

MINUTES

Council on Aging Strategic Planning Committee

November 22, 2021

Senior Center 230 Webster St., Marshfield, Ma 02050

ATTENDANCE: Dave Cheney – At Large, Maureen Saunders, Fred Monaco, Carol Hamilton and Barbara Van Houten

ABSENT EXCUSED: Janice Fletcher

GUEST: Allison Bruce, Student Intern

A quorum was present.

CALL TO ORDER: The meeting was called to order at 8:55 am, Maureen makes the motion and Dave seconds. Vote unanimous.

APPROVAL OF MINUTES: Maureen Sanders moves to approve the minutes of the meeting for November 8th, 2021 and David Cheney seconds the motion. The motion passes.

MEETING OBJECTIVE – Using our refined SWOT analysis, continue the process of creating our action plans

MEETING OUTCOME - UPDATED DRAFT ACTION PLAN:

11/8 updated action plans

1 Focus group, program offerings

Complete a breakfast focus group, invite approximately 20 couples.
Identify specific attendees to help with the analysis.
Focus is on attracting more men to the center

2 Promotional Video

Create a video to promote the senior center, to attract people.
Highlight the new addition, programs, equipment, activities, café.
Publish video on-line and tv, website, Facebook, email video link, to members and others. ID partners, Chamber of Commerce, postings. to promote video.

3 Operating Budget support

Work with selectmen, to have a more adequate operating budget

4 Disaster recovery

Create a disaster recovery plan
Training, personnel, priorities, include volunteers.

5 Social services enhancement

Strengthen the social services department
Address weakness; Stressed staff, overworked. Staff needs help
Threat to seniors well being

11/22 updated supporting activities

Next:

Activities coordinator to take lead of focus group session
Targeting March/April

Next:

Have a pre meeting, with Marilee 12/20, to outline for MC tv meeting
Schedule kick-off meeting with MC tv, January
Meet with MC tv, review scope, intent of film

Next:

Meet with Chris Rohlan on budget process, along with disaster recovery
Review our needs, in relationship to budget, May, 2022

Next:

Meet with Art Shaw, to develop ideas - May, 2022
Then meet with liaison/advocate, town selectman, to review Chris Rohland

Next:

Next; Meet with Judy, to review position, May/June 2022
Consider committee outreach

NEXT STEPS:

Continue refining our draft action plan for incorporating into our annual strategic plan update.

NEXT MEETING: The next meeting was scheduled for December 20th at 9:00 am. We will put together a list of ideas for the video before we speak with MCTV.

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

ADJOURNMENT: The meeting was adjourned at 10:15 am. Maureen Saunders makes the motion and Fred Monaco 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.

		EXTERNAL		
	EACH OF THE CATEGORIES	OPPORTUNITY		THREATS
	STATEMENTS/DEFINITIONS			
		A Program/services ; expand, attract diverse population		A Disasters ; unknowns, unable to provide services
		B Funding ; secure more, to expand programs / offerings		B Growing older ; difficult with accepting, attending center
		C Staff ; capitalize on skills, to optimize senior center		C Economy ; budget and services impact
		D Marketing staff ; to promote center, receive feedback		
INTERNAL		Actions		Actions
STRENGTH		SO <u>Strengths to pursue opportunities</u>		ST <u>Strengths to address threats</u>
1 Staff ; well trained, dedicated		1 attracting men, survey, ask what they want focus group		1 Marketing with selectmen, educate, to preserve budget
2 Programs ; age friendly, diverse, meets senior needs		have a "breakfast", for a focus group		Note that seniors need us in tough times
3 Services ; wide array of assistance		2 age diveristy, younger, offer programs that they want		2 Disaster recovery plan; revisit our plan, possibly update, improve
4 Marketing/Communication ; developed good will, trust		Do they feel welcome(perception); educate them		Include create categories, what we would refine
		3 Offer retirement programs, to attract people new retirees		
WEAKNESSES		OW <u>Opportunities to address weaknesses</u>		WT <u>Address weaknesses to reduce threats</u>
1 Funding , impacts limits daily operation, mission		1 Pursuing qualified people, for staff/volunteers, way to attract younger people		1 Education disaster mitigation seminars
2 Programs ; diversify, for diverse community		2 Improve our marketing to increase participation in community, understand what we do		Work with other agencies, to educate
3 Communication , Community understanding, what we do		3 Outreach, publicity, forms to see if individuals would be interested in helping		2 Annual semi-annual care packages
4 Staff ; aqiring qualified staff, due to funding issues		4 Tour of center, open houses, retirement sessions, educational sessions		Reassurance with seniors
		Targeted outreach programs, develop a plan, chamber of commerce		
		Invite Laura?, to help give advice, chamber of commerce		
		Expansion of volunteer oppertunities, to get more into center		