

MINUTES

Council on Aging Strategic Planning Committee

December 20, 2021

Senior Center 230 Webster St., Marshfield, Ma 02050

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

A quorum was present.

CALL TO ORDER: The meeting was called to order at 9:10 am.

APPROVAL OF MINUTES: Maureen Sanders moves to approve the minutes of the meeting for November 22nd, 2021 and Fred seconds the motion. Janice abstains. The motion passes.

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

MEETING OUTCOME - COMPETED ACTION PLAN:

1. Complete a focus group on 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

Next:

Activities coordinator to take lead of focus group session

Targeting March/April

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.

Next:

ID partners, Chamber of Commerce, postings, to promote video.

Pre meeting, with Activities Coordinator, January, to outline video's intent and scope, for MC TV meeting

Schedule kick-off meeting with MC TV, February. Meet with MC TV, review scope, intent of film.

3. Operating Budget support

Work with selectmen, to ensure we have an adequate operating budget

Next:

Budget group to meet with town administrator to review fiscal budget 2023 and process, before advisory board meets: Review our needs, in relationship to budget.

Then meet with Chris Rohland on budget process, with alignment from town administrator.

4. Disaster recovery plan

Update our disaster recovery plan.

Include training, personnel, priorities, including volunteers.

Next:

Meet with Art Shaw, to develop ideas - May, 2022

Request NCOA to send examples of plans

Consider meeting with town's municipal insurer.

Then meet with liaison/advocate, town selectman, to review Chris Rohland

5. Social services enhancement

Strengthen the social services department

Address weakness: Stressed and overworked staff, threat to senior's wellbeing.

Next:

Meet with Judy, social services coordinator, to review position, May/June 2022.

Consider community outreach programs.

NEXT STEPS:

1. Carol and David to meet by January 7th, to update our Strategic Planning tracker
The updated tracker will then be emailed to the strategic planning team for approval.
Update to include removing completed actions and creating an index type summary page.
The approved tracker will be reviewed at our January 19th board meeting.
2. David and Maureen to meet January 11th, to review and update the Google Drive application, for storage of our board documents. We will review the status at our January 19th board meeting

NEXT MEETING: The next meeting will be scheduled after our January 19th board meeting.

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

ADJOURNMENT: The meeting was adjourned at 10:25 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.