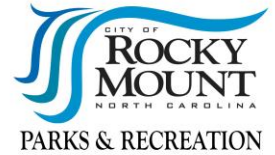




City of Rocky Mount
Parks & Recreation Department
Division of Senior Programs/Senior Center
Goals & Objectives 2014 – 2019



The general flow for goals and objectives within the City of Rocky Mount is the following:

- 1) Citywide goals (Council and Staff) > 2) Department Goals (Parks & Recreation) > 3) Division Objectives (Senior Programs) > 4) Performance Measures

Citywide goals are set by the mayor and city council. These goals are tracked by the city manager and should reflect strategic priorities of our elected officials/city council. Department goals are set by each individual department. The City of Rocky Mount and the City Manager's Office are dedicated to facilitating alignment between Citywide, department, and division level goals and objectives. Because of this all goals and objectives set forth by the Division of Senior Programs must align with Parks & Recreation Department Goals and Citywide goals. These are listed below; followed by the division. Division goals are measurable and created to keep

Citywide Goals (adopted in 2011)

1. Continue to expand the use of all communication outlets including the World Wide Web and social media.
2. Conduct a comprehensive review of the City's personnel policies.
3. Reinvent and transform the City's organizational culture with continued focus on customer-centered service.
4. Make social and economic justice a core community value.
5. Build stronger relationships between the City Council and the faith-based community to address issues of human development.
6. Develop strategies to engage young adults in our community and recruit more young adults to our area.
7. Build stakeholder support for regional economic collaboration and launch a visioning and strategic planning process for Rocky Mount and the Twin County Region.
8. Develop an all stakeholder-inclusive Twin Counties Region vision, mission, and set of core values.
9. Create greater internet access opportunities particularly in key areas such as Downtown.
10. Create more housing and commercial opportunities in the downtown area to build critical mass in our center city.
11. Continue to participate in the merger process of Progress Energy/Duke Power with the ultimate goal of reducing the cost of electricity in our city.

Parks & Recreation Departmental Goals (aligned with citywide goals)

1. Enhance customer service and efficiency in the department.
2. To plan programs and activities citywide for teens utilizing Parks & Recreation facilities based on individual needs.
3. Youth First will continue encouraging and fostering partnerships with community and youth agencies that will strengthen collaboration efforts in order to provide safe environments for the youth.
4. Utilize the Department's Master Plan as a guide for programs, facility development, and customer service delivery while adhering to the City's strategic goals.
5. To increase capacity and visibility of Rocky Mount Parks & Recreation Department
6. Enhance the Rocky Mount Sports Complex in order to attract additional local, state & national events to the area.
7. Promote training opportunities for all employees in order to foster diversity and career development for future promotion.

8. Continue with the National Accreditation process by dedicating the necessary resources to meet and exceed national standards set forth by the National Recreation and Parks Association.
9. Improve the quality and number of Senior Programs offered.
10. Assist in reinventing and transform the city's downtown area.

Division of Senior Programs Goals (aligned with city and department)

1. Increase visibility of division and Senior Center to older adults; as well as, the entire local community

- a. **Objective:** Increase usage of website, social media, and other forms of media to promote programs and services. This should include radio and television.
- b. **Objective:** Increase public awareness of current media methods
- c. **Objective:** Maintain current partnerships and create new ones with other community organizations
- d. **Objective:** Develop ways to highlight division program offerings to facility visitors
- e. **Objective:** Provide more information on programs and services to local faith-based organizations and churches
- f. **Objective:** Provide presentations to community organizations and resources to community expos
- g. **Objective:** Provide opportunities for staff, volunteers, and participants to serve on various committees
- h. **Objective:** Provide and promote opportunities for older adult involvement in community organizations and projects.

2. Enhance the division and center's potential for alternative funding; as well as, its ability to more efficiently and effectively use available funds

- a. **Objective:** Maintain state certification while obtaining national accreditation.
- b. **Objective:** Explore additional methods to reduce operating expenses without affecting program services.

3. Focus on quality of service and facility improvement

- a. **Objective:** Promote and increase training opportunities for staff and volunteers
- b. **Objective:** Address facility painting needs and other aesthetic needs
- c. **Objective:** Purchase new furniture and equipment for facility
- d. **Objective:** Address facility heating/cooling concerns
- e. **Objective:** Pursue major renovation projects
- f. **Objective:** Conduct program evaluations to increase participant feedback
- g. **Objective:** Address flooring issues (i.e. carpets, tile, and gym)

4. Expand programming opportunities for local older adults.

- a. **Objective:** Provide on and off site programming opportunities to older adult housing communities and assisted living facilities
- b. **Objective:** Develop programs that will increase participation from Rocky Mount residents in the Down East Senior Games.
- c. **Objective:** Increase participation in Senior Softball League.
- d. **Objective:** Partner with other P & R division for innovative programming opportunities
- e. **Objective:** Expand fitness offerings