

Our Mission

To empower those 60 years and older with the resources and opportunities they need to lead engaged lives.

Our Vision

To be the premier organization in the Central Shenandoah Valley for supporting successful aging in place.



Valley Program for Aging Services serves older individuals and their families in the Counties of Augusta, Bath, Highland, Rockbridge and Rockingham, and the Cities of Buena Vista, Harrisonburg, Lexington, Staunton and Waynesboro.

Valley Program for Aging Services

325 Pine Avenue, P.O. Box 817

Waynesboro, VA 22980

800-868-8727

540-949-7141

www.vpas.info

Regional Offices

Buena Vista 540-261-7474

Harrisonburg 540-615-5347

Waynesboro 540-949-7141

Senior Centers

Bath Community Senior Center,
Warm Springs

East Rockingham Senior Center, Elkton

Harrisonburg Senior Center

Maury River Senior Center, Buena Vista

Staunton Senior Center

Timberville-Broadway Senior Center

Waynesboro Senior Center

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2017-2019

STRATEGIC PLAN

Valley Program for Aging Services



2017-19 Strategic Plans Goals and Objectives

Goal I

Equip persons with the information, referrals, resources and guidance they need to navigate the aging years.

Objective 1

Promote and champion the use of Senior Navigator by consumers and providers.

Objective 2

Serve as the No Wrong Door lead organization for the VPAS service area.

Objective 3

Designate specific VPAS employees as Information and Referral Specialists.

Objective 4

Create easy, centralized access to information and referrals for consumers through the VPAS website and a toll-free number.

Objective 5

Equip VPAS employees in each Region to be able to utilize Senior Navigator and have a working knowledge of resources

Goal II

Provide persons with key long term support services they need to age in place.

Objective 1

Establish a set of criteria to determine what direct long term support services VPAS will provide.

Objective 2

Assess current and potential VPAS direct services using the established criteria.

Objective 3

Create and implement a plan to adjust services based on assessment results.

Goal III

Engage persons in ways that promote meaningful and active aging.

Objective 1

Redefine the role of the Senior Center by offering products for the older consumer.

Objective 2

Expand the VPAS target population by offering new products for younger, healthier consumers.

Objective 3

Launch programs in each Region to help persons plan and prepare for the aging years.

Goal IV

Support the mission and stewardship of the organization by executing fundraising and marketing strategies.

Objective 1

Develop and implement a Resource Development Plan to generate additional unrestricted funds.

Objective 2

Develop and implement a Marketing Plan to create a consistent VPAS brand.

Objective 3

Establish consistent fundraising and marketing policies across the organization.

Objective 4

Ensure that Maury River Home Care becomes a self-sustaining operation in FY 2017.

Objective 5

Evaluate the efficacy of developing new business lines.