1. MEMBERSHIP

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.

1.1 Retain existing members

Key Activities:

a. Engage members with FCOA from their first month of membership.
   1. Use social networking tools
b. Poll the membership about what types of benefits they most value with a professional membership.
c. Ensure members know about all benefits of membership.
   1. Develop new strategies for retaining FCOA members.
   2. Increase awareness of leadership opportunities within the association.
   3. Establish an ongoing dialogue with members to be sure they are getting value from their membership.
   4. Develop website content catered to all categories of membership.
d. Identify ways to help existing members 'make connections' with other members or partners.

In Progress	Achieved

1.2 Recruit new members.

Key Activities:

a. Redesign member recruitment materials to send clear, inviting messaging to multiple markets.
b. Develop a 'menu' of expertise within the FCOA membership to show that FCOA represents a large number of experts within many aging disciplines.
c. Track recruitment activities of Board members and provide status reports.
d. Hold meet-and-greet recruitment events throughout the state at meetings of local aging coalitions, provider network and similar groups, using FCOA members as spokespersons to provide networking opportunities for current members while recruiting new members.

In Progress	Achieved

Membership Continued:

1.3 Strengthen creative partnerships between FCOA and the business sector.

In Progress	Achieved

Key Activities:

a. Utilize business-focused materials to recruit unconventional companies that don't realize they are in the business of aging.
b. Develop regional events or partner with other organizations on regional events to recruit and educate new members, focusing on leaders in the business community with the business case developed messaging.
c. Connect with organizations to influence communities on a local level, i.e. the local Chamber of Commerce in order to recruit new members.
d. Mobilize District Representatives to engage with their local Chambers of Commerce for membership and community engagement.

2. MARKETING

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

2.1 Promote positive perceptions of aging and combat ageism through public messaging and community engagement.

In Progress	Achieved

Key Activities:

a. Identify strategic opportunities to exercise thought leadership, engage the media, and educate key audiences and the public about aging issues.
   1. Organize a group of Committee or Board members to write responses to Editors who feature articles containing ageism and false information about the aging population or to comment on positive articles.
b. Develop an FCOA elevator speech appropriate for those not familiar with the aging network.
c. Focus on accurate information about aging in messaging and publications. Review and revise, as needed, membership publications, in coordination with the Membership and Marketing Committees.

Marketing Continued

2.2 Continue to improve the quality of FCOA communications and their perceived value by FCOA members.

In Progress	Achieved

Key Activities:

a. Provide membership with at least one touch per month (Advocacy Alerts, Alerts, AgeWise, etc.).

b. Review proposals for website sponsors and advertisers, and make recommendations to the Executive Committee for final approval.

2.3 Increase conference net revenues.

In Progress	Achieved

Key Activities:

a. Develop partnerships with other organizations and/or associations at the FCOA Conference (organizations, professional associations, etc.)

b. Assign Board members to engage key individuals at the FCOA Conference to strengthen new and existing partnerships.

3. EDUCATION + NETWORKING

FCOA is Florida's leading convener on aging issues and is 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.

3.1 Position FCOA as Florida's premiere resource for aging training and information.

In Progress	Achieved

Key Activities:

a. Conduct the annual Florida Conference on Aging, in partnership with select organizations.

b. Seek opportunities to be training partners and/or a training resource/provider in diverse settings (in addition to the Florida Conference on Aging).

   1. Offer remote-viewing opportunities for agencies to involve their staff in viewing FCOA Conference Plenary sessions.

c. Work on expanding the social networking presence of FCOA by increasing the number of followers on Facebook and Twitter by 5% in 2025-2026.

d. Conduct an Innovations Summit (a one day symposium) on an issue/topic that is cutting edge and will bring together new partners for FCOA (will schedule based on input of the board).

e. Educate and partner with United Way of Florida through meetings with the state Board of Directors and local United Ways.

4. ADVOCACY

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

4.1 In conjunction with other groups, assist in bringing stakeholders together to increase the number of "aging champions" across the State.

In Progress	Achieved

Key Activities:

a. Inventory current advocacy efforts across the state and determine the common messages and themes; use information to build collaborative efforts across the different groups.

b. Engage in strategies with other groups to increase the number of elders and caregivers involved in aging advocacy efforts.

c. Monitor federal policy issues for opportunities to advocate beyond state legislation.

4.2 Increase the number of elected officials actively supporting elder issues.

In Progress	Achieved

Key Activities:

a. Encourage discussion forums to allow candidates to present their positions on aging issues.

b. Offer expertise on aging issues to members of the Florida Legislature (expertise provided by FCOA via Board Trustees and others).

c. Develop advocacy tools for the membership (i.e. how to work with local delegations, Legislators and other community decision-makers)

4.3 **Provide information and increase the visibility of the traditional Aging Network to the general public and stakeholders.**

In Progress	Achieved

Key Activities:

a. Work with stakeholders to identify the impact aging services organizations have on an individual community.

b. Continue the discussion with stakeholders and members about the future of the aging network.