

Darden Rehabilitation Foundation

Strategic Operational Plan 2024

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, 2024
2	Recruit, maintain, and evaluate adequate staff to meet the programming needs of the Center	Lynn Curry & Derek Coburn	September, 2024
3	Provide and require all staff to participate in professional development opportunities	Lynn Curry & Scott Pike	September, 2024
4	Continue to implement new program ideas and models	Lynn Curry & Derek Coburn	September, 2024
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Strategy Achievement	
1	DRF held weekly staff/screening meetings, conducted surveys with various stakeholders, and held quarterly meetings with ADRS (2/24,6/24, 9/24).
2	In FY24, DRF added 2 Community Employment Specialists, 1 Part-Time Driving Instructor, and replaced a Skills Instructor at Project Search
3	Staff members attended the APSE Conference (7/24), National Project Search Conference (7/24), and the Supported Employment Training Conference (4/24)
4	Expanded Project Search, started Pathful, and expanded Drivers Education
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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, 2024
2	Continue to diversify funding base with additional programming and aggressive fundraising	Lynn Curry, Derek Coburn & Scott Pike	September, 2024
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, 2024
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Strategy Achievement	
1	Held quarterly meetings with ADRS, and participated in a fee study with an outside agency contracted by ADRS (9/24)
2	Expanded Job Exploration Training Summer Program (JET), and added a Pecan Sale Fundraiser
3	Executive Director spoke with the Gadsden City Council (8/24), DRF held its Building Dedication (8/24), and DRF staff attended the ADRS groundbreaking (6/24)
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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, 2024
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Strategy Achievement	
1	DRF purchased and remodeled a new office in November 2023
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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 & Scott Pike	September, 2024
2	Continue to update brochures and marketing materials and website	Lisa Wilson	September, 2024
3	Participate in professional organizations	Lynn Curry	September, 2024
4	Participate in community based activities	Lynn Curry & Scott Pike	September, 2024

Strategy Achievement	
1	DRF held its Building Dedication and invited media members (8/24), DRF has a staff member who is an Ambassador with the Etowah Chamber of Commerce, Executive Director spoke with the Gadsden City Council (8/24), DRF held its Building Dedication (8/24), and DRF staff attended the ADRS groundbreaking (6/24)
2	DRF continually updated the brochure
3	DRF participates in the Etowah Chamber of Commerce and the United Way of Etowah County.
4	United Way Day of Action, DRF Bass Tournament, and the Building Dedication were all community-based activities that DRF participated in
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GOAL V

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

Strategy		Contact	Timeline
1	Continue to provide consultations to consumers, school systems, and community organizations and United Way Agencies	Lynn Curry & Scott Pike	September, 2024
2	Invite consumers, community leaders and VR staff to attend trainings based at the Center	Lynn Curry & Derek Coburn	September, 2024
3	Maintain relationships with area legislators and offer and encourage opportunities for legislators to visit the Center	Lynn Curry & Scott Pike	September, 2024
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Strategy Achievement	
1	DRF Executive Director spoke in Dekalb County, at the St. Clair County School System (6/24), and at the Cherokee County Professional Development Day (6/24).
2	Project Search Training (6/24), Governor’s Office on Disability meetings, Comprehensive Vocational Evaluation Meeting with ADRS (7/24), quarterly meetings with ADRS
3	Executive Director spoke with the Gadsden City Council, DRF held it’s Building Dedication, and DRF staff attended the ADRS groundbreaking
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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, 2024
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Strategy Achievement	
1	DRF held the Bass Tournament and the Pecan Sale
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