

## **MINUTES**

Council on Aging Strategic Planning Committee  
October 4, 2021  
Senior Center 230 Webster St., Marshfield, Ma 02050

**ATTENDANCE:** Dave Cheney – At Large, Janice Fletcher, Carol Hamilton, Maureen Sanders and Fred Monaco

**ABSENT:** Barbara Van Houten

A quorum was present.

**CALL TO ORDER:** The meeting was called to order at 9:38 am.

**APPROVAL OF MINUTES:** Janice moves to approve the minutes of the meeting for September 13th, 2021 and Dave seconds the motion. The motion passes unanimously.

**MEETING OBJECTIVE –** Continue the process of refining the remaining sections of our SWOT analysis into 3-5 manageable statements.

### **MEETING OUTCOME:**

#### **CATEGORY THREATS:**

##### **Statements of Threats:**

##### **Disaster recovery, what would we do:**

We are concerned with "unknowns", timing of possible threats, such as natural or relative events, because the center may not be able to provide its services and fulfill its mission.

##### **Finding it difficult to accept growing older:**

Seniors may not want to be with "older people". Therefore, they may not experience and benefit from the services provided. There could be an impact to the number of center users.

##### **Economy, impact to center, staff, consumers:**

Economic downturn could impair our budget which could reduce or impact services to our consumers. An economic downturn could create economic insecurity to our seniors.

### **NEXT STEPS:**

Complete a TOWS analysis for creating actionable steps for each of our four SWOT categories.

Use our SWOT actionable steps as part of our annual process for updating our Strategic Plan.

**NEXT MEETING:** The next meeting was scheduled for October 18<sup>th</sup> at 10:30 am.

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

**ADJOURNMENT:** The meeting was adjourned at 11:20 am. Maureen makes the motion and Janice seconds the motion. Passes unanimously.

Respectfully Submitted,

Carol Hamilton, Director Council on Aging

## REFERENCE NOTES

### CATEGORY STRENGTH

#### Statements of Strengths:

- 1) **Staff** – The COA has a well-trained, talented, dedicated, experienced, and well-qualified staff.
- 2) **Programs** – The COA Programs are age friendly, diverse, safe, accessible, adaptable, functional, attractive and meet the needs of our senior population.
- 3) **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) **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.

### CATEGORY WEAKNESS:

#### Statements of Weakness:

- 1) **Funding** - Challenges, due to lack of funding, limits our daily operation, growth and mission to serve our community
- 2) **Programs** - Challenges, due to finding talented instructors, adequate funding, lack of interest in programs and the inability to meet the diverse needs of the community
- 3) **Marketing and Communications** - Lack of marketing; publicity/grant writer/outreach creates lack of community understanding about what we do
- 4) **Staff** - Challenges, due to lack of funding and the ability to adequately acquire qualified staff and volunteers

### CATEGORY OPPORTUNITIES

#### Statements of Opportunities:

- 1) **Program/Services:** Opening of our expanded facility, to utilize the appropriate space, offer more flexible, innovative, affordable and age friendly programs to attract a more diverse population. Enhance and add to our array of off-site programs, to attract/appeal to a wider diversity of people
- 2) **Funding:** Hire a consultant and/or grant writer, to explore and secure additional funds to supplement, enhance and expand the current programs
- 3) **Staff:** Identify and maximize full use of our staff's skills & talents to enhance and optimize the experience of our senior center
- 4) **Marketing:** Improve the way we market our senior center, by getting trained marketing staff. Promote what we do and who we are as a community. Receive feedback on the programs and services we provide.

### CATEGORY THREATS:

#### Statements of Threats:

- 1) **Disaster recovery, what would we do:** We are concerned with "unknowns", timing of possible threats, such as natural or relative events, because the center may not be able to provide its services and fulfill its mission.
- 2) **Finding it difficult to accept growing older:** Seniors may not want to be with "older people". Therefore, they may not experience and benefit from the services provided. There could be an impact to the number of center users.
- 3) **Economy, impact to center, staff and consumers:** Economic downturn could impair our budget which could reduce or impact services to our consumers. An economic downturn could create economic insecurity to our seniors.