



Strategic Plan FY11

Strategic Priority	Goal	Process	2009	2010	Target Date	Responsible Committee
Program						
	Strengthen Current Program	Enhance QA oversight	Created new position & expanded committee	QA Administrator in place Committee composition completed	FY09	QA
		Apply for CQL accreditation	Staff has been trained in assessment tool	Project on hold for now, but concept of “person-centered planning” being implemented	FY11	
		Ensure ongoing opportunities for Weekday & Weekend recreational activities for GH & OAP	Chaplain/Volunteer Coordinator and staff training has greatly increased opportunities	Community-activity engagement increased significantly	FY09	
		Ensure Health & Medical Oversight	Added RN to staff, increased partnerships with SNF, Hospice	Second full-time nurse added; working consistently with CES Life Communities SNF, JSSA Hospice	FY09	
		Address retirement			FY11	



Strategic Priority	Goal	Process and aging	2009	2010	Target Date	Responsible Committee
Expansion	Expand Numbers of Individuals served	Day Program	11 participants in FY 09, 4 already reviewed for FY10	7 participants enrolled currently; 4, possibly 5 scheduled for enrollment by June 30	FY09 & Ongoing	Program and Expansion Subcommittee
		Serve No. Va	Expansion into Northern Virginia Changing license on one home to increase numbers served	Completed: Stempler/Stone is now licensed as Levin home is, and also now licensed to provide In-Home Supports	FY11	Annually
		CSLA, OAP	Increased CSLA hours, OAP lost 3 residents due to death and financial constraints	7 CSLA clients, 6 who had been on waiting list for long time, OAP continues to lose clients due to death, but gains new clients	Annually	



**Strategic
Priority**

Goal

Process

2009

2010

**Target
Date
FY12**

**Responsible
Committee**

Recreational/social activities for waiting list

Three activities during FY 09, including one recreational

1 informational activity and 2 social/recreational activities

Residential (GH/ALU)

Added 1 ALU (3 new residents)

In process of adding 1 home in No. Va. if all works out

FY09 & Ongoing

New and Economical Models of Services

Explore developing new programs/ services
Create 1 new service(s) if it is economically feasible

Beginning to consider new programs

Continuing

FY09 & Ongoing

Continuing

FY12

**Fiscal
Health**

Solve Structural Deficit

Develop realistic balanced operating budget for board approval

FY09 Budget approved with \$3,227 surplus

For first time since establishing LOC, relying much less on it

FY09 & Ongoing

Finance and Budget

Create contingencies for any revenue shortfalls

Budget assumptions are based on known revenues

Continued as established in 09

FY09 & Ongoing

Manage JFGH Business Operations within 5% of budgeted monthly

Expenses are under budget for FY09

Expenses are under budget for FY10

FY08

Strategic Priority	Goal	Process	2009	2010	Target Date	Responsible Committee
		expenditure estimates				
		Implement improved capital asset management program	Review of JFGH fixed assets by location being conducted	Completed	FY10	
		Implement an integrated Fixed Asset System to improve asset tracking and depreciation calculations			FY11	
		Diversify Revenue Streams	Developed and implemented a vendor strategy to solicit funds from companies JFGH has a business relationship with	Continued	FY09	Development
		Complete current and develop new campaigns	Introduced 2 new FR events: The Janice W. Goldsten Awards Luncheon and The Strides To	Introduced JFGH Affinity credit card Launched	FY10	



**Strategic
Priority**

Goal

Process

2009
Thrive Walk.

2010
campaign
targeting grocery
stores

**Target
Date**

**Responsible
Committee**

Formalize Legacy
Society

Buckslips have
been in effect for
entire fiscal year
Planned Giving has
been focus for 3
months

Eliminated
HomeRun and
Rock the Law to
focus on new
initiatives
Planned Giving
Taskforce
established
Gift acceptance
policy updated
and marketing
campaign
developed

FY09

FY11

Expand current
fundraising
initiatives to
increase revenue

Added 3 new
appeals

Merged the car
donation program
with the JCCGW

Car Program
expanded to
include JCA

FY09

Governance

Maintain
Standards for
Excellence
Adhere to
Bylaws

5 year accreditation

n/c

n/c

FY12

Governance

Abide by term-
limits

12 members' terms
expired

10 members'
terms expired

**FY09 &
Ongoing**



**Strategic
Priority**

Goal
Streamline
Board structure

Process
Improve
engagement of
stakeholders

Review
committees,
eliminate or
establish
committees as
needed to be in
alignment with S.P.
Establish President-
Elect position

Establish
Immediate Past-
President - Ex-
Officio position

2009
Committees have
new members

New committees
have formed

To be included in
second year of
term
Completed

2010
Committees
meeting with
more regularity
and providing
greater input
Continuing as
needed

Completed

**Target
Date**

**Responsible
Committee**

Visibility

Promote JFGH
programs &
services to
general public

Create
eNewsletter
Modify print
newsletters to
serve various
constituents
Maintain &
improve
website

Quarterly
distribution
Develop modified
twice/year external
newsletter

Review and update
contents weekly

4 were distributed
Annual *Homenotes*

Review and update
contents weekly

5 were distributed
Completed

Completed

**FY08 &
Ongoing

FY09 &
Ongoing

FY08 &
Ongoing**

**Staff

Staff

Staff**



**Strategic
Priority**

Goal	Process	2009	2010	Target Date	Responsible Committee
Public speaking and outreach	Review structure annually	Redesigned in FY08	Redesigned in FY10	FY09 & Ongoing	Staff
	Increase annual numbers of engagements		Presented at ABA International's Autism Conference and AAIDD		
Create new fact sheets about all programs	Create 2 new fact sheets/year	Completed	Completed	FY09 & Ongoing	Staff
Brochure	Update Brochure	Completed	Created MOST Brochure	FY09 & Ongoing	Staff
Annual Report	Publish Yearly	Completed	Completed	FY08 & Ongoing	Staff