



STRATEGIC PLAN

2021-2024





Vision

An age and ability friendly California where we choose where and how we live throughout our lives

Mission

Transform aging for individuals, families, and communities by leading innovative programs, planning, policies, and partnerships that increase choices, equity, and well-being for all Californians as we age

Values

Person-Centered & Outcome-Based: We value people and results. We advocate for and partner with our providers, participants, and stakeholders to move together towards impactful, data-driven outcomes.

Leadership & Collaboration: We lead with vision, expertise, passion, and accountability and collaborate with our internal and external partners to create a livable California for all across the lifespan.

Innovation & Inclusivity: We turn ideas into meaningful solutions for individuals, families, and communities and promote the participation and perspective of all people, centering the voices of older people, people with disabilities, and family caregivers.

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GOAL ONE

Advance a CA for all Ages through the Master Plan for Aging by 2030

We will develop, advance, and measure the Master Plan for Aging with diverse partners at the state and local levels

Objectives



Coordinate

Coordinate the implementation of the MPA's 2021-2022 initiatives



Support

Support local implementation of age-friendly plans and projects



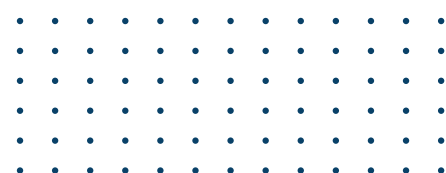
Ensure

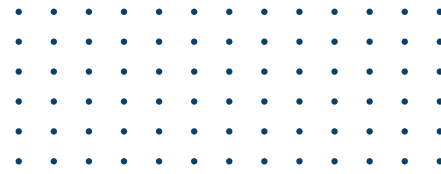
Ensure accountability of the MPA implementation through continued assessment and improvement



Strengthen

Strengthen aging policy and data expertise within CDA





GOAL TWO

Increase choices to live at home and community

We will uphold excellence, promote continuous quality improvement, and increase options for home and community living

Objectives

A

Increase

Increase capacity of aging hubs and spokes to serve more and more diverse people

B

Increase

Increase public awareness of services

C

Support

Support continuous quality improvement and innovation initiatives, including training and technical assistance

D

Partner

Partner with stakeholders, internal and external

E

Modernize

Modernize program services for partners

F

Maintain

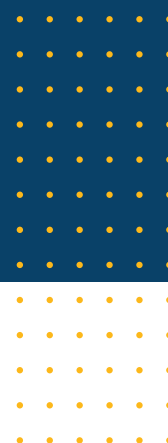
Maintain compliance with program requirements



GOAL THREE

Increase the well-being of residents in long-term care facilities

We will uphold excellence, promote continuous quality improvement, and improve the well-being of residents in nursing homes and other residential living facilities



Objectives

A

Advocate

Advocate and represent the voice of residents

B

Increase

Increase capacity of network to serve more and more diverse people and increase public awareness of services

C

Support

Support continuous quality improvement and innovation initiatives, including training and technical assistance

D

Partner

Partner with stakeholders, internal and external

E

Modernize

Modernize program services for partners

F

Maintain

Maintain compliance with program requirements

GOAL FOUR

Increase public awareness and engAGEment

Enhance outreach efforts to educate both Californians and stakeholders about aging and disability information, resources, and programs that advance equity in aging

Objectives



Increase

Increase public awareness of CDA's aging services and programs so public can more easily access and find aging, disability, and caregiving services



Redesign

Redesign CDA's external communication channels so public and stakeholders can easily access information about aging, disability, and caregiving



Improve

Improve CDA's internal communication channels so staff can easily access and share information to achieve the Department's mission



Establish

Establish framework for CDA business plans and initiatives to share and promote across communication channels and audiences



Create

Create new legislative engagement opportunities to advance state policy consistent with CDA's mission

GOAL FIVE

Modernize CDA and Local Aging Networks

We will secure and enhance the professional tools, and infrastructure necessary to deliver quality services and promote a positive, diverse, and inclusive corporate culture in support of CDA's mission

Objectives

A

Lead

Lead and advance an inclusive, diverse, equitable, and anti-racist work environment

B

Launch

Launch enterprise technology strategies and tools with providers and partners (e.g. CRM, program data portal, etc.)

C

Modernize

Modernize financial processes with providers and partners

D

Strengthen

Strengthen support for existing and new staff, throughout pandemic recovery and organizational change and growth

E

Modernize

Modernize physical work environment, including on-site and remote work

F

Maintain

Maintain compliance with program requirements



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