Strategic Goals 2013-2016
FY14 in red

Goal 1: To provide best practices
1. Internal processes
   a. Tracking usage
      i. Track usage of fitness classes by Wellness members (Ruth)
      ii. Track usage of Healthy Agers by class (Jenn)
   b. Tracking consultations
      i. Explore software programs (Staff)

2. University-wide strategic collaborations
   a. Access to flex/release time
      i. Proceed based on president’s response to proposal (Beth)
   b. Bicycle initiatives
      i. Gather information on existing initiatives (Kerry)
   c. Health initiatives work with Benefits/EHS
      i. Proceed based on work with Paul, Christine, Patti (Beth)

3. Collaborate with Cornell departments and local medical providers to improve services
   a. Provide health screenings for employees at work (Gannett)
   b. Promoting CPHL enhanced wellness visit. (Benefits)
      i. In collaboration with Benefits/Paul (staff)
      ii. Have people bring us their report.
      iii. Become providers of cholesterol counseling, HTN counseling?
      iv. Possible tracking/feedback
      v. Increase number of docs referring to Wellness.
   c. Promote pre and post natal Wellness services.(OBGYN offices) (Ruth)

4. Older Adults/Healthy Aging Program
   a. Shorty classes: information and exercise based ie arthritis, osteo, chronic back, cvd, etc.
      i. One shorty during Active Aging week (Jenn)
      ii. At least one shorty each semester (Jenn, Kerry)
   b. Reach lower functioning (frail and independent) in addition to the physically fit.
      i. Offer more, progressive classes ie modified yoga, ripples
      1. Add one class in addition to modified yoga (Jenn)
      ii. Work with current instructors to notice people who need more assistance (Jenn)
      iii. Add one article to retirees CRA newsletter in fall 2013 (Jenn)
   c. Address large class sizes (reaching maximum)
      i. Assess room availability, Appel
      ii. Creative classes – ie in weight room
      iii. Social angle, potlucks
      iv. Active Aging Week = September start 2014 with activities

5. Underserved populations
   a. 18-35 years, Younger Generation
      i. Grocery skills/tour – Bert???
      ii. Short duration, evenings, weekends.
1. **Offer 2 evening shorty classes in collaboration with others ie AM Morse, M Admunson (Beth, Kerry)**
   
   iii. Volunteer efforts

b. 55+ years
c. Non-Exempt staff  **Offer 2 webinars intentionally serving B through E (staff)**
d. Faculty
e. CNGs
f. Search for programming grants to increase innovative programming
   
i. Research program grant opportunities (Jenn)

**Goal 2: Evaluate our program’s effectiveness**

1. Increase membership and participation by underserved populations
   
a. Run GoogleDocs metrics from registrations for past 3 years (Kerry)
b. Develop diversity goals if indicated (staff)

2. Surveys
   
a. Bi-annual
   
i. Include questions about facilities, social media, and method of delivery
   
ii. Include questions specifically for employees in supervisor role

b. Short polls on website
   
i. Find poll that can be embedded into website (Kerry)
   
ii. Try at least one poll (staff)

3. Five year benchmarking
   
a. Complete in fiscal year 15/16 (Beth/Kerry)

**Goal 3: Gain national/international recognition**

1. Identify opportunities to speak/present at conferences, write articles, and apply for awards

**Goal 4: Continuous development and training**

1. Cultural competency
   
a. Invite Namit to do in-service for Wellness staff (Ruth)
b. Have intern do in-service on related topic (Beth)

2. Diabetes

3. Certified Inclusive Fitness Training

**Goal 5: Communications Strategy to reach broad and diverse audience. Leverage multifaceted approach.**

1. Address diversity
   
a. Photos, stories
   
b. Communicate programming directly to CNGs (Kerry)

2. Modalities
   
a. In person
   
b. Videos/podcasts: 2 for fy14 (staff)
   
c. Vary time of day and length of programming
   
d. Leverage social networking
      
i. Run a focus group with young adults or do an on-line poll possibly asking about twitter (staff)
3. Web
   a. Redefine as needed - Membership capsule, Healthy Aging capsule
   b. Calendar – to sync with phones, need more stuff for calendar.
   c. Re-launch webinars, add them to monthly themes

Goal 6: Programming Topics Based on Needs Assessment
- Diabetes, Cancer, Support groups
- Genetic testing information
- Accessing health information
- Heart attack/stroke/aspirin information/cholesterol,
- Pre/Post Natal
- No Excuses/change focus
- Grocery tour
- Volunteering
- Health fair idea – screening hearing, eyes, etc.
- Worry/Gabriel
- More webinars ie Talk with the Exercise Physiologist