## 2022 SMART Goals and Possible High-Level Strategies

<table>
<thead>
<tr>
<th>Category</th>
<th>SMART Goal(s)</th>
<th>Possible Strategies/Discussion</th>
</tr>
</thead>
</table>
| Utilization and Quality| • Meet or exceed research-informed, Board-approved program success measures for both utilization and quality.  
• Open the South location.                                                                                                                     | * These measures will be tied to research and validated instruments.  
Who has data on “right-sizing” capacity for ambulatory services?                                                                                   |
| Thought Leadership     | • ADHC and Memory Connections will have impact and outcome data.  
• Secure at least one funding partner to support quality of life research and promotion of the findings.                                             | Funding partner not limited to universities.  
Written research protocol is one tactic.                                                                                                             |
| Financial Health       | • Increase revenue by 6% over 2019.  
• Raise $15.4M through the Thrive campaign, to include $200K for a reserve.                                                                     | Grow the donor base.  
This assumes a balanced budget each year.                                                                                                          |
| Employee Satisfaction  | • Increase employee satisfaction by 10% over the 2019 baseline.                                                                                                                                             | The 2016 Employee survey will be used in order to have multiple baseline points.                                                                            |
| Growth                 | • Begin a readiness assessment for growth (geographic or services).  
• Increase public awareness of AGE among Central Texans by 4% as measured by a repeat of the Winter 2019 AGE survey in 2021.                     | Assessment could include agreeing on criteria for growth.  
Staff will propose both PR target percentage and which measure or questions to use to measure public awareness.                                         |