

# AGE Strategic Plan 2025-2028



## Ensure Financial Sustainability

- Maximize revenue from all AGE properties
- Expand operational funds
- Create new earned revenue streams



## Achieve Operational Excellence

- Identify and implement operational efficiencies
- Increase staff retention rate



## Expand Program Reach and Access

- Stabilize and increase participation in current programming
- Expand program services into underserved parts of 6 county service area
- Demonstrate program effectiveness and relevancy using health and wellness outcomes



## Increase Awareness of AGE

- Develop a partnership strategy to enhance service integration
- Develop a partnership strategy to augment funding
- Create a marketing and outreach strategy in all 6 counties



## Initiate Advocacy Efforts

- Align advocacy with AGE's mission
- Actively engage in advocacy to address identified issues.

- **AGE's Vision:** A society where aging is a shared journey marked by connection, strength, and vitality, and the role of caregiving is supported through community, collaboration, and guidance.
- **AGE's Mission:** AGE of Central Texas helps older adults and their caregivers thrive as they navigate the realities and opportunities of aging and caregiving
- **AGE's Values:** Collaboration, Thoughtful, and Transparent Stewardship, Service with Compassion, Innovation, Diversity, Respect, and Ingenuity