

MINUTES

May 5, 2017

Council on Aging Evaluation Committee

Senior Center 230 Webster St., Marshfield, Ma 02050

ATTENDANCE: Marcy Amore, Marilee Comerford, Lynn Gaughan, Carol Hamilton, Carolyn Richards and Bill Scott.

CALL TO ORDER: The meeting was called to order at 10:05 am.

DISCUSSION:

Suggestion Box - We need to find an owner to manage the suggestion box. The responses need to be drafted to Carol for final approval and then they could be posted in the Link. They should be suggestions that merit responses and not be repetitive. Could we have a virtual suggestion box on the website for people to e-mail suggestions? The staff could also submit verbal suggestions and drop it in the box. We should do a quarterly suggestion box page in the Link. This may remind or encourage others to use the suggestion box. These suggestions could be organized into categories if there are enough of them. The evaluation committee could analyze the suggestions and responses and discuss actions to take. We can also post the suggestions next to the suggestion box for better visibility. The suggestion box is to give people a broad sense of what we are doing, what is on the patron's mind and what is being worked

Accreditation Requirements – The committee discussed accreditation and best practices for satisfaction rates and levels of engagement and training. The Evaluation Committee is responsible for carrying out the evaluation criteria. The Committee should meet quarterly and document agendas and minutes. Evaluations should be outcome based and surveys and questionnaires need to be tailored to get the information we need. The group discussed how to collect data, how to measure for example; volunteers rate of satisfaction, time of retention, training opportunities, volunteers who resign and why. We have sent out one volunteer survey recently and there was a 25-30% response rate. Do we have a termination survey? Maybe this could be combined with a thank you to the volunteer for their contribution. There was a discussion around the "logic model" which could be related to; what it costs to run a program versus an "Outcome survey" which could relate to satisfaction and attendance etc.

Evaluation - How do we evaluate what we are going to offer? We need to have basic data for each activity that we offer. How are the Lifelong Learning evaluations handled? These are reviewed by staff, LLL Committee, the instructors and available to the COA Board. We are currently working with a volunteer who has been summarizing the LLL surveys. We have revamped the LLL evaluation in order to capture information from each of the LLL monitors. Marilee will work with this volunteer to have the last LLL surveys summarized. Surveys on our activities should be done every two years. We can also co-opt from other studies if they are available. Marcy is working on the "Calories in Calories Out" program evaluation and so far the data has all been very positive. One thing that was learned was that more marketing of the program is needed. Questionnaires, interviews and usage data may all be helpful in general and also to help us with expanding the Senior Center space. We should be asking ourselves whether or not the program makes a

positive impact and does the effort and output justify the space, cost and resources? Any data that is collected should be reviewed and commented on. Recommendations or changes may be made based on the review of data. Additional goals; increasing men's participation at the Senior Center as it is lower than the percentage in the community, do one comprehensive survey/month and treat evaluation as an ongoing process through communication and feedback.

Next Meeting – The Committee will review the evaluation plan drafted by Lynn and Marcy keeping in mind the Evaluation Standard and Workbook for the CIC. Marcy will write up a narrative of the evaluation plan for the next evaluation meeting.

NEXT MEETING: The next meeting will take place on Tuesday June 13, 2017 @ 10:30 am.

ADJOURNMENT: The meeting was adjourned at 11:20 am.

Respectfully Submitted,

Carol Hamilton, Director
Council on Aging