



MGS Work Plan 2021 Strategy Mountain 2021

REVISED 1/22/21

Founded in 1976



Mission

To bridge research and practice in the field of aging, with an emphasis on developing and supporting tomorrow's leaders.

Vision

MGS is the leading interdisciplinary organization in the field of aging in Minnesota

Core Values

- Relationships across disciplines and organizations
- Passion for aging
- Knowledge, learning and research
- Innovation and forward thinking
- Collaboration between research and practice

Strategic Outcomes

To accelerate the professional growth of practitioners, researchers, students, educators and interested others to enhance the field of aging

To support and connect leaders at all points in their careers across the field of aging - facilitating the exchange of information, resources and experience

To strengthen, sustain and grow the organizational capabilities and impact of MGS to better advance our shared mission

Core Strategies

Education

Provide high-impact, unique and financially viable educational opportunities

Membership

Connect the state's most diverse and collegial interdisciplinary network

Research

Establish The Bridge, an online center for research practice collaboration and dissemination



Sustainability



Ensure organizational stability through strong business practices and trusted governance





The Minnesota Gerontological Society (MGS) is uniquely positioned to bridge the continents of thought among academics, researchers, regulators and practitioners in the field of aging. MGS is a professional membership organization composed of an eclectic group of social service professionals, housing experts, health care providers, researchers, policy analysts, program administrators, educators, retirees, consultants, university students, and others. Our common interest is aging.



MGS was founded in 1976 and serves as a continuing resource for those seeking information and discussion on aging issues.

MGS - 2021 Annual Priorities

Annual Priority & 2021 Key Measures	Core Strategy	Responsible	Status & Notes
<p>1. Offer Annual Conference</p> <ul style="list-style-type: none"> • # Attendees by categories (i.e. students, etc.) • # Attendee satisfaction score • # Sponsors • # Exhibitors • # Budget Goal • Test and evaluate opportunities impacting conference growth (including future location recommendations, feasibility of 2-day event, resource needs to plan/execute, etc.) • Submit new ideas for conference elements that could be sponsored • Explore opportunity to stream/record session • Establish Facebook event and social media promotion opportunities (LinkedIn, etc.) • DEI Objectives for 2021 <ul style="list-style-type: none"> - Dedicate a mini course to topics of racism-ageism - Strive to include more presentations by POC 	Education	Conference Committee	
<ul style="list-style-type: none"> • Offer Webinar Series • # Webinars (# live # purchased annual) • # Attendees per webinar (# annual impact) • # Budget Goal • Explore process to track group viewing impact (technology solutions) • Gather and submit member and stakeholder partner feedback on the webinar experience (evaluating current program(s) to identify opportunities for improvement as well as to identify topics via member/marketplace surveys and select interviews of key partners as needed) • Establish and submit formal annual planning process • Submit new ideas for webinar elements that could be sponsored • Establish social media outreach to identify topics (LinkedIn, etc.) • Establish Facebook event and social media promotion opportunities (LinkedIn, etc.) • Explore the creation of a new webinar survey feedback summary for presenters 	Education	Education Committee	 Solicit topic ideas at Annual Conference

Annual Priority & 2021 Key Measures	Core Strategy	Responsible	Status & Notes
<ul style="list-style-type: none"> • DEI Objectives for 2021 <ul style="list-style-type: none"> - Building on outreach efforts to organizations working with persons of color and diverse backgrounds, explore/incorporate webinar partnerships/relationships to include more speakers and topics about the intersection of aging and diversity (defined broadly). - Reflecting the re-written values of MGS, request that all webinar presenters include the impact of racism, equity, and barriers to inclusion on their work/topic. The moderator could facilitate an “idea exchange” with listeners and presenter about this lens. - Capture race, gender, etc. with webinar registration - Explore using Board on Aging accessibility standards/software, including closed captioning. 			
<ul style="list-style-type: none"> - Establish <i>The Bridge</i> – an online center to 1) convene researchers and practitioners interested in collaborating, 2) spotlight Minnesota research practice collaboration projects, and 3) curate resources and procedures to apply research in practice. <ul style="list-style-type: none"> - Continue to connect researchers and practitioners through various processes and tools (i.e. survey, spreadsheet, Facebook group) - Use methods, criteria and dissemination processes to spotlight a Minnesota research practice collaborative project - Organize and launch an online inventory of existing research and resources benefiting both academic and practice stakeholders - Convene regular gathering(s) of researchers for research practice collaborative - Develop and submit a long-term plan for the Bridge (include goals, timeline, budget needs, etc.) - DEI Objectives for 2021 <ul style="list-style-type: none"> - Feature a Research Day Pre-Conference event for the 2021 conference - Compile and disseminate quality research on diversity, equity, and inclusion in the field of aging - Provide resources and insights on how to conduct community-engaged research in aging 	Research	Research Committee	
<p>2. Strengthen Gerontology Educators Network (GEN)</p> <ul style="list-style-type: none"> • # of GEN members • Maintain inventory of key contacts (include full contact information for statewide/regional leaders as needed) • Convene gathering of key contacts (virtual or in-person) • Establish a charter for GEN 	Sustainability	GEN	

Annual Priority & 2021 Key Measures	Core Strategy	Responsible	Status & Notes
<ul style="list-style-type: none"> Explore opportunities to recruit all GEN faculty and students as MGS members Explore establishing a corresponding Gerontology Student Network (GSN) for GEN faculty students as a standing entity within MGS; if concept is applicable, submit a recommendation (include goals, timeline, governance recommendations, and any budget implications) 			
<ul style="list-style-type: none"> Grow and Engage the Membership Maintain <i>Membership Dashboard</i> (# of members; drops/adds, etc.) Act on results from <i>Membership Satisfaction Survey</i> results and recommendations for 2019-2020 implications Implementing <i>Annual Membership Recruitment Plan</i> (include goals, timeline, budget implications – with a focus on conference ties, rural recruitment and leveraging partners) Explore <i>MGS Fellow</i> concept. Submit new ideas for elements that could be sponsored Explore opportunities around online communities in partnership with other committees Explore membership benefits and dues for Faculty and Student memberships following the GEN, GSN discussions underway DEI Objectives for 2021 <ul style="list-style-type: none"> Recruit two students on each committee with at least one of a diverse background Review and revise membership form to include expanded demographic questions Explore purchasing a diversity, equity, and inclusion training modules for member access 	Membership	Membership and Nominating Committee	
<p>3. Conduct Regular Member Communications</p> <ul style="list-style-type: none"> Monthly MGS News (featuring upcoming education, engagement opportunities, surveys, research findings, etc. as submitted by Committees) Regularly post social media posts featuring MGS content, events, etc. 	Education Research Membership	Executive Director	
<p>4. Award Annual Grants and Scholarships</p> <ul style="list-style-type: none"> # submissions by category Develop a plan showing transparency and rigor for promoting and processing Awards Submit recommendation for Gerontologist of the Year (Phyllis) Submit recommendation for annual Scholarship Recipients (Charissa) 	Membership	Awards Committee	
<p>5. Expand Stakeholder Engagement</p> <ul style="list-style-type: none"> Review existing organizational partnerships (i.e. LCOA, Sponsors, Webinar partners) Identify and secure additional partners (i.e. AARP, Alz. Assoc., League of MN Cities) Identify new ideas for new elements that could be sponsored 	Sustainability	Board of Directors	

Annual Priority & 2021 Key Measures	Core Strategy	Responsible	Status & Notes
6. Prepare for New Long-range Financial Opportunities <ul style="list-style-type: none"> • Establish principles and goals for positioning MGS • Review current environment and potential partners • Identify opportunities for 2020 and beyond 	Sustainability	Board of Directors	
7. Strengthen Organizational Governance <ul style="list-style-type: none"> • Strategic Planning/Annual Priorities • Annual Budget • Committee Reports • Personnel (Executive Director) • Skill capacity, diversity and candidate identification • Implementing Bylaws and changes/term dates 	Sustainability	Board of Directors Finance Committee Executive Committee Nominating Committee	

Tracking Key

 moving ahead	 complete	 discussing/planning	 waiting for action	 clarification needed	 stuck	 stopped
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