

MINUTES

Council on Aging Strategic Planning Committee

August 2, 2021

Senior Center

230 Webster St., Marshfield, Ma 02050

ATTENDANCE: Janice Fletcher, Carol Hamilton, Fred Monaco, Maureen Saunders and Barbara Van Houten.

GUEST: Dave Cheney,

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 May 13, 2021 and Janice seconds the motion. The motion passes.

DISCUSSION: The purpose of the meeting was to go over the results of the SWOT Analysis done by the Board and invited guests on June 12, 2021. There was repetition in the results within the groups and the staff took the list and consolidated similar themes. What were the drivers for doing this now? Where does the Board fit in and how do we take the results into the consideration post SWOT?

REVIEW AND REFINE OUR SWOT ANALYSIS: The Strategic committee members mentioned that the SWOT participants felt there was consensus and an intertwining of the ideas during the exercise. SWOT opened our minds and brought us up to date as to how things have changed. There was a lot of enthusiasm, it was well-organized and everybody had a chance to participate in the SWOT session. The small groups were very effective and the pace of the activity was appropriate. How does this information apply to other sub committees or teams? Everyone agreed that we got great content out of the meeting. The next step is to determine how to organize the information and how it can eventually be applied to the Strategic Plan. The committee will need to review and revise the SWOT analysis.

REFINE OUR LIST TO 3-5 ITEMS FOR EACH CATEGORY: The committee discussed putting each section of the analysis into categories, having 3-5 items under each category. We should group similar items into categories. Once we identify similar categories, we can start to rate them. We must consider the cost to implement these categories and what benefits can be derived? We also need to prioritize these categories.

IDENTIFY ANY PAIRING ACROSS SWOT CATEGORIES: We could identify themes verses categories and think about how we are going to put these into action items. We could put together a tows matrix and create a strategy. How do we explain and convey these priorities and make them attainable and actionable?

Category (Staff)

Strengths: Director & Staff & Relationships with the town

Threats & Weaknesses: Changes, losses and insufficient # of staff. Staff jerry-rigged and fragmented. No written succession plan.

Threats: Not enough budget \$ to support proper # of staff. Maintaining community support.

Weakness: Lack of town support due to limitations in resources and fluctuations in the economy. Strengths: Our staff is talented, dedicated, qualified and experienced.

Category (Marketing/ Communication)

Strengths – Our marketing is a strength as we are an age friendly organization and an emerging age friendly town, a monthly and well distributed newsletter, a strong Boosters Group, new website in the works, Facebook, Board Sub-

Committee for Marketing-Outreach and Technology, strong programs, listening to people and visibility in the community.

Weakness – Need a marketing person

Category (Services)

Strengths: Tax Counseling, Health Insurance Counseling (SHINE) Fuel Assistance, SNAP Benefits, Social Service Staff, Transportation, Meals on Wheels, the COA meets a variety of physical and emotional needs of the elderly and disabled residents through service delivery.

Category (Programs)

Strengths: Our programs meet the needs of the population of Marshfield through offering programs that are diverse, age friendly, affordable, accessible and attractive.

NEXT STEPS:

Put together Statements of Strength for each main category identified.

- 1) Statement of Strength – (Staff) – The COA has a well-trained, talented, dedicated, experienced, and well-qualified staff.
- 2) Statement of Strength – (Programs) – The COA Programs are age friendly, diverse, safe, accessible, adaptable, functional, attractive and meet the needs of our senior population.
- 3) Statement of Strength – (Services) Our services address the social service needs of seniors by providing a wide array of assistance such as Income Tax Counseling, Health Insurance Counseling, Meals on wheels, Transportation, Fuel Assistance, SNAP and other benefit programs. These services fulfill the physical, psychological and social service needs of our senior community.
- 4) Statement of Strength – (Marketing and Communications) Through our marketing and communication efforts we have developed a sense of good will and trust in the community. We accomplish this through our monthly newsletter, website, Facebook Page and our strong relationships with many community partners. We also create awareness and value through word of mouth.

MEETING: The next meeting was scheduled for August 30th at 9:30 am.

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

ADJOURNMENT The meeting was adjourned at 10:50 am. Passes unanimously.

Respectfully Submitted,

Carol Hamilton, Director Council on Aging