# AGE Strategic Plan 2025-2028



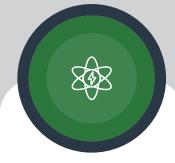
### **Ensure Financial Sustainability**

- 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 programing
- 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