

Goals, Objectives and Activities	Timeframe	Deliverable and Community Champion	Project Staff/Team Responsible	Partners Involved (Lead in Bold)
<b>GOAL I – Enhance LTC and supportive services, and offer meaningful involvement for older adults, through an effective and sustainable Volunteer Network. Benchmarks: Number of volunteers; volunteer hours worked; volunteer satisfaction; survey of Network Partners to measure extent to which unmet needs are being met by Volunteer Network</b>	Beg: May 1, 2006 End: April 30, 2010			
Objective A – Establish organizational framework for the Network Benchmark: Written procedures and agreements	Beg: Sept 1, 2008 End: April 30, 2009			
Activity 1: Define roles of Retired Senior Volunteer Program (RSVP), Piedmont Volunteer Center (PVC), and County Teams	Beg: Sept 1, 2008 End: April 30, 2009	Formal MOAs (Brian Duncan)	Project Director, Project Manager	RRCSB/AAA, RSVP, County Teams, PVC
Activity 2: Define relative roles of participating partner agencies (stations) and Volunteer Network	Beg: Sept 1, 2008 End: April 30, 2009	MOAs (Jill Skelton)	Project Director, Project Manager	PVC , RSVP, County Teams, RRCSB/AAA
Activity 3: Develop Volunteer Management handbook	Beg: Sept 1, 2008 End: April 30, 2009	Handbook (Jill Skelton)	Project Director, Project Manager	PVC, RSVP, County Teams, RRCSB/AAA
Activity 4: Identify Network Partners to participate in the Volunteer Network	Beg: Sept 1, 2008 End: April 30, 2009	List of Interested partner organizations (Lola Walker)	Project Director, Project Manager	RSVP, RRCSB/AAA, County Teams, PVC
Activity 5: Explore and, where possible, secure supplemental insurance for volunteers	Beg: Sept 1, 2008 End: April 30, 2009	Info on Insurance (Lola Walker)	Project Director, Project Manager	RSVP, PVC, County Teams, RRCSB/AAA

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Activity 6: Identify funding for "starter fund" to pay volunteer expenses	Beg: Sept 1, 2008 End: April 30, 2009	List of Funding Sources (Jack Garber)	Project Director, Project Manager	Piedmont Untied Way (PUW), RSVP, County Teams, RRCSB/AAA
Activity 7: Explore ways to merge existing data bases of RSVP and PVC	Beg: Sept 1, 2008 End: April 30, 2009	Identify options for information sharing (Jill Skelton)	Project Director, Project Manager	PVC, RSVP, County Teams, RRCSB/AAA
Objective B - Support volunteer program efforts in each of the five counties Benchmark: Hiring or assignment of County Resource Development Specialists to each of the counties	COMPLETED			
Objective C - Facilitate operation of professionally-run volunteer programs Benchmark: Operational volunteer programs; MOAs signed; trainings conducted	Beg: May 1, 2006 End: Apr 30, 2010			
Activity 1: Provide technical assistance to three stations in year one of grant to implement volunteer management protocol	Beg: May 1, 2008 End: Apr 30, 2009	Contacts with Managers (Jill Skelton)	Project Manager	PVC, RSVP, County Teams, RRCSB/AAA
Activity 2: Support Network Partner's volunteer managers.	Beg: Sept 1, 2008 End: April 30, 2009	Contacts with Managers (Jill Skelton)	Project Manager, CRS	PVC, RSVP, County Teams, RRCSB/AAA
Activity 3: Establish Volunteer Manager's Council and hold quarterly meetings for continuing education and networking purposes	Beg: Sept 1, 2008 End: Apr 30, 2009	Meeting minutes (Jill Skelton)	Project Manager	PVC, RSVP, Volunteer Network Partners
Objective D - Add 20 qualified volunteers annually and refer to stations Benchmark: Number of volunteers added	Beg: Jul 1, 2006 End: Apr 30, 2010			
Activity 1: Devise and implement media strategies to advertise volunteer network and opportunities	Beg: May 1, 2008 End: Apr 30, 2009	Media Plan (Laura Grigsby)	Communications Coord, CRS	Communications Advisory Committee, PVC, RSVP, County Teams

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Activity 2: Establish partnerships with local secondary schools and community colleges to recruit young volunteers for intergenerational activities	Beg: Sept 1, 2008 End: April 30, 2009	Partnership Agreements (Jill Skelton)	Project Manager, CRS, County Teams	LTC Workforce Development Workgroup, County Teams, RSVP, PVC
Activity 3: Establish partnerships with faith-based organizations to coordinate and support volunteer activities	Beg: Sept 1, 2008 End: April 30, 2009	Partnership Agreements (Jill Skelton)	Project Manager, CRS, County Teams	PVC, RSVP, County Teams, RRCSB/AAA
Activity 4: Work with County Teams to find volunteers	Beg: May 1, 2008 End: Apr 30, 2009	Volunteers Identified (Lola Walker)	Project Manager, CRS, County Teams	RSVP, PVC, County Teams, RRCSB/AAA
Objective E - Conduct annual evaluation of volunteer activities, satisfaction and utilization Benchmarks: Satisfaction report of volunteers; number of volunteer hours worked	Beg: May 1, 2008 End: Apr 30, 2009			
Activity 1: Collect volunteer hours from stations on monthly basis	Beg: May 1, 2008 End: Apr 30, 2009	Report of volunteer hours (Lola Walker)	Project Manager	RSVP, PVC, County Teams, RRCSB/AAA
Activity 2: Interview Coalition Partner organizations on annual basis to determine volunteer needs and evaluate operations of the Volunteer Network	Beg: Sept 1, 2008 End: April 30, 2009	Interview results (Lola Walker)	Project Manager	RSVP, RRCSB/AAA, PVC, County Teams
Activity 3: Survey volunteers to gain information on experience and satisfaction	Beg: Sept 1, 2008 End: April 30, 2009	Survey results (Jill Skelton)	Project Manager	PVC, RSVP, County Teams, RRCSB/AAA
Activity 4: Prepare annual report for Coalition on status of volunteer network effort	Beg: Apr 1, 2009 End: Apr 30, 2009	Report (Lola Walker)	Project Manager	RSVP, PVC, County Teams, RRCSB/AAA

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<b>GOAL II - Increase capacity of the local long-term care workforce</b> <b>Benchmarks: Number of trainings conducted; partnerships documented; retention experience of employers, based on focus group; number of trainees employed locally</b>	Beg: May 1, 2006 End: Apr 30, 2010			
Objective A – Facilitate workgroup of LTC employers and educators Benchmarks: Meetings held; participation level	COMPLETED			
Objective B - Develop formal partnerships with schools to promote healthcare as a career choice Benchmarks: Partnership agreements; trainings conducted; attendance at trainings	Beg: May 1, 2009 End: Apr 30, 2010			
Activity 1: Work with schools to provide a student-oriented video about LTC careers in each county High School	Beg: Sept 1, 2009 End: Apr 30, 2010	Video distributed to schools (Essie Rossi)	Workforce Workgroup, CRS, County Teams	LTC Workforce Group, County Teams
Activity 2: Plan and conduct two training sessions per school year for Guidance Counselors at two high schools to educate them on healthcare career options	Beg: Sept 1, 2009 End: Apr 30, 2010	Training sessions held (Essie Rossi)	Workforce Workgroup, CRS, County Teams	LTC Workforce Group, County Teams

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Activity 3: Promote creation of internship opportunities by coordinating with LTC healthcare providers and schools	Beg: Sept 1, 2009 End: Apr 30, 2010	Internship agreements (Essie Rossi)	Workforce Workgroup, CRS, County Teams	LTC Workforce Group, County Teams
Activity 4: Plan and conduct semiannual informational sessions for students at two high school campuses	Beg: Sept 1, 2009 End: Apr 30, 2010	Sessions held (Essie Rossi)	Workforce Workgroup, CRS, County Teams	LTC Workforce Group, County Teams
Objective C - Develop / identify and deliver education programs for LTC professionals Benchmark: Number of trainings sessions conducted and planned; average attendance	Beg: May 1, 2008 End: Apr 30, 2009			
Activity 1: - Work with local community colleges and service providers to develop course offerings relevant to the LTC healthcare needs of the community	Beg: May 1, 2008 End: Apr 30, 2009	New courses offered (Essie Rossi)	Workforce Workgroup	LTC Workforce Group, PUW, County Teams
Activity 2: Plan and host two healthcare education seminars	Beg: Sept 1, 2008 End: Apr 30, 2009	Agendas of two sessions (Essie Rossi)	Workforce Workgroup	LTC Workforce Group, Communications Workgroup, County Teams
Objective D - Promote long-term care careers among the adult and older adult population Benchmarks: Number of contacts with target population; promotional material distributed	Beg: May 1, 2008 End: Apr 30, 2009			
Activity 1: Develop written brochure that clearly outlines LTC healthcare job descriptions with training requirements and pay scales	Beg: May 1, 2008 End: Apr 30, 2009	Brochure (Laura Grigsby)	Workforce Workgroup, Communications	Communications Advisory Committee, PUW, Workforce
Activity 2: Work with older adult job placement programs to inform older adults of opportunities in the healthcare field	Beg: May 1, 2008 End: Apr 30, 2009	Meetings with placement program (Laura Grigsby)	Workforce Workgroup, CRS	Communications Advisory Committee, LTC Workforce Group, County Teams

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Activity 3: Advertise job opportunities on radio, cable TV and through printed brochures and flyers distributed and posted in public locations	Beg: May 1, 2008 End: Apr 30, 2009	Media materials; distribution lists (Laura Grigsby)	Workforce Workgroup, Communications Coord	Communications Advisory Committee, LTC Workforce Group, County Teams
Activity 4: Work with healthcare facilities to create internships for older workers	Beg: May 1, 2008	Internship agreements	Workforce Workgroup	LTC Workforce Group, RRCSB/AAA,
Objective E- Reduce turnover among healthcare staff Benchmark: Number of contacts with employers	Beg: May 1, 2008 End: Apr 30, 2009			
Activity 1: Offer annual training for nursing Supervisors, emphasizing human resource management	Beg: May 1, 2008 End: Apr 30, 2009	Agenda of training sessions (Essie Rossi)	Workforce Workgroup	LTC Workforce Group, County Teams
Activity 2: Offer employers information on cost-effectiveness of reducing turnover, and strategies for staff retention	Beg: May 1, 2008 End: Apr 30, 2009	Material distributed (Mary Smith)	Workforce Workgroup	LTC Workforce Group, County Teams
Activity 3: Promote team concept of care	Beg: May 1, 2008 End: Apr 30, 2009	Meeting notes (Mary Smith)	Workforce Workgroup	LTC Workforce Group, County Teams
Activity 4: Conduct annual recognition of front line health care employees	Beg: May 1, 2008 End: Apr 30, 2009	Recognition Conducted (Essie Rossi)	Workforce Workgroup	LTC Workforce Group, Communications Advisory

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Objective F -Offer Caregiver Support and Education programs for family and other unpaid caregivers. Benchmark: Number of training sessions and support group sessions held	Beg: May 1, 2008 End: Apr 30, 2009			
Activity 1: Hold regular series of training sessions for caregivers, based on selected curriculum	Beg: May 1, 2008 End: Apr 30, 2009	Training agendas and announcements (Nancy Wells)	Caregiver Workgroup, CRS, County Teams	Caregivers Workgroup, County Teams
Activity 2: Recruit and train volunteer trainers to conduct sessions for caregivers	Beg: May 1, 2008 End: Apr 30, 2009	Training agendas and announcements (Nancy Wells)	Caregiver Workgroup, CRS, County Teams	Caregivers Workgroup, County Teams
Activity 3: Establish support groups for caregivers in two counties	Beg: October, 2008 End: Apr 30, 2009	Report of sessions held (Nancy Wells)	Caregiver Workgroup, CRS, County Teams	Caregivers Workgroup, County Teams
<b>GOAL III - Facilitate the increase of long-term care and supportive services</b> <b>Benchmarks: Applications for funding for new services; initiation of new programs</b>	Beg: May 1, 2006 End: Apr 30, 2010			
Objective A –Support adult day health options for seniors in the region Benchmarks: Number of older adults served by daycare	Beg: May 1, 2008 End: Apr 30, 2009			
Activity 1: Promote the adult day health programs through Coalition-sponsored media plan	Beg: May 1, 2008 End: Apr 30, 2009	Promotional materials (e.g., brochures, video) & distribution log	Communications Coord, CRS	Adult Day Care Group, Communications Advisory Committee
Activity 2: Link day health programs with Volunteer Network	Beg: May 1, 2008 End: Apr 30, 2009	Volunteer job descriptions given to Volunteer Network (Sallie Morgan)	CRS	Adult Day Care Group, PUW, County Teams, RSVP

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Activity 3: Collect data on unmet need for adult day health services	Beg: May 1, 2008 End: Apr 30, 2009	Logs of requests for services (Sallie Morgan)	Project Manager	Adult Day Care Group, County Teams
Objective B - Improve transportation options for seniors Benchmarks: Number of volunteer-provided trips	Beg: May 1, 2008 End: Apr 30, 2010			
Activity 1: Develop a Coordinated Human Services Mobility Plan	Beg: May 1, 2008 End: Sept 30, 2008	Plan completed & approved by stakeholders (Jeff Walker)	Project Manager	FAMS , RRCSB/AAA, County Teams, RSVP
Activity 2: Develop Volunteer Transportation Networks in each county	Beg: May 1, 2008 End: Apr 30, 2009	Networks established (Ray Parks)	CRS, County Teams	RSVP, FAMS, RRCSB/AAA, County Teams,
Activity 3: Provide seniors a central contact number for non-emergency medical transportation.	Beg: Sept 30, 2008 End: Apr 30, 2009	Promotional materials advertising number (Jeff Walker)	Project Manager	FAMS, RRCSB/AAA, County Teams, RSVP
Activity 4: Maintain data on volunteer transportation usage and report annually to Core Leadership about unmet need.	Beg: Aug 1, 2006 End: Apr 30, 2007	Logs of requests for services; reports from partners (Ray Parks)	Project Manager	RSVP, Piedmont United Way (PUW), RRRC, County Teams

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Activity 5: Prepare report on long-term transportation plans for seniors	Beg: Feb 1, 2009 End: Apr 30, 2009	Written transportation report (Jeff Walker)	Project Manager	RRRC, PUW, RSVP, County Teams
Objective C - Improve housing options for seniors Benchmarks: Support letters for new low-income housing; number of elder homes repaired or refitted	Beg: May 1, 2006 End: Apr 30, 2010			
Activity 1: Maintain a portfolio of recommended best practices in senior housing and make available to local govts, builders and architects	Beg: May 1, 2008 End: Apr 30, 2009	Training and Best Practice Info Available (Jeff Walker)	Project Manager, CRS, County Teams	RRRC, RRCSB, County Teams
Activity 2: Assist partner organizations to identify and apply for funding to support senior friendly housing	Beg: May 1, 2008 End: Apr 30, 2009	Identification of funding opportunities (Jeff Walker)	Project Manager	RRRC, RRCSB, County Teams
Activity 3: Link home repair programs with Volunteer Network	Beg: Aug 1, 2008 End: Apr 30, 2009	Volunteer job descriptions given to Volunteer Network (Jill Skelton)	Project Manager, CRS, County Teams	PUW, RRRC, RRCSB, County Teams
Activity 4: Collect data on unmet need for housing and housing repairs	Beg: Aug 1, 2008 End: Apr 30, 2009	County Data, Provider referrals (Jeff Walker)	Project Manager, CRS	RRRC, RRCSB, County Teams
Objective D - Increase availability of in-home support services for seniors Benchmarks: Number of in-home service providers; volunteers referred to in-home providers	Beg: May 1, 2006 End: Apr 30, 2010			
Activity 1: Assist partner organizations to identify and apply for funding to increase in-home services for seniors	Beg: May 1, 2008 End: Apr 30, 2009	Identification of funding opportunities (Bev Dunford)	Project Manager	Rappahannock DSS, Other Four DSS, RRCSB/AAA

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Activity 2: Link non-profit in-home service providers with Volunteer Network	Beg: May 1, 2008 End: Apr 30, 2009	Volunteer job descriptions given to Volunteer Network (Bev Dunford)	CRS	Rappahannock DSS, Other Four DSS, RSVP, PUW
Objective E- Improve community supports that promote health, mental health, safety, and prevent isolation Benchmarks: Events held; meetings with healthcare practitioners	Beg: May 1, 2006 End: Apr 30, 2010			
Activity 1: Maintain resource information related to health screenings and education resources on the Aging Together website with links to other local, state and national sites.	Beg: May 1, 2008 End: Apr 30, 2009	Information provided to AT Website (Monica Creel)	Executive Assistant, CRS, County Teams, Workgroups	PUW, Wellness Regional Workgroup
Activity 2: Assure seniors and caregivers have and use medical ID's	Beg: May 1, 2008 End: Apr 30, 2009	Seniors/Caregivers who have and use ID's	Wellness Workgroup	Fauquier Hosp, PUW, Culpeper Regional Hosp, Wellness

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Activity 3: Expand access to CarFit Driver Safety program	Beg: May 1, 2008 End: Apr 30, 2009	Number of CarFit Techs trained/CarFit	Wellness Workgroup	Fauquier Hosp,PUW, Culpeper Regional Hosp, Wellness
Activity 4: Sponsor 'brown bag' prescription drug management lunches on a regular basis	Beg: May 1, 2008 End: Apr 30, 2009	Schedule of prescription drug review opportunities	Wellness Workgroup	PUW, Fauquier Hosp, Culpeper Regional Hosp, Wellness Workgroup
Activity 5: Facilitate regional use of geriatric assessment tool by primary care and hospital clinic physicians	Beg: Sept 1, 2008 End: Apr 30, 2009	Meetings with healthcare providers (Jane Wayland)	Wellness Workgroup	CRH, Fauquier Hospital, Wellness Regional Workgroup
Objective F- Conduct outreach to low-income, minority, and other at risk populations of older adults to ensure they have the opportunity to secure all of the above resources (Objectives A-E) Benchmarks: Materials distributed and translated	Beg: May 1, 2006 End: Apr 30, 2010			
Activity 1: Work with County Teams to identify and establish on-going relationships with at-risk older adults, their caregivers, and their churches	Beg: May 1, 2008 End: Apr 30, 2009	County Team outreach plan (Bob Lingo)	CRS, County Teams	Orange County DSS, Other Four County DSS
Activity 2: Distribute promotional materials (print, audio, and video) about resources through the established county outreach networks	Beg: May 1, 2008 End: Apr 30, 2009	Distribution logs and copies of materials distributed (Bob Lingo)	CRS, County Teams	Orange County DSS, Other Four County DSS
Activity 3: Review all materials produced by Coalition for culturally sensitive language	Beg: May 1, 2008 End: Apr 30, 2009	Reviewed materials (Bob Lingo)	Communications Coord	Orange County DSS, Other Four County DSS
Activity 4: Translate Coalition materials into Spanish, when feasible	Beg: May 1, 2008 End: Apr 30, 2009	Translated brochures (Bob Lingo)	Communications Coord	Orange County DSS, Other Four County DSS

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Objective G - Support regional effort to establish and operate a rural PACE program to provide LTC services to low-income, frail older adults Benchmarks: Planning meetings attended; if plan submitted	DELETED			

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<b>GOAL IV – Increase knowledge among older adults and caregivers regarding long term care options</b> <b>Benchmarks: Number of requests for information; calls to information line; feedback from older adults at annual Conversation</b>	Beg: May 1, 2006 End: Apr 30, 2010			
Objective A – Work with County Teams to maintain up-to-date, web-accessible database of LTC and supportive services available in each county Benchmark: Number of data base updates; frequency of resource list review	Beg: May 1, 2008 End: Apr 30, 2009			
Activity 1: Maintain up-to-date resource listings on Aging Together Website for download and printing as needed	Beg: July 1, 2008 End: Apr 30, 2009	List of resources in each county (Jack Garber)	Executive Assistant, CRS, County Teams	PUW, County Teams
Activity 2: Update website resource listings in a timely manner whenever information about resource changes is available	Beg: May 1, 2008 End: Apr 30, 2009	Updated data base (Jack Garber)	Executive Assistant, CRS, County Teams	PUW, County Teams
Activity 3: Distribute abbreviated regional resource guide in <i>Voice of Experience</i> newsletter annually	Beg: Sept 1, 2008 End: Apr 30, 2009	<i>Voice of Experience</i> issues (Jack Garber)	Executive Assistant, CRS, County Teams	PUW, County Teams
Objective B - Enable and promote public access to Senior Navigator Resource listings through the internet Benchmarks: Website "hits"	Beg: May 1, 2008 End: Apr 30, 2009			
Activity 1: Promote registration in the system by local providers and businesses	Beg: May 1, 2008 End: Apr 30, 2009	Number of Services registered in system (Jack Garber)	CRS	PUW, RRCSB
Activity 2: Support and expand capacity of "Senior Navigator Centers" throughout the region	Beg: Jul 1, 2008 End: Apr 30, 2009	# of Senior Navigator Centers (Jack Garber)	CRS	PUW

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Activity 3: Promote the use of Senior Navigator by advertising the physical access locations, the web-address and in site based events	Beg: May 1, 2008 End: Apr 30, 2009	Promotional materials with web address and access location information (Jack Garber)	CRS, Communications Coord	PUW, Communications Advisory
Objective C: Promote No Wrong Door initiative among Aging Together Partners to ensure accurate and easily-accessible information and referral, regardless of consumer's initial point of contact Benchmark: Number of partner/provider agencies participating in initiative	Beg: May 1, 2006 End: Apr 30, 2010			
Activity 1: Provide advice and consultation to the RRCSB/AAA on the No Wrong Door pilot project development and planning for community -wide implementation	Beg: May 1, 2008 End: Apr 30, 2009	Minutes from quarterly AT Coord Council meetings (Jan Selbo)	Project Director	Fauquier County DSS, Other Four DSS, Healthcare Providers, County Hospitals
Activity 2: Explore use of GetCare tools and protocols for client information sharing among partner organizations to facilitate referrals	Beg: May 1, 2008 End: Apr 30, 2009	Notes from Networking Sessions) (Jan Selbo)	Project Director	Fauquier County DSS, Other Four DSS, Healthcare Providers, County Hospitals

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Activity 3: Arrange and conduct at least one networking session for case managers from all 5 counties to share information about available resources	Beg: Jan 1, 2009 End: Apr 30, 2009	Meeting (Jan Selbo)	Project Director, Project Manager	<input type="checkbox"/> On track <input type="checkbox"/> Delayed <input type="checkbox"/> Deleted <input type="checkbox"/> Complete
Activity 4: Consider using "listserv" or similar system of information sharing among case managers of participating	Beg: Jan 1, 2009	Listserv Implementation	Project Director, Project Manager	<input type="checkbox"/> On track <input type="checkbox"/> Delayed <input type="checkbox"/> Deleted <input type="checkbox"/> Complete
<b>GOAL V – Increase community's and key decision makers' awareness and response to needs of older adults</b> <b>Benchmarks: Press coverage of Coalition events and work; attendance at Conversations</b>	Beg: May 1, 2006 End: Apr 30, 2010			
Objective A - Provide annual report to the community on partnership progress and senior needs Benchmark: Annual report published	Beg: May 1, 2006 End: Apr 30, 2010			
Activity 1: Collect data from partner agencies on resources, utilization, and unmet need	Beg: May 1, 2008 End: Apr 30, 2009	Annual progress from Partner Agencies (Jean Kane)	Project Manager, CRS	Culpeper County DSS, Other Four DSS
Activity 2: Analyze data	Beg: March 1, 2009 End: Apr 30, 2009	Comparison of new data with current report (Jean Kane)	Project Manager	Culpeper County DSS, Other Four DSS, RRRRC
Activity 3: Prepare written report of Community Progress on long-term care and supportive services	Beg: Apr 1, 2009 End: Apr 30, 2009	Revised Report Card (Jean Kane)	Project Manager	Culpeper County DSS, Other Four DSS, RRRRC
Activity 4: Distribute Report to Coalition, public, and policy makers directly and through Community Conversations on Aging	Beg: Apr 1, 2009 End: Apr 30, 2009	Distribution list (Jean Kane)	Project Manager, Communications Coord, CRS	Culpeper County DSS, Other Four DSS

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Objective B- Maintain Coalition website to provide public with information about the Coalition work and as a central site for accessing information about aging issues Benchmark: Website hits; subsequent requests for information	Beg: May 1, 2006 End: Apr 30, 2010			
Activity 1: Update website format to serve as central source of information related to aging issues	Beg: May 1, 2008 End: July 31, 2008	Updated website (Laura Grigsby)	Executive Assistant	Communications Advisory Committee, County Teams, Regional Workgroups
Activity 2: Maintain up-to-date information on Partnership activities, team and workgroup initiatives and links to local, state and national information of interest to seniors and their families	Beg: July 1, 2008 End: Apr 30, 2009	New information posted (Laura Grigsby)	Executive Assistant	Communications Advisory Committee, County Teams, Regional Workgroups
Activity 3: Maintain up-to-date access to the Aging Together's Speaker's Bureau on the website	Beg: May 1, 2008 End: Apr 30, 2009	New information posted (Laura Grigsby)	Executive Assistant, Communications Coord	Communications Advisory Committee, County Teams, Regional Workgroups
Activity 4: Include links to other websites that provide information about needs of older adults and effective solutions	Beg: July 1, 2008 End: Apr 30, 2009	Updated list of relevant links (Laura Grigsby)	Executive Assistant	Communications Advisory Committee, County Teams, Regional Workgroups

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Objective C- Maintain contact with local, state, and federal elected officials about Coalition work and aging issues Benchmarks: Number of contacts with elected officials	Beg: May 1, 2006 End: Apr 30, 2010			
Activity 1: Work with County Planners and Administrators to monitor Comprehensive Plan references to aging	Beg: May 1, 2008 End: Apr 30, 2009	Correspondence with planners (Brian Duncan)	Project Manager	RRCSB/AAA RRRC
Activity 2: Participate with State and national organizations to keep local U.S. Congressional members informed of local aging issues and priorities	Beg: May 1, 2008 End: Apr 30, 2009	Correspondence with elected officials (Brian Duncan)	Project Director, Project Manager	RRCSB/AAA RRRC
Activity 3: Meet annually, before the state legislative session, with delegates and senators to offer consultation on aging issues	Beg: May 1, 2008 End: Apr 30, 2009	Scheduled meetings (Brian Duncan)	Project Director, Project Manager	RRCSB/AAA, RRRC
Activity 4: Prepare and present annual Coalition progress report to County Boards of Supervisors to accompany funding requests	Beg: May 1, 2008 End: Apr 30, 2009	Written progress report (Brian Duncan)	Project Director, Project Manager	RRCSB/AAA
Activity 5: Give presentation to local government representatives annually through Regional Commission, County Administrator and Town Meetings.	Beg: May 1, 2008 End: Apr 30, 2009	Written materials distributed (Brian Duncan)	Project Director, Project Manager, CRS	RRCSB/AAA
Objective D- Provide regularly published columns in each of the 5 county papers with additional articles and information published as relevant Benchmark: Number of columns published	Beg: May 1, 2006 End: Apr 30, 2010			
Activity 1: County Teams establish format and topics for local paper columns	Beg: May 1, 2008 End: Apr 30, 2009	County Team Meeting minutes reflect schedule of topics (Laura Grigsby)	County Teams, CRS, Communications Coord	County Teams, Communications Advisory Committee,

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Activity 2: County Teams draft review and finalize ongoing columns and submit for publication	Beg: May 1, 2008 End: Apr 30, 2009	Columns Submitted (Laura Grigsby)	County Teams, CRS, Communications Coord	County Teams, Communications Advisory Committee,
Activity 3: Develop and submit articles of local and regional interest	Beg: May 1, 2008 End: Apr 30, 2009	Number of Columns published (Laura Grigsby)	County Teams, CRS, Communications Coord	County Teams, Regional Workgroups, Communications Advisory Committee,
Objective E- Keep Partnership, policy-makers , and public informed about critical legislative and policy issues Benchmarks: Number of time-sensitive media contacts; number of email alerts distributed	Beg: May 1, 2006 End: Apr 30, 2010			
Activity 1: Use an email distribution list to send legislative updates to partners, elected officials and policy makers	Beg: May 1, 2008 End: Apr 30, 2009	Distribution list (Jan Selbo)	Project Director, Project Manager, Executive Assistant	<b>Fauquier DSS, RRCSB/AAA</b>
Activity 2: Post Legislative alerts on the Coalition website	Beg: May 1, 2008 End: Apr 30, 2009	Website updates (Jan Selbo)	Project Director, Project Manager, Executive Assistant	<b>Fauquier DSS, RRCSB/AAA</b>
Activity 3: Prepare press releases, op ed articles, or letters to the editor, as appropriate, to address media attention to critical legislative and policy issues related to aging	Beg: May 1, 2008 End: Apr 30, 2009	Written press releases and letters; distribution lists (Jan Selbo)	Project Director, Project Manager, Communications Coord	<b>Fauquier DSS, RRCSB/AAA</b>

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Objective F - Develop The Voice of Experience newsletter as a central source of aging information in the region Benchmarks: Number of editions printed; number of copies distributed	Beg: Sept 1, 2008 End: Apr 30, 2010			
Activity 1: Evaluate potential expansion of current circulation and content	Beg: Sept 1, 2008 End: Apr 30, 2009	Recommendations Developed (Lola Walker)	Communications Coord	RSVP, Communications Advisory Committee
Activity 2: Revise the format to increase the impact based on above recommendations	Beg: Nov 1, 2008 End: Apr 30, 2009	Draft of proposed new format (Lola Walker)	Communications Coord	RSVP, Communications Advisory Committee
Activity 3: Research and identify funding sources for expanded content and distribution	Beg: Sept 1, 2008 End: Apr 30, 2009	Sources of Support (Lola Walker)	Communications Coord	RSVP, Communications Advisory Committee
Activity 4: Produce, print, and distribute 6 editions annually	Beg: Jan 1, 2009 End: Apr 30, 2009	6 editions of the Voice of Experience (Lola Walker)	Communications Coord	RSVP, Communications Advisory Committee
Objective G - Develop and conduct one multi-media campaign each year, highlighting different aging issues Benchmarks: Materials produced and distributed	Beg: July 1, 2006 End: Apr 30, 2010			
Activity 1: Select topics for media promotion and finalize promotion plan	Beg: July 1, 2008 End: Oct 31, 2008	Identified topics and plan (Laura Grigsby)	Project Staff	Communications Advisory Committee, Regional Workgroups
Activity 2: Produce media materials, including as needed video, audio, and print components	Beg: Oct 1, 2008 End: April 30, 2009	Media materials (Laura Grigsby)	Communications Coord	Communications Advisory Committee
Activity 3: Distribute materials according to promotion plan	Beg: Oct 1, 2008	Distribution/airing log (Laura	Communications Coord	Communications Workgroup

Goals, Objectives and Activities	Timeframe	Deliverable and Community Champion	Project Staff/Team Responsible	Partners Involved (Lead in Bold)
Objective H – Conduct 2009 annual Community Conversation in each county in May of each year Benchmarks: Conversations held; attendance	Beg: Jan 1, 2007 End: Apr 30, 2010			
Activity 1: Establish agenda for Conversations	Beg: Jan 1, 2009 End: Jan 31, 2009	Updated mailing lists (Nan Coppedge)	Project Director, Project Manager, County Teams	<b>Madison County DSS,</b> Other Four DSS, Core Leadership, County Teams
Activity 2: Schedule dates and times for five Conversations	Beg: Feb 1, 2009 End: March 15, 2009	Calendar of Conversations (Nan Coppedge)	County Teams	<b>Madison County DSS,</b> Other Four DSS, Core Leadership, County Teams
Activity 3: Review and update invitation mailing lists	Beg: March 1, 2009 End: Feb 28, 2007	Written detail agenda (Nan Coppedge)	Executive Assistant, CRS, County Teams	<b>Madison County DSS,</b> Other Four DSS, Core Leadership, County Teams
Activity 4: Publicize Conversations, to be held in May 2009, through local media	Beg: April 1, 2009 End: June 30, 2009	Media materials and distribution log (Nan Coppedge)	Communications Coord, CRS, County Teams	<b>Madison County DSS,</b> Other Four DSS, Core Leadership, County Teams

Goals, Objectives and Activities	Timeframe	Deliverable and Community Champion	Project Staff/Team Responsible	Partners Involved (Lead in Bold)
Objective I - Increase consumer knowledge and understanding of Quality of Care Standards and provider awareness of emerging best practices and culture trends in LTC Benchmark: Publicity regarding Quality Standards and Best Practices	Beg: Jan 1, 2007 End: Apr 30, 2010			
Activity 1: Prepare written information regarding Quality of Care Standards for consumer use	Beg: May 1, 2008 End: Sept 30, 2009	Prepare summary (Mary Smith)	Project Manager	Fauquier DSS, Quality of Care Workgroup, Alzheimer's Association
Activity 1: Distribute community Quality Standards to consumers through AT website, Coordinating Council, Caregiver training classes and other forums as identified	Beg: Sept 30, 2009 End: Apr 30, 2010	Locations/events where publications	Communications Coord	Fauquier DSS, Quality of Care Workgroup, Alzheimer's Association
Activity 2: Sponsor or link local providers to training and resources on Best Practices and emerging Culture Trends	Beg: May 1, 2008 End: Apr 30, 2009	Report on advances in LTC literature (Mary Smith)	Project Manager	Fauquier DSS, Quality of Care Workgroup, Alzheimer's Association
<b>GOAL VI – Assure on-going vitality and sustainability of regional and county partnerships</b> <b>Benchmarks: Number of partners; participation levels at meetings; workgroup sessions held</b>	Beg: May 1, 2006 End: April 30, 2010			
Objective A – Increase diversity of Regional Coalition Benchmark: New members	Beg: May 1, 2006 End: Feb 28, 2007			
Activity 1: Ask County Teams to recommend current Team participants and local individuals and entities as potential partners from under-represented groups in the community; e.g., minorities, businesses, low-income, faith community	Beg: May 1, 2008 End: Apr 30, 2009	Recommendations for new partners (Sallie Morgan)	CRS, County Teams	RRCSB/AAA, Core Leadership, County Teams

Goals, Objectives and Activities	Timeframe	Deliverable and Community Champion	Project Staff/Team Responsible	Partners Involved (Lead in Bold)
Activity 2: Engage current partners in identifying potential new partners from under-represented groups.	Beg: May 1, 2008 End: Apr 30, 2009	Recommendations for new partners (Sallie Morgan)	CRS, County Teams	RRCSB/AAA, Core Leadership, County Teams
Activity 3: Contact potential new partners to explain Coalition and ascertain interest	Beg: May 1, 2008 End: Apr 30, 2009	Meeting notes (Sallie Morgan)	CRS, County Teams	RRCSB/AAA, Core Leadership, County Teams
Objective B - Increase diversity of Core Leadership Group Benchmark: Composition of Core Leadership Group	Beg: May 1, 2008 End: Apr 30, 2009			
Activity 1: Work with County Teams to identify potential minority and older adult representatives for the Core Leadership Group	Beg: May 1, 2008 End: Apr 30, 2009	Names of suggested members (Sallie Morgan)	Project Director, Project Manager, County Teams	RRCSB/AAA, Core Leadership, County Teams

Goals, Objectives and Activities	Timeframe	Deliverable and Community Champion	Project Staff/Team Responsible	Partners Involved (Lead in Bold)
Activity 2: Interview recommended candidates to ascertain experience, interest, and availability	Beg: May 1, 2008 End: Apr 30, 2009	Meeting notes (Sallie Morgan)	Project Director, Project Manager	RRCSB/AAA, Core Leadership, County Teams
Activity 3: Select new members at Core Leadership meeting	Beg: May 1, 2008 End: Apr 30, 2009	Core Leadership minutes (Sallie Morgan)	Core Leadership	RRCSB/AAA, Core Leadership, County Teams
Objective C- Add new partners to County Teams and Regional Coalition Benchmark: Number of new participants	Beg: May 1, 2006 End: Apr 30, 2010			
Activity 1: Use annual Community Conversations to invite interested parties to join the Coalition and County Teams	Beg: May 1, 2008 End: Apr 30, 2009	Sign up sheets (Brian Duncan)	CRS, County Teams	RRCSB/AAA, Core Leadership, County Teams
Activity 2: Support the County Teams' efforts to attract new participants	Beg: May 1, 2008 End: Apr 30, 2009	County Team minutes (Brian Duncan)	CRS	RRCSB/AAA, Core Leadership, County Teams
Activity 3: Promote opportunities for the public to participate, through brochures and verbal presentations at aging-related events	Beg: May 1, 2008 End: Apr 30, 2009	Presentations and materials (Brian Duncan)	CRS, Communications Coord	RRCSB/AAA, Core Leadership, County Teams
Objective D - Support County Team operations Benchmark: County Team membership; % participation at meetings	Beg: May 1, 2006 End: Apr 30, 2010			
Activity 1: Provide administrative support to the teams for meetings and communications	Beg: May 1, 2008 End: Apr 30, 2009	Updated membership & mailing lists; agendas and minutes (Sallie Morgan)	Project Staff	RRCSB/AAA, Core Leadership, County Teams

Goals, Objectives and Activities	Timeframe	Deliverable and Community Champion	Project Staff/Team Responsible	Partners Involved (Lead in Bold)
Activity 2: Develop promotional and media materials to support messages of County Teams	Beg: May 1, 2008 End: Apr 30, 2009	Media materials (Laura Grigsby)	Communications Coord	Communications Advisory Committee
Activity 3: Help identify and apply for funding for county projects	Beg: May 1, 2008 End: Apr 30, 2009	The referral of grant information to County Teams (Sallie Morgan)	Project Manager	RRCSB/AAA, Core Leadership, County Teams
Activity 4: Post County Team information including membership, meetings, minutes and projects on the Aging Together Website	Beg: July 1, 2008 End: Apr 30, 2009	Information Posted (Laura Grigsby)	Executive Assistant	Communications Advisory Committee, County Teams
Objective E - Hold Team Leaders' meetings four times each year for networking and information dissemination and as forum for leadership development Benchmark: Meetings held; meeting minutes	Beg: May 1, 2006 End: Apr 30, 2010			
Activity 1: Work with Core Leadership and team leaders to set agenda and dates for meetings	Beg: May 1, 2008 End: Apr 30, 2009	Meeting agendas (Brian Duncan)	Project Manager, Team Leaders	RRCSB/AAA, Core Leadership, County Teams, Regional Workgroups
Activity 2: Work with Core Leadership and team leaders to schedule training topics and set agendas for sessions in grant year one	Beg: May 1, 2008 End: Apr 30, 2009	Training workshops (Brian Duncan)	Project Manager, Team Leaders	RRCSB/AAA, Core Leadership, County Teams, Regional Workgroups
Activity 3: Make arrangements, send notices and conduct meetings	Beg: May 1, 2008 End: Apr 30, 2009	Training workshops; notices and media promotion of events (Brian Duncan)	Project Manager, Executive Assistant	RRCSB/AAA, Core Leadership, County Teams, Regional Workgroups
Activity 4: Survey training participants for feedback about usefulness and quality of training, and ideas for subsequent trainings	Beg: May 1, 2008 End: Apr 30, 2009	Survey completed by participants (Brian Duncan)	Project Manager	RRCSB/AAA, Core Leadership, County Teams, Regional Workgroups

Goals, Objectives and Activities	Timeframe	Deliverable and Community Champion	Project Staff/Team Responsible	Partners Involved (Lead in Bold)
<b>Objective F - Support implementation efforts of Regional Workgroups</b> Benchmark: Number of workgroup-sponsored cooperative projects	Beg: May 1, 2006 End: Apr 30, 2010			
<b>Activity 1: Support Regional Teams with research on priority needs and solutions</b>	Beg: May 1, 2008 End: Apr 30, 2009	Meeting notes (Lisa Peacock)	Project Staff	Culpeper DSS, Core Leadership, County Teams
<b>Activity 2: Facilitate cooperative efforts among partner agencies to address priority needs</b>	Beg: May 1, 2008 End: Apr 30, 2009	Workgroup Work Plans (Lisa Peacock)	Project Staff	Culpeper DSS, Core Leadership, County Teams
<b>Activity 3: Assist Regional Teams and partner agencies to secure funding for priority projects</b>	Beg: May 1, 2008 End: Apr 30, 2009	Referrals of funding opportunities (Lisa Peacock)	Project Manager	Culpeper DSS, Core Leadership, County Teams
<b>Activity 4: Post Regional Workgroup information including membership, meetings, minutes and projects on the Aging Together Website</b>	Beg: July 1, 2008 End: Apr 30, 2009	Information Posted (Laura Grigsby)	Executive Assistant	Communications Advisory Committee, Regional Workgroups
<b>Objective G- Facilitate communication among Coalition partners</b> Benchmark: Number of documents posted on Extranet	Beg: May 1, 2006 End: Apr 30, 2010			
<b>Activity 1: Maintain distribution lists for participants in the Coalition and in each workgroup and committee</b>	Beg: May 1, 2008 End: Apr 30, 2009	Updated distribution lists (Sallie Morgan)	Workgroup Chairs, Executive Assistant	RRCSB/AAA, Core Leadership, County Teams, Regional Workgroups
<b>Activity 2: Post all minutes and meeting notes and all reports on the Aging Together website for access by all partners</b>	Beg: July 1, 2008 End: Apr 30, 2009	Posted minutes and meetings (Sallie Morgan)	Executive Assistant	RRCSB/AAA, Core Leadership, County Teams, Regional Workgroups
<b>Activity 3: Distribute notices and correspondence via email and surface mail as needed to keep members apprised of events and Coalition activity</b>	Beg: May 1, 2008 End: Apr 30, 2009	Notices and correspondence (Sallie Morgan)	Workgroup Chairs, Executive Assistant	RRCSB/AAA, Core Leadership, County Teams, Regional Workgroups

Goals, Objectives and Activities	Timeframe	Deliverable and Community Champion	Project Staff/Team Responsible	Partners Involved (Lead in Bold)
<b>GOAL VII – Secure support to sustain partnership on a long-term basis</b> <b>Benchmarks: Amount received; funding commitments; in-kind commitments</b>	Beg: May 1, 2006 End: Apr 30, 2010			
Objective A - Establish a partnership structure/model for sustainability Benchmark: Structure, staffing, budget and core functions of partnership	Beg: May 1, 2008 End: Apr 30, 2010			
Activity 1: Identify strengths and weaknesses of current model activities and structure	Beg: May 1, 2008 End: Sept 30, 2008	CLG Meeting Minutes (Sallie Morgan)	CLG	CLG
Activity 2: Identify key activities of partnership to sustain	Beg: May 1, 2008 End: Sept 30, 2008	CLG Meeting Minutes (Sallie Morgan)	CLG	CLG
Activity 3: Identify staffing and budget needed to sustain key partnership activities and structure	Beg: May 1, 2008 End: Sept 30, 2008	CLG Meeting Minutes/Budget (Sallie Morgan)	Project Director, Project Manager	CLG
Activity 4: Evaluate the advisability of established Aging Together as a separate 501 (c) (3) entity.	Beg: May 1, 2008 End: Apr 30, 2009	Draft Recommendation	CLG	CLG

Goals, Objectives and Activities	Timeframe	Deliverable and Community Champion	Project Staff/Team Responsible	Partners Involved (Lead in Bold)
Objective B - Create and implement a development plan to assure ongoing funding for partnership staff and activities Benchmark: Completed Development plan	Beg: May 1, 2008 End: Apr 30, 2009			
Activity 1: Hire/identify a lead person to create development plan	Beg: Sept 1, 2008 End: Apr 30, 2009	Lead Person/Position Identified (Sallie Morgan)	CLG	CLG
Activity 2: Research/identify sources of ongoing revenue, foundation and fund raising mechanisms.	Beg: May 1, 2008 End: Sept 30, 2009	List of Funding Sources (Sallie Morgan)	Project Manager	CLG
Activity 3: Create draft development plan for CLG approval	Beg: Aug 1, 2008 End: Dec 31, 2009	Development Plan (Sallie Morgan)	Project Manager	CLG
Objective C - Secure funds from a broad base of sources as identified in the Development plan Benchmark: Number of requests made/number funded/dollar amount received	Beg: May 1, 2008 End: Apr 30, 2009			
Activity 1: Research and apply for suitable grants; where appropriate refer to partner agencies	Beg: May 1, 2008 End: Apr 30, 2009	List of grants and funders (Lisa Peacock)	Project Manager	Culpeper Human Services, Core Leadership
Activity 2: Obtain annual funding from each of the five county governments	Beg: May 1, 2008 End: Apr 30, 2009	Requests for funding (Brian Duncan)	Project Director, Project Manager	RRCSB, Core Leadership
Activity 3: Obtain financial support from local business as identified in the Development plan	Beg: Mrch 1, 2009	Funding requests (Bob Lingo)	Project Manager	Orange DSS, Core Leadership
Activity 3: Obtain commitments for ongoing cash and in-kind support from Partners and other community members	Beg: May 1, 2008 End: Apr 30, 2009	Contacts made; support obtained (Jan Selbo)	Project Director, Project Manager	Fauquier DSS, Core Leadership
Activity 4: Explore benefits to membership structure, planned giving and other direct individual fund raising options	Beg: Jan 1, 2009	Draft recommendations	CLG	PUW, Core Leadership

Goals, Objectives and Activities	Timeframe	Deliverable and Community Champion	Project Staff/Team Responsible	Partners Involved (Lead in Bold)
Activity 5: Explore benefits to a signature fund raising event	Beg: Jan 1, 2009 End: Apr 30, 2009	Draft recommendations (Nan Coppedge)	CLG	Madison DSS, Core Leadership