

Darden Rehabilitation Foundation

Strategic Operational Plan 2023

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, 2023
2	Recruit, maintain, and evaluate adequate staff to meet the programming needs of the Center	Lynn Curry & Derek Coburn	September, 2023
3	Provide and require all staff to participate in professional development opportunities	Lynn Curry & Scott Pike	September, 2023
4	Continue to implement new program ideas and models	Lynn Curry & Derek Coburn	September, 2023
5			

Strategy Achievement	
1	Surveys demonstrated that DRF adequately meets needs.
2	DRF did not add any new staff, and maintained staffing levels.
3	Staff attended various professional development, including APSE. (See Training Manual)
4	Due to the increase in need for Driver Education, DRF began to utilize a 2 nd employee as an "on-road" instructor.
5	

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, 2023
2	Continue to diversify funding base with additional programming and aggressive fundraising	Lynn Curry, Derek Coburn & Scott Pike	September, 2023
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, 2023
4			
5			

Strategy Achievement	
1	DRF worked closely with the local ADRS Office to find enhanced avenues to assist Consumers and expand revenue.
2	DRF applied for all available grants, had the Bass Tournament in September, and held the annual Pecan Sale fundraiser in November.
3	DRF maintained a line of communication with State Senator Andrew Jones, and State Representative Ginny Shaver.
4	
5	

GOAL III

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

Strategy		Contact	Timeline
1	Monitor and find space for programming	Derek Coburn	September, 2023
2			

Strategy Achievement	
1	DRF moved to 3200 West Meighan in March, and closed down the workshop.
2	
3	
4	
5	

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 & Scott Pike	September, 2023
2	Continue to update brochures and marketing materials and website	Lisa Wilson	September, 2023
3	Increase regional training sessions at the Darden Center site as a marketing strategy for the Center's program	Lynn Curry	September, 2023
4	Participate in professional organizations	Lynn Curry	September, 2023
5	Participate in community based activities	Lynn Curry & Scott Pike	September, 2023
6			

Strategy Achievement	
1	Partnered with United Way of Etowah County, the Greater Etowah Chamber of Commerce, Boaz and Albertville Chambers of Commerce, and was represented in the Gadsden Times.
2	DRF continually updates the website and brochures on an "as needed" basis
3	DRF did not host any sessions due to space limitations in new facility.
4	DRF participates in Alabama Workforce, Alabama Works, Transition Unlimited, United Way of Etowah County, the Greater Etowah Chamber of Commerce, and CARF
5	DRF is an active participant in United Way of Etowah County activities, as well as Greater Etowah Chamber of Commerce activities

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 & Scott Pike	September, 2023
2	Continue to provide consultations to consumers, school systems, and community organizations and United Way Agencies	Lynn Curry & Scott Pike	September, 2023
3	Invite consumers, community leaders and VR staff to attend trainings based at the Center	Lynn Curry & Derek Coburn	September, 2023
4	Maintain relationships with area legislators and offer and encourage opportunities for legislators to visit the Center	Lynn Curry & Scott Pike	September, 2023
5			
6			

Strategy Achievement	
1	DRF did not provide trainings in 2023
2	DRF conducted in person and remote consultations with Consumers, school systems, community organizations and the United Way of Etowah County.
3	ADRS was invited/attended all trainings
4	DRF maintained a relationship and communication with State Senator Andrew Jones, State Representative Ginny Shaver, and Gadsden Mayor Craig Ford
5	

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, 2023
2			

Strategy Achievement	
1	DRF applied for, and received a Community Development Grant from Etowah County District 28, applied for and received funding from the United Way of Etowah County, became the Supported Employment Agency Provider for the St. Clair County Project Search, held the Bass Tournament and the Pecan Sale fundraisers.
2	
3	
4	
5	