

CDSC Strategic Plan - 2005

Mission Statement

“The Connecticut Down Syndrome Congress promotes opportunity, equity and inclusion for individuals with Down Syndrome and their families.”

Long Term Goals

- #1 – Promote civil rights for individuals with Down Syndrome
- #2 – Gather and disseminate information to promote positive public awareness of Down Syndrome
- #3 – Provide support to individuals with Down Syndrome and their families
- #4 – Grow general membership and Board membership of the CDSC

Specific Objectives:

Long Range Goal #1: Address civil rights for individuals with DS

Short Term Objective: No specific objectives identified

Person Responsible: CDSC Board

Due Date:

Review Dates:

Measurements:

Tasks:

No specific tasks identified – the Board agreed that issues would be handled as they come up

Long Range Goal: 2. Gather and disseminate information and promote (positive) public awareness

Short Term Objective: speakers bureau

Person Responsible: Jaye C

Due Date: 6 months

Review Dates:

Measurements:

Current State:

Tasks:

to compile list from convention brochures.

Topics: behavior, toileting, guardianship, etc.

Long Range Goal: 2. Gather and disseminate information and promote (positive) public awareness

Short Term Objective: 2005 convention – Improve attendance and diversity

Person Responsible: Lynn C.

Due Date: TBD

Review Dates: TBD

Measurements: Overall attendance and specific groups that are being targeted

Current State: Attendance at 2004 convention was 325 – Occupancy limit of Omni is 425.

Tasks:

expand word – advertising - up to date

mailing list

need to work within budget

raise total attendance

Get participation of somebody that has not been involved like Yale and under performing districts

Get brochure into Yale faculty, etc.

partner with an organization to build our

mailing list – target Nurses in NICU etc, ARC providers that do geriatric support,

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Long Range Goal: 2. Gather and disseminate information and promote (positive) public awareness

Short Term Objective: Newsletter

Person Responsible: Beth L

Due Date:

Review Dates: report quarterly

Measurements: Beth to come up with way to measure success

Current State:

current distribution total mailing list is about 700 includes which includes 300 plus members and 164 SPED directors and professionals and to Bto3 providers printing cost is under \$1 per newsletter — format is 8 pages with small font

Tasks:

distribute newsletters to professional offices — target offices like Tara Glynn —

Multiple copies to each Bto3 provider — 40 to 50 Bto3 providers in the state —

Karen Z — can we poll Bto3 providers as to how many families they have with DS?

Sell advertising space?

Content goals — add ask the expert - Bob G volunteered to locate experts needed

Add ask the doctor questions —

Long Range Goal: 2. Gather and disseminate information and promote (positive) public awareness

Short Term Objective: CDSC to partner with other organizations

Person Responsible: Anne E

Due Date:

Review Dates: 6-month updates

Measurements:

Current State:

Tasks:

create workshops with other organizations — 2 per year learning opportunities with other organizations

Long Range Goal: 2. Gather and disseminate information and promote (positive) public awareness

Short Term Objective: CDSC Website

Person Responsible: Karen Z

Due Date:

Review Dates: report monthly

Measurements: Measurements are the changes and the hits. Karen can break down info by what pages are being used more than others

Current State: www.ctdownsyndrome.org

Tasks:

Up to date info — events, newsletter

Update home page more often

Online pookies

More links

Have more “Did you know?” items — maybe 30 items on a rotating basis

Highlight current events like picnic, convention, etc.

Long Range Goal: 3. Provide support to (individuals with DS and their) families

Short Term Objective: Parent Network — (or New Parent Support?)

Person Responsible: Sue S.

Due Date:

Review Dates: quarterly

Measurements: phone contacts, new parents reached and followed up with, etc. number of families that Sue provides support to

Current State:

Tasks:

build up Sue’s position as a focus for Parent’s — make Sue more knowledgeable about various resources — info and referral

Connecting new families to older families

Send Sue S to Path Parent-to-Parent training?

Or through Leukemia society?

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Long Range Goal: 3. Provide support to (individuals with DS and their) families

Short Term Objective: Video update

Person Responsible: Lynn C.

Due Date: One year to up date video

Review Dates:

Measurements:

Current State:

Tasks:

To write grant within 3 months

Update the video for the new parent package

Long Range Goal: 3. Provide support to (individuals with DS and their) families

Short Term Objective: Update new parent packet

Person Responsible: Sue S

Due Date: within 6 months

Review Dates:

Measurements:

Current State:

Tasks:

Mass mailing of Spanish videos and resources to Bto3 providers –(sitting in storage now)

Long Range Goal: 3. Provide support to (individuals with DS and their) families

Short Term Objective: Playgroups

Person Responsible: Karen Z

Due Date: 3 months put together a playgroup starter packet

Review Dates:

Measurements:

Current State:

Tasks:

playgroup starter packet – step-by-step guide to start your own playgroup –

advertise in newsletter, website, etc.

Social activities for older folks –

Next step would be advertise and get x number of playgroups started

Long Range Goal: 3. Provide support to (individuals with DS and their) families

Short Term Objective: Social groups

Person Responsible: Walter G (?)

Due Date:

Review Dates:

Measurements:

Current State:

Tasks:

beyond playgroups, picnics, cocktail parties, bowling parties, local county events, etc.

county director as a social director – one picnic a year?

board requested that Goal owner develop plan to organize 6 social functions in diverse locations around the state

Long Range Goal: 3. Provide support to (individuals with DS and their) families

Short Term Objective: Adolescent parent package for 12+ age range

Person Responsible: Bob G

Due Date:

Review Dates:

Measurements:

Current State:

Tasks:

Long Range Goal: 4. Grow CDSC membership (and Board) to reach more people with DS

Short Term Objective: double membership

Person Responsible: Chris M

Due Date:

Review Dates:

Measurements: Number of CDSC members?

Current State:

Tasks:

Objective to start Membership comm. – Chris, Bob, Karen

How large, geographic make up, how often to meet- to report –

Answer question - why don't members renew?

Chris to get in touch with Judy Mascolo to help contact pediatricians

Chris to ask Cathleen if she wants to be on comm.