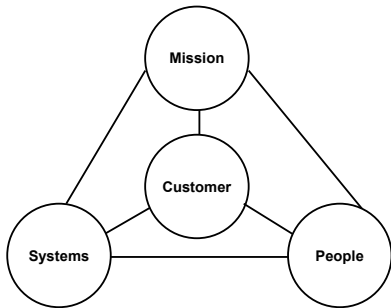


Managing Diverse Populations

Approaches to Quality Service
October 27, 2008
Bukowski-Stanton Associates

The Service Triangle

Adapted from *Service, Service, Service* by Steve Albrecht



Mission

➤ What is our Purpose?

- Fundamental reason for our existence.
- Who are we serving?
- Remains relatively constant.

Purpose-Behind-the-Purpose

- Describes why we are motivated and driven to pursue the Mission.
- Allenbaugh calls this the “So What?”

A Goal Setting Process for Quality Service

- Mission
- Vision
- Skills in Active Listening and Consensus
- Strategies
- Challenges and concerns

A Vision Statement

Answers the questions:

- Where are we going?
- What do we want to create in the future?
- What do we want to make happen?

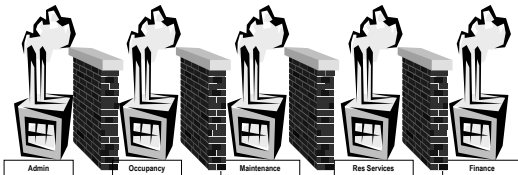
A Powerful Vision Statement:

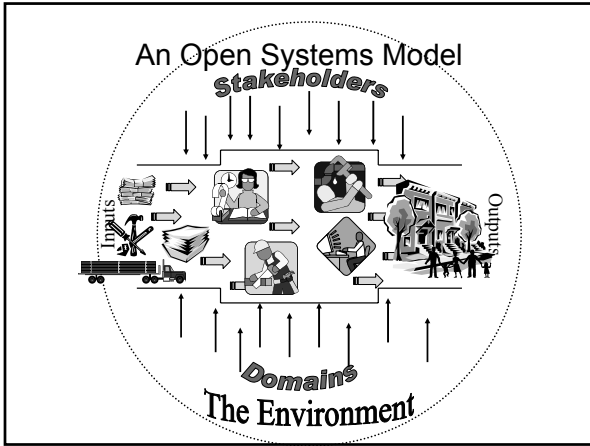
- Is *owned* by the organization's members
- Is detailed and specific
- Communicates the future in terms of what is seen, heard and felt
- Is stated as if *it has already happened*

From the Vision Statement:

- We set our direction
- We develop our goals
- We identify strategies for reaching our goals

Without an overarching "Core Mission" that is owned, committed to and acted upon, Agency functions may appear like this:

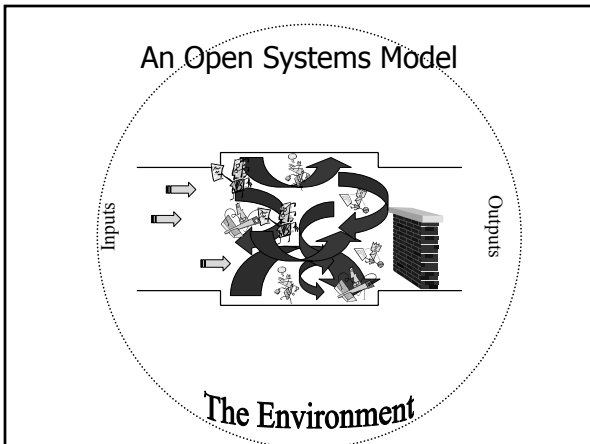




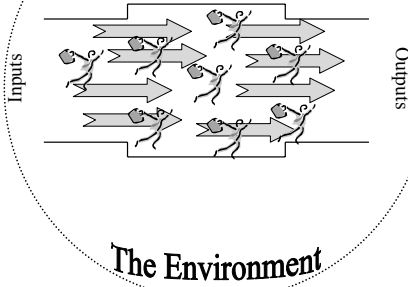
Key Transformation Processes

- Products/Services
- Social
- Individual Fulfillment

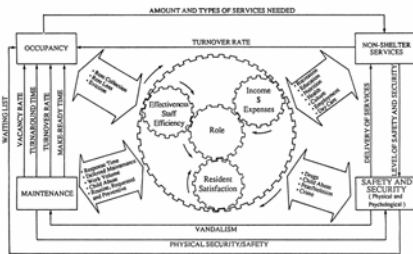




An Open Systems Model



A Property/Site Based Housing Management Model



Non-Shelter Supportive Services

The Senior Housing Manager's Role:
 The *business* of Property Management does not contemplate the range of potential needs of residents of Senior Housing. Most government supported affordable housing programs are both not funded nor resourced to provide these services.

Non-Shelter Supportive Services

- Identify the characteristics of your residents and/or potential residents...*Resident Profile*
 - “Young Seniors,” a.k.a. “HUD’s Near Elderly 50+”
 - Aging in Place
 - Physical Disabilities
 - Mental Disabilities
 - Level of Family Support
 - Abilities to Meet the Requirements of the Lease

Non-Shelter Supportive Services

- Identifying Needs and Meeting Needs
- Step 1. Gather basic information
- Resident Profiles
 - Challenges
 - Survey
 - Requests and Observations

Non-Shelter Supportive Services

- Identifying Needs and Meeting Needs
- Step 2. Analyze Needs
- Don’t Make Assumptions
 - Dig for Causes
 - Employ Thorough and Creative Analysis
 - Prioritize
 - Include Resident Input
 - Listen

Non-Shelter Supportive Services

➤ Identifying Needs and Meeting Needs

Step 2. Analyze Needs

Example: A resident is forgetful and upon investigation, it appears that improper nutrition is the cause. Does the resident need money? Or is the *real* issue they need transportation to the grocery store?

Non-Shelter Supportive Services

➤ Identifying Needs and Meeting Needs

Step 3. Identify Services and Support Services

- Those that meet the priorities identified
- Those available within the community and targeted to your resident needs
- Consider Partnerships
- Identify Possible Sponsors, Funding Sources, Volunteer Organizations
- Intrapreneuring

Non-Shelter Supportive Services

➤ Identifying Needs and Meeting Needs

Step 4. Design and Implement Appropriate Service and Programs

- Match priority needs with existing community programs. Example: "Meals on Wheels."
- Identify "Gaps"
- Identify or Create Potential Partners to meet unfulfilled Needs
- Evaluate – Really meeting needs, those needing the service being helped, resident satisfaction, cost-effectiveness, etc.???

Non-Shelter Supportive Services

- Review the Assessments
- Resident Profile and Needs
- Available Existing Community Services

Thank You!
