

AGENCY GOALS

Strategies



Human Resources

- [A] Embrace diversity and foster a culture of inclusiveness.
- [B] Modernize HR system and processes.
- [C] Integrate technology into ongoing training program for staff.



Finance

- [A] Develop investment policy and annual investment strategy.
- [B] Develop cash management policy.
- [C] Raise \$25,000 - \$50,000 to secure 50% local matching funds to support Transportation Program in Tippecanoe County.
- [D] Collaborate with CAA and Aging staff departments to ensure energy assistance and aging grants are fully utilized.



Marketing & Public Relations

- [A] Increase online visibility and presence on digital platforms.
- [B] Design and launch marketing campaigns to promote awareness and utilization of specific CAA and Aging programs.



Resource Development

- [A] Create annual fund development strategy to create multiple streams of revenue.

COMMUNITY GOALS

Strategies

Close the transportation gap in critical communities.



Transportation

- [A] Expand public transportation provided by Area IV in Tippecanoe County.
- [B] Increase low-income individuals usage of existing transportation programs and resources in communities lacking Area IV transportation programs

COMMUNITY GOALS

Strategies



Community
Building

Expand support services and community building initiatives.

- [A] Provide safe, high quality, affordable childcare to low-income families.
- [B] Improve mobility and quality of life for disabled persons.
- [C] Invest in the stability and growth of small businesses.
- [D] Provide support and services to promote healthy, thriving families.

FAMILY GOALS

Strategies



Safety Net

Provide a safety net to aid families in rising out of poverty.

- [A] Aid families in maintaining financial stability.
- [B] Launch the "Spark Initiative" an internal effort to bundle services to provide wrap around support, directed by care management staff, to transition low income families out of poverty.



Housing

Improve access to quality, affordable housing.

- [A] Maintain housing stability for low income families.
- [B] Provide safe, high-quality affordable housing.



Elderly
Residents

Ensure vulnerable elderly neighbors receive critical care and support to promote independence and aging with dignity.

- [A] Close resource gap for the elderly residing in rural communities.
- [B] Scale existing Area IV aging services across all communities.
- [C] Empower caregivers and create strong family supports.
- [D] Expand the reach and effectiveness of the Aged & Disabled Resource Center.