

MINUTES

Council on Aging Strategic Planning Committee

August 30, 2021 @ 9:30 am

Senior Center

230 Webster St., Marshfield, Ma 02050

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

GUEST: Dave Cheney.

CALL TO ORDER: The meeting was called to order at 9:40 am.

APPROVAL OF MINUTES: Barbara moves to approve the minutes of the meeting for August 2nd, 2021 and Fred 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.

Dave checks with the Committee and make sure everyone is okay so far with the statements of strength that were created at the last meeting. The Committee today reviewed the category of weakness and together created 3 manageable statements from that category.

MEETING OUTCOME:

CATEGORY WEAKNESS:

Statements of Weakness:

Funding: Challenges, due to lack of funding, limits our daily operation, growth and mission to serve our community

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

Staff: Challenges, due to lack of funding and the ability to adequately acquire qualified staff and volunteers

NEXT STEPS:

Continue to refine the remaining sections of our SWOT analysis.

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 September 13th 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 11:25 am. Janice makes a motion and Barbara seconds the motion. 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.