

Greater Illinois Chapter

Standard Operating Objectives			
	<u>General Area</u>	<u>Current baseline</u>	<u>Benchmark for improvement</u>
A	Provide Services to Constituents		
1	- quality/customer satisfaction	CSQEI survey results – end of year benchmark reports.	Average or above average performance in all areas (as compared to other Assn. Chapters)
2	- increase numbers served	We served 21,257 people in FY 2007	10% increase per year
B	Revenue Generation		
1	- fundraising (Shared)	\$9.2 million (fy08)	8% increase per year
2	- PTI fee for service	\$83,782*	10% increase per year
3	- Care Navigation fee for service	\$0	\$15,000 first year, 10% increase subsequently**
4	- entrepreneurial activities (3 rd party reimbursement)	\$0	Business plan under construction
C	Top-Notch Staff		
1	- well trained	Each staff member & supervisor establish a performance improvement plan during annual performance evaluation process; Improvement plan is reviewed mid-year.	Maintain current standards (Continued use of performance improvement plans for each staff member. Ongoing career development & training.)
2	- recruit highly-qualified staff	No broad-based standards, currently on a job-by-job basis	Administrative Staff -min. 2 yrs exp in administrative role. -establish applicant testing on computer applications Manager Level -min. 3 yrs of directly related experience & supervisory exp. Director Level -min. 5 yrs of directly related experience & 3 yrs of supervisory exp.
3	- reward systems appropriate	Remain competitive with comparable organizations/locations in compensation and benefits packages	Remain competitive with comparable organizations/locations in compensation and benefits packages through continuous review of recognized

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		through continuous review of recognized compensation & benefit reports.	compensation & benefit reports.
D	Strong Volunteer Base		
1	- in all areas of work in all offices	No current baseline	Establish goal for volunteer use for each employee during annual performance review/goal setting process.
2	- diverse in all offices	No current baseline	(see Section I. Diversity) Strive for 15% non-Caucasian base in each office
3	- \$ value of hours	Volunteer hours for all offices currently equal 17,342 hours/year which equals \$325,509/year based on a rate from Independent Sector and RSVP of \$18.77/hour	10% increase per year
E	Operations		
1	- maintain good physical facilities/environment for staff	Current 6 office locations	Increase space as staff grows/new markets emerge
2	- develop technology	Current levels	Annually plan for reasonable improvements to technology based on business needs
3	- risk mitigation	Current plan	Annual risk assessment
4	- customer services at all levels of operations	Front desk and phones staffed by trained personnel at all times	Ongoing training for staff and volunteers who are at front desk.
F	Advocacy		
1	- appropriate state level policy/regulations	Current SCU/Assisted Living/Nursing Home regulations	Pass legislation to implement recommendations made by the Alzheimer's Association to the Alzheimer's Disease Advisory Committee
2	- federal level – encourage funding for research	Averaging 10 Illinois delegates at Forum	Averaging 12 Illinois delegates at Forum
3	-networking/coalition building	Currently good working relations with 4 major associations and state	Establish good working relationships with an additional 8 entities

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		agencies (AARP, LSNI, Aging, Public Health)	
G	Expenses		
1	- appropriately apportioned	Admin costs vs. program costs are appropriate	Maintain admin to program ratio within generally accepted levels
2	- within Board-approved budget	Currently below budget	Annually stay at or below approved budget. Seek Board approval for new initiatives which may impact expenses adversely.
H	Enhance Brand Awareness		
1	- media visibility	1.Attendance at programs – 7823 (fy07 data) 2. Media Impressions – 0 (no baseline defined)	2 measures of success: improved attendance (matching program goal of 10% per year); system for counting media impressions established and tracking begun with 5% improvement in impressions per year
I	Diversity		
1	- staff (multicultural)	Currently 6 non-Caucasian staff out of 44 (13.6%)	Strive for 15% non-Caucasian staff by end of FY09, 16% by FY10 and 17% by FY11.
2	- board (multicultural)	Currently 1 Board member not Caucasian	Strive for 2 additional board members who are not Caucasian
3	-volunteers	No data available to set baseline	Data collection started and goals established
J	Maintain chapter network leadership		
1	- committee participation	Staff in pgm, development, finance, technology and admin currently serving	Seek participation on national committees as appropriate
2	- programs/services	Currently sharing programs written under joint grants with other chapters serving Illinois	Sharing/licensing programs that other chapters beyond Illinois will want to obtain from GIC

Approved by the Board of Directors, Greater Illinois Chapter, April 26, 2008