

## MINUTES

Council on Aging - Marketing and Outreach Committee

March 16, 2015

Senior Center

230 Webster St.,

Marshfield, Ma 02050

**ATTENDANCE:** Martine Anderson, Amanda Ford, Tom Halliday, Carol Hamilton, and Joan Weinman.

**CALL TO ORDER:** The meeting was called to order at 9:05 AM.

**APPROVAL OF MINUTES:** Martine moves to accept the minutes of February 23, 2015 Joan seconds the motion. Motion passes.

## DISCUSSION:

Elevator Speech Draft: The group looked at the 4 revisions that Tom provided.

**30 Second Elevator Speech – Consumer** The Marshfield COA and Senior Center assists individuals to live with dignity and to enhance the quality of life. We identify senior and community needs and implement services and programs that encourage self –reliance, good health, education and community involvement. We are advocates of seniors and increase citizen awareness of these challenges.

**30 Second Elevator Speech – Partner** The Marshfield COA and Senior Center provides and coordinates services to the senior community of Marshfield. We identify the needs of the senior community and implement services and programs that among other things encourage community involvement. Encouraging the support of local merchants who value the senior community is a very real part of this community building process.

**30 Second Elevator Speech (use for all audiences)** We are a *human service agency* that creates opportunity for people to socialize and expand *their* knowledge by learning new skills and interests as well as sharing *their* life experiences because we are all important and each of us has a unique story to tell.

**30 Second Elevator Speech** We are a community that creates opportunity for people to socialize and expand their knowledge by learning new skills and interests as well as sharing our life experiences because we are all important and each of us has a unique story to tell.

**Marshfield COA 30 Second Elevator Speech ( 3<sup>rd</sup> revision)** We are a human service agency and we help create happiness among those who participate at the Marshfield Senior Center by providing the opportunity for people to socialize and expand their knowledge by learning new skills and interests as well as sharing their life experiences to build confidence.

**Marshfield COA 30 Second Elevator Speech (4<sup>th</sup> revision)** We are a human service agency and we help create happiness and a sense of belonging among those who participate at the Marshfield Senior

Center. The Senior Center provides the opportunity for people to socialize and expand their knowledge by learning new skills and interests as well as sharing their life experiences that enrich the lives of each of us.

Tom feels that it has to grab the attention of the reader or listener. We have to tell our story. Are we aiming for happiness? Is this the new term in our vocabulary? What does happiness mean; it represents good health, socialization and feeling productive. It could also mean; comfort and getting along with people. The word happiness is associated more with younger people than older adults. Are we confusing happiness with pleasure? One of the descriptive words used for the elevator speech is the "sizzle". We need sizzle to grab the attention of our audience. Joan liked the first elevator speech because it talked about advocacy and reflected some ideas from our mission statement.

Tom will continue to work on the elevator speech and will bring ideas to the next meeting.

Marketing Plan: Amanda revamped the marketing plan so that it looked similar to the long range plan. We looked at the various areas (1) Youth Groups, 2) Clergy 3) Small Businesses 4) Caregivers 5) Minority Groups 6) Financially Disadvantaged 7) Homebound / Disabled 8) Pharmacies 9) Recreation 10) Oldest of the Old Joan is working on contacting the schools about a reading program. The school librarian at the Governor Winslow would like to have an intergenerational program with senior citizen readers with the elementary students. Joan is also working on connecting with the Boys and Girls Club. We will have to start out small with these programs to see what works.

It was suggested that we take a look at all of the categories to see if we could fill in some of the information to get started on the marketing plan. We must set priorities because we will not be able to accomplish everything at once. Laying the foundation for the marketing plan is crucial for the Accreditation Process.

The idea of marketing is to get more people to come to the Senior Center. Lifelong Learning reaches a different group than our regular patrons. What other populations do we want to touch on? The elderly population is becoming a larger percent of the population for the foreseeable future.

**NEXT MEETING:** The next meeting will take place on April 13, 2015 @ 9:00 AM.

Adjournment: The meeting was adjourned at 10:00 am.

Respectfully Submitted,

Carol Hamilton, Director Council on Aging