational opportunities to their unique needs and interest.
- Seniors and relative caregivers are treated respectfully and with dignity.
- Seniors and relative caregivers of all economic circumstances are served.

MISSION

To deliver services and programs that promote independence, dignity, and enhance the quality of life while providing a safe and caring environment for older adults, relative caregivers, and grandchildren.

CORE VALUES

Commitment, Diversity
Empowerment, Innovation
and Fun

6 Pillars

**Growth
Management**

Governance

**Economic
Opportunity**

**Fiscal
Management**

Quality of Life

**Communication
and Image**

Human Resources

Refine departmental HR procedures.
Create a front facing HR manual.
Cross-train employees.
Design and implement a succession plan.

Financial Management

Research, 501c3 arm, Friends of Clayton County Senior Services to expand outreach and funding opportunities. Engage center Advisory Boards as active financial partners maximizing fundraising capacity. Develop and employ sustainability plans for the Aging Program and Kinship Care. Explore and develop strategies to engage local stakeholders and partners.

Programs and Services

Assess and expand in-home service delivery model. Implement consistent data collection processes to improve evidence based program practices and outcomes.
Develop strategies to strengthen programs and services. Implement a more user-friendly cloud-based platform at all facilities.

Brand Building

Develop focused marketing and brand strategies to expand collaborations with community regional, state and federal partners.
Increase brand consistency and elevate marketing capacity. Increase program visibility. Develop 3 year marketing plan.

Strategic Goals