

MINUTES

Council on Aging Strategic Planning Committee

November 24, 2020

Senior Center (outdoors on the patio)

230 Webster St., Marshfield, Ma 02050

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

ATTENDANCE: Dave Cheney, Carol Hamilton, Fred Monaco, Maureen Rosenberg, and Maureen Saunders.

CALL TO ORDER: The meeting was called to order at 10:07 am.

APPROVAL OF MINUTES: Maureen S. moves to approve the minutes of the meeting of August 3, 2020 and Fred seconds the motion. The motion passes with one abstention.

DISCUSSION: This purpose of the meeting was a brain storming session to take a fresh look at the Strategic Planning Process. Many of our major goals and objectives are reaching a conclusion and we will need to revise the strategic plan (SP). We want to think about how best to develop a new comprehensive five year plan that suits our needs and gives us direction. Dave Cheney, Board Member will facilitate this process in this first kick off meeting. Dave explains that we need to think about processes and tools. What is our methodology for creating a SP? Is the plan working and is there a way to improve it? What outcomes do we want? Other things to think about; what are we all about and why do we exist? The plan is to help guide and support our mission and vision. We have to think about everything we do and where it fits, such as the SP in relation to Marketing and Evaluation Plans for instance. We want to add clarity to the plan, have simple goals and then come up with solutions or changes. We also want to think about how people will interpret the plan. We want to merge the plan with accreditation and make sure we reevaluate the plan annually.

Meeting outcome:

Strategic Plan (SP) – Process Assessment

1. Reviewed our team's background and our "cause for action"
 - a. Strategic planning process has not been updated since August 3, 2020
 - b. COA continues to evolve and expand its scope and resources
 - c. Our Five-year plan's annual review needs to be completed
2. Aligned on our team's resulting objective
 - a. Assess our current SP process, in relationship to our Mission and Vision
 - b. Identify any gaps, compared to our continued expansion plans
 - c. Develop recommendations for updating our SP process
 - i. Review with the COA board, for input and alignment
3. Outlined our current process
 - a. We model the NCOA and MCOA processes:
 - i. Created and manage a spreadsheet of deliverables, for tracking
 1. Reference our quarterly team minutes
 - ii. Meet quarterly for updating our status, aligning on actions
 1. Publish minutes
 - iii. Review updates at our board meetings
4. Accreditation process; reviewed status, in relationship to our SP
 - a. Requires recertification every five years

- b. Status:
 - i. Currently developing a plan for managing recertification
 - ii. To be part of SP process
 - iii. Noted that recertification requirements may change.
- 5. Five-year planning process: identified methods to enhance, improve
 - a. As part of our annual first-quarter update, consider using:
 - i. SWOT analysis
 - 1. Technique to ID Strengths, Weaknesses, Opportunities, Threats
 - 2. Use to ID SP opportunities to pursue
 - ii. Surveys, external input, as needed
 - 1. Request feedback, on what we are and could consider pursuing
 - iii. COA Evaluation Committee as a feedback loop
 - 1. Could lead to new SP initiatives
 - iv. Process checklist, for developing our five-year plan
 - 1. To be referenced as part of our annual process
 - 2. Use as a tool for preparing and implementing our plan
 - 3. A playbook of activities and deliverables
 - a. Based on "lessons learned" from past years update
- 6. Peer reviews, consider as part of our SP process
 - a. Use to assist in the development and implementation of our plans
 - b. Requesting external input, from various groups

Parking lot

- 1. Clarity of interpreting our SP plans and activities
 - a. Can be a challenge to interpret plans for occasional users
 - b. Consider a high-level summary of activities, deliverables
 - c. An executive summary that can be used for referencing across other related initiatives.
- 2. How to attract younger seniors to our center
 - a. ID why they are reluctant to use the center
 - b. What are their needs, interests and concerns
 - i. Consider as part of our SP 5-year plan
- 3. Marketing plan
 - a. Consider relevance to our SP
 - i. Marketing activities typically are part of our plan
 - ii. Marketing initiatives may require SP support
 - b. Issues with manpower, technology in our Marketing department
 - i. Behind in our Marketing processes
 - c. Consider referencing other successful marketing departments
 - i. Duxbury Marketing

NEXT MEETING: The next meeting will be scheduled for early December.

ADJOURNMENT Fred made a motion to adjourn and Maureen R. seconded and motion passed unanimously. The meeting was adjourned at 11:00 am

Respectfully Submitted,

Carol Hamilton, Director Council on Aging