

# **Darden Rehabilitation Foundation**

## **Strategic Operational Plan 2020**

### **Mission:**

To provide excellence in service in evaluation, training and employment opportunities for the adults and students with disabilities so that they will become informed, involved, qualified and well-rounded citizens ready to enter the competitive workforce and society.

### **Goals:**

- I Develop and provide the highest quality services to consumers and their families**
- II Build and promote the fiscal stability of the agency**
- III Assess space needs and implement plans to access adequate space for programs**
- IV Raise awareness and build collaborations with public and private organizations**
- V Build legislative, board and community awareness of appropriate needs of consumers**
- VI Develop the infrastructure to maintain the stability of the agency as it grows and expands programming**

## Goal I

### Develop and provide the highest quality services to consumers and their families

Strategy		Contact	Timeline
1	Continue on going evaluation of the Center's programs and services through consumer, community and regulatory sources	Lynn Curry & Derek Coburn	September, 2020
2	Recruit, maintain, and evaluate adequate staff to meet the programming needs of the Center	Lynn Curry & Derek Coburn	September, 2020
3	Provide and require all staff to participate in professional development opportunities	Lynn Curry & Dana Johnson	September, 2020
4	Continue to implement new program ideas and models	Lynn Curry & Derek Coburn	September, 2020
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Strategy Achievement	
1	Surveys demonstrated that DRF adequately meets needs.
2	Todd Clough was hired as Workshop Manager in February 2020, and Derek Coburn (Operations Manager) replaced Larry Willis as Evaluation Driver.
3	Due to COVID19, all opportunities were attended remotely.
4	Due to COVID19, Virtual Job Shadowing was implemented in Summer 2020.
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## GOAL II

### Build and promote the fiscal stability of the agency

Strategy		Contact	Timeline
1	Continue to advocate and actively work for adequate rates for the Center's services	Lynn Curry & Derek Coburn	September, 2020
2	Continue to diversify funding base with additional programming and aggressive fundraising	Lynn Curry, Derek Coburn & Dana Johnson	September, 2020
3	Advocate and communicate with legislators on ADRS funding and the importance for increases, as well as keeping it in the Education Trust Fund.	Lynn Curry	September, 2020
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Strategy Achievement	
1	New contracts were added in the Workshop with Inteva, Max Packaging and Cintas. DRF met with the Directors of CED Fellowship House and Rapha House about expanding services.
2	DRF applied for all available grants, as COVID19 prevented some fundraising.
3	DRF maintained a line of communication with State Senator Andrew Jones.
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### **GOAL III**

#### **Assess space needs and implement plans to access adequate space for programs**

<b>Strategy</b>		<b>Contact</b>	<b>Timeline</b>
1	Monitor and assign space for programming	Derek Coburn	September, 2020
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<b>Strategy Achievement</b>	
1	Due to COVID19, SE Specialist Dawn Britt started working from home in March 2020. Debbie McGlaughn was moved into the vacated office. DRF began using the large classroom for all Board Meetings and professional development in order to maintain social distancing. DRF also made a new office for the Workshop Manager.
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## GOAL IV

### Raise awareness and build collaborations with public and private organizations

Strategy		Contact	Timeline
1	Arrange opportunities for public relations and media coverage	Lynn Curry & Dana Johnson	September, 2020
2	Continue to update brochures and marketing materials and website	Lisa Wilson	September, 2020
3	Increase regional training sessions at the Darden Center site as a marketing strategy for the Center's program	Lynn Curry	September, 2020
4	Participate in professional organizations	Lynn Curry	September, 2020
5	Participate in community based activities	Lynn Curry & Dana Johnson	September, 2020
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Strategy Achievement	
1	Prior to COVID19, DRF hosted a United Way Allocation Panel tour of the facility (10/2019), and hosted our Annual Meeting (10/2019). The Messenger published articles about Darden.
2	DRF produced new materials in Spring 2020.
3	Due to COVID19, DRF was unable to host sessions in house.
4	DRF participates in ARA/AARF, Alabama Works, the Alabama Transition Conference, the United Way of Etowah County, and the Greater Etowah Chamber of Commerce.
5	DRF donated space in the Boaz Office to ADRS, Carpenters for Christ and the Lion's Club for their ramp building for people with disabilities project. DRF also participated in numerous Governor's Committees and in Kiwanis functions.

## GOAL V

### Build legislative, board and community awareness of appropriate needs of consumers

Strategy		Contact	Timeline
1	Continue to provide trainings and workshops in the community	Lynn Curry & Dana Johnson	September, 2020
2	Continue to provide consultations to consumers, school systems, and community organizations and United Way Agencies	Lynn Curry & Dana Johnson	September, 2020
3	Invite consumers, community leaders and VR staff to attend trainings based at the Center	Lynn Curry & Derek Coburn	September, 2020
4	Offer workshops at professional conferences	Lynn Curry & Dana Johnson	September, 2020
5	Maintain relationships with area legislators and offer and encourage opportunities for legislators to visit the Center	Lynn Curry & Derek Coburn	September, 2020
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Strategy Achievement	
1	DRF participated in the Etowah County Schools Job Fair, the Etowah County Transition Conference, the Gadsden City High School Employment Class and the Alabama Community Rehabilitation Program Meetings.
2	DRF conducted in person and remote consultations with Consumers, school systems, community organizations and the United Way of Etowah County. DRF also hosted Transition Unlimited in October 2019 (before the spread of COVID19.)
3	Before the spread of COVID19, DRF hosted ADRS Transition Counselors, the ADRS Unit Supervisor, Liaison, and Pre-ETS Specialists in order to share plans for services to Pre-ETS Consumers.
4	Due to COVID19, in person professional conferences were not held/attended.
5	DRF maintained a relationship and communication with State Senator Andrew Jones.

## GOAL VI

### Develop the infrastructure to maintain the stability of the agency as it grows and expands programming

Strategy		Contact	Timeline
1	Continue to develop and implement an aggressive multi-year fundraising plan to support expanding agency programming, meet capital needs and an expanded agency budget	Derek Coburn	September, 2020
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Strategy Achievement	
1	DRF applied for, and received, a PPP Loan, COVID19 Relief Grant, COVID19 Revive Grant, Etowah County Community Development Grants, and a grant from Modern Woodmen of America.
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