

The Florida Council on Aging is committed to serving Florida's diverse aging interests through advocacy, information-sharing and education.

2016-2018 Strategic Plan Overview

PRIORITIES

MEMBERSHIP

GOALS

Membership in FCOA is considered a requisite for all individuals, organizations and businesses committed to aging issues and interests in Florida, evidenced by a growing membership representing diverse disciplines and viewpoints.

2. MARKETING

Provide communication to promote and support FCOA's membership in promoting positive aging and combating ageism.

3. EDUCATION + NETWORKING

FCOA is Florida's leading convener on aging issues and well known for its outstanding training conferences, publications and electronic networking and communication linkages. Organizations and individuals across Florida regularly seek FCOA's expertise and involvement.

4. ADVOCACY

FCOA speaks and acts on behalf of the issues facing Florida's diverse older adult population.

FCOA Board of Trustees Approved on May 13, 2016

PARTNERS (Examples)

- Florida Department of Elder Affairs
- Florida Association of Aging Services Providers
- AARP Florida
- Florida Blue
- Walgreens
- WellCare
- Florida Association of Area Agencies on Aging
- Florida Chamber of Commerce Foundation
- United Way of Florida
- Grantmakers in Aging
- GlaxoSmithKline
- National Council on Aging
- Florida Hospice and Palliative Care Assoc.
- Florida Department of Health
- National Institute of Senior Centers
- LeadingAge
- Florida Assisted Living Association
- Home Care Association
- Florida Bar Elder Law Section & Academy of Elder Law Attorneys of Florida
- Florida Geriatric Society

TOOLS

- Annual Conference on Aging
- Innovations Summit
- Regional Meetings and Advocacy Summits
- Email Alerts, i.e. Legislative Updates, Myth-Information
- Electronic Membership Directory
- Website
- Partnerships & Networking
- AgeWise Newsletter
- Advocacy Brochure
- Corporate Consulting
- Board Member Expertise
- Advocacy efforts by Individual Members

OUTCOMES

- Increased membership to 1,000 by December 31, 2016.
- Membership retention rate (all memberships) of 85%.
- Increased non-traditional members by 30: individuals and businesses outside the scope of the traditional aging network.
- Increased collaborations and visibility with partners.
- Advocate for increased funding for home and community-based services by at least 5%.