

MINUTES

Council on Aging Strategic Planning Committee

May 13, 2021

Senior Center

230 Webster St., Marshfield, Ma 02050

ATTENDANCE: Dave Cheney, Janice Fletcher, Carol Hamilton, Fred Monaco, and Maureen Saunders.

CALL TO ORDER: The meeting was called to order at 10:10 am.

APPROVAL OF MINUTES: Fred moves to approve the minutes of the meeting for March 10, 2021 and Dave seconds the motion. The motion passes.

DISCUSSION:

The Strategic Planning Committee came together as a result of discussion at the last COA Board meeting. It was suggested that we consider doing a SWOT analysis. At the previous Strategic Planning Committee meeting we had thought that we would wait until the fall to proceed with a plan. We had decided to review our checklist in September but then thought we could revisit one of items, that being the SWOT analysis. Dave led the discussion to delve into the reason for the shift in the time line and the choice to go forward with the SWOT analysis.

The fall will be a very busy time for the COA with added programs such as Lifelong Learning and gearing up for the new building expansion's grand opening in November. The summer tends to be a bit quieter and would lend itself to allowing a bit more time for the Board and staff to focus on this. The SWOT analysis does not seem to be too cumbersome a process and we do have the availability of a facilitator. We are also in the final stages of completing some major projects which may be an opportunity to take a fresh look at things. The COA has not done a SWOT analysis for a very long time and were impacted by this during accreditation. The SWOT analysis might help to give us general direction or might pinpoint priorities or goals to focus on for the future.

It would help to initiate the checklist process a bit earlier than anticipated but members thought it might be beneficial and is a bit more straightforward than some of the other items on the checklist. The Committee briefly reviewed the tools on the checklist. The SWOT is a first best step and reasonable based on the discussion. The next step would be to have a planning meeting with the facilitator to go over the format for the SWOT activity. Some of the specifics under this category are;

Activity	Category
SWOT	Outline Drivers for having SWOT
	Make a Go/No Go decision to review with Board
	Document Rationale
	If go, outline scope
	Schedule SWOT Event

NEXT MEETING: We hope to schedule the SWOT meeting sometime in late June or early July.

The quarterly review for the Strategic Plan should be done in January, April, July and October.

ADJOURNMENT The meeting was adjourned at 11:00 am, motion by Maureen and seconded by Dave, passes unanimously.

Respectfully Submitted,

Carol Hamilton, Director Council on Aging