

The cover page features a central white diamond shape with a thin white border, set against a light gray background. The background is decorated with four large, overlapping diamond shapes in the corners: yellow in the top-left and bottom-right, and blue in the top-right and bottom-left. The text is centered within the white diamond.

**VINE's Strategic Plan for  
2022-2025**

# A Brief History of VINE

Started in 1995 by Pam Determan

Organization was her graduate school project

Focused on community volunteerism

Provided transportation, chores, in-home respite care, help with special child-care, caregiver support, meals, and more

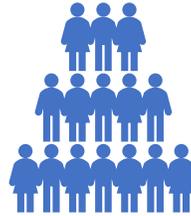
Merger of the Summit Senior Center and VINE brought new emphasis to aging adult programs and services

The VINE Adult Community Center opened in 2014

# Prerequisite to Strategic Planning



Revisit previous planning work



Reviewed

Focus group input

Internal feedback

Consultant's recommendations



Hired new consultant & gathered input  
from

Board of directors

Staff leaders

Input from staff

# What were the prominent concerns?

Ageism

Community  
Livability

Collaboration

# What do we mean by “ageism”?

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- Recent study in Journal of American Medical Association (JAMA) found:
  - More than 9 out of 10 adults ages 50-80 years reported experiencing one or more forms of everyday ageism regularly.
  - Next slides will explain everyday ageism; however, commonplace ageist messages, interactions, and beliefs were associated with negative health outcomes.

# **Most prevalent type of ageism**

## **Internalized ageism**

- Having health problems is part of getting older
- Feeling lonely is part of getting older
- Feeling depressed, sad, or worried is part of getting older

# Second most prevalent type of ageism

## Ageist messages

- I hear, see, or read jokes about old age, aging, or older adults
- I hear, see, or read things suggesting that older adults and aging are unattractive or undesirable

# Third type of ageism

## Ageism in interpersonal interactions

- People assume that I have difficulty with cell phones and computers
- People assume I have difficulty hearing or seeing things
- People insist on helping me with things I can do on my own
- People assume I do not do anything important or valuable





# **Vision**

**A community  
that values aging  
adults.**

# Mission

- VINE is redefining aging and promoting the wellbeing of aging adults through programming, services, and community engagement.



# **What is the value VINE will add?**

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Enhancing community livability by  
improving the aging experience.

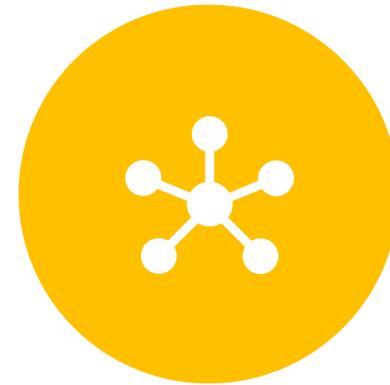
# Three Pillars of Purpose



THOUGHT LEADERSHIP



DIRECT SERVICE



BEING A HUB

# Strategic Plan Goal #1

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**Lessons learned:** ageism is prevalent, we need to talk about aging earlier, there is a strong desire to redefine aging

**Advance positive perceptions throughout the journey of aging.**





# **Strategic Plan Goal #1**

**Advance positive perceptions throughout the journey of aging.**

## **Why?**

Countering ageism in society is important for the individual experience and for building a community that values aging adults.

## **How?**

1. Reframe prevailing self-perceptions of what it means to age.
  2. Cultivate greater community respect and responsibility for aging adults.
  3. Engage aging adults in envisioning life after retirement.
  4. Elevate the importance of community connectedness.
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# Strategic Plan Goal #2

**Lessons learned:** program relevance changes, volunteerism today is different, and accessibility is critical

**Deliver relevant services and supports that evolve with the aging adult population and community.**



# **Strategic Plan Goal #2**

**Deliver relevant services and supports that evolve with the aging adult population and community.**

## **Why?**

Programming and services provided today may not meet tomorrow's needs.

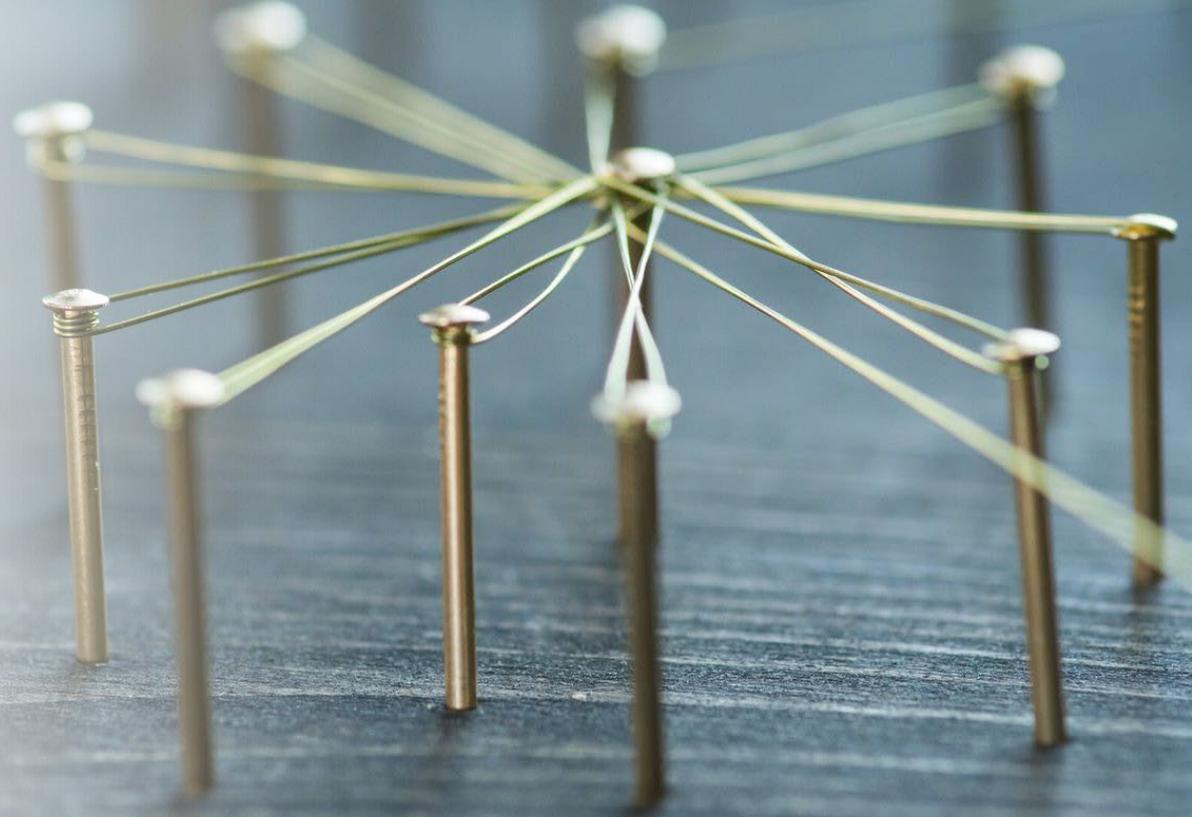
## **How?**

1. Assess and refine existing programs and services.
  2. Reimagine the role of volunteers to ensure mutual benefit.
  3. Prioritize ongoing professional development and build better knowledge sharing across the organization.
  4. Increase accessibility to VINE and across its programs and services.
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# Strategic Plan Goal #3

**Lessons learned:** consequence of being hidden gem, need for landscape analysis, collaboration is essential

**Further the community's capacity to meet the needs of aging adults.**





# **Strategic Plan Goal #3**

**Further the  
community's capacity  
to meet the needs of  
aging adults.**

## **Why?**

Building capacity for aging adult programs and services requires partnership, access, and intentional alignment of resources in the community.

## **How?**

1. Formalize role as a connector to community resources for healthy aging.
  2. Conduct landscape analysis to determine available supports and services for aging adults.
  3. Collaborate to improve access to and breadth of community programs and supports for aging adults.
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# Preliminary Timeline

## **Fiscal Year 2023 (July 1, 2022 – June 30, 2023)**

- Focus on survey work, speaking engagement series, hosting community connectedness events, and internal data and program evaluation work -- \$\$

## **Fiscal Year 2024 (July 1, 2023 – June 30, 2024)**

- Focus on internal and external marketing campaigns, implement volunteer coordinator role, and building/space needs -- \$\$\$\$

## **Fiscal Year 2025 (July 1, 2024 – June 30, 2025)**

- Focus on landscape analysis and gap analysis, community collaboration, and navigation role -- \$\$

# Call to Action

- VINE has been a vital service organization for 27 years.
- Now, we're positioned to be a thought leader on aging, a connector to community resources, and a leader in encouraging greater community collaboration, all while still being a highly committed service organization and senior center.
- We've shared lessons learned and strategies for the future. Philanthropy is critical to making this plan a reality.
- Please share with others or help us identify community members to invite to the conversation.