



## MARSHFIELD COUNCIL ON AGING STRATEGIC PLANNING COMMITTEE

230 Webster St. Marshfield, Ma 02050  
Wednesday, January 27 2021 @ 11:30 A.M.

### AGENDA FOR REMOTE PARTICIPATION MEETING

*In response to Governor Baker's declaration of a public health emergency and the related Emergency Executive Order dated March 12, 2020 as well as the Marshfield Board of Selectmen's Declaration of Emergency on March 17, 2020, the Council on Aging Boards and Committees shall be meeting remotely until further notice. The audioconferencing application Zoom will be used for this purpose. An online link and telephone access number will be provided on all meeting agendas and also on the Board's website. This application will permit the public to access and participate in future Board meetings and hearings. Instructions for joining meetings in this manner will be provided on the Town and Town Clerk's websites. In addition, Marshfield Community TV may provide coverage of these meetings. We extend our thanks for your understanding and participation in this manner, which is intended to keep members of the Board and the public safe.*

#### Join Zoom Meeting

<https://us02web.zoom.us/j/89175464084?pwd=bVIQUIMxVIRXaDkzUGhGRVBHMIRYdz09>

Meeting ID: 891 7546 4084      Passcode: 397357

One tap mobile

+13126266799,,89175464084# US (Chicago)

+16465588656,,89175464084# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

Find your local number: <https://us02web.zoom.us/u/kbq1J05F12>

### AGENDA

**Members: Dave Cheney, Fred Monaco, Maureen Saunders and Barbara Van Houten**

1. Call to Order
2. Approval of Minutes from January 4, 2021
3. Summarize the agreements from our January board meeting
  - a. Align on relative next steps
4. Take a closer look at dashboards and spreadsheets.
5. Objective - Following our November 23<sup>rd</sup> meeting, continue to:
  - a. Assess our current Strategic Plan process relative to our Mission and Vision
  - b. Identify any gaps, compared to our continued expansion plans
  - c. Develop recommendations for updating our SP process
  - d. Review with the COA board, for input and alignment

6. Strategic Plan (SP) enhancement options:
  - a. Accreditation five-year recertification process – relationship to our SP process
    - i. Status: Currently developing a plan for managing recertification
    - ii. Next steps: Outline recommendations for relating to our SP process
  - b. Five-year planning process - critique recommendations for enhancing our process:
    - i. SWOT analysis
      1. Incorporate into annual process, to ID SP opportunities
    - ii. Surveys - pursue external input, as needed
      1. Request feedback, on what we are and could consider pursuing
    - iii. Process checklist – create, then reference as part of our annual process
      1. Use as a tool for developing and implementing our plan
      2. A lessons-learned playbook of activities and deliverables
    - iv. COA Evaluation Committee
      1. Collaborate with committee as a feedback loop
      2. Could lead to new SP initiatives
    - v. Other committees, for collaboration?
      1. ID any relationships across functions, for enhancing our process
  - c. Peer reviews, consider as part of our SP process
    - i. Use to assist in the development and implementation of annual plans
    - ii. Requesting external input, from various groups
  - d. Existing tools – review for possible enhancements
    - i. Spreadsheet
    - ii. Dashboard; for tracking goals – overall efficiency
    - iii. Scorecard; key performance indicators, for achieving goals
    - iv. Minutes
    - v. Communication process
  - e. ID other options for process enhancement
    - i. Process
    - ii. Tools
    - iii. Communication
7. Parking lot
  - a. Clarity of interpreting our SP plans and activities
    - i. Can be a challenge to interpret plans for occasional users
    - ii. Consider a high-level summary of activities, deliverables
    - iii. An executive summary that can be used for referencing across other related initiatives.
  - b. How to attract younger seniors to our center
    - i. ID why they are reluctant to use the center
    - ii. What are their needs, interests and concerns
      1. Consider as part of our SP 5-year plan
  - b. Marketing plan



## MARSHFIELD COUNCIL ON AGING STRATEGIC PLANNING COMMITTEE

230 Webster St. Marshfield, Ma 02050

Wednesday, January 27 2021 @ 11:30 A.M.

- i. Consider relevance to our SP
    1. Marketing activities typically are part of our plan
  - ii. Marketing initiatives may require SP support
  - iii. Issues with manpower, technology in our Marketing department
    1. Behind in our Marketing processes
  - iv. Consider referencing other successful marketing departments
    1. Duxbury Marketing
8. Board meeting update
- a. Communication of our status, timing
9. Session closure
- a. Review action register, agreements, next steps
  - b. Team assessment of workshop; what worked, areas for improvement
10. Next Meeting
11. Adjourn

### Reference information

1. 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. 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. Summary of our current process
  - a. We model the NCOA and MCOA processes:
    - i. Created and manage a spreadsheet of deliverables, for tracking
  - b. Meet quarterly to update our status, aligning on actions, publish minutes
    - i. Review updates at our board meetings

### **NOTES TO REMOTE MEETINGS**

1. All or any of the members of the public body may choose to participate in a public meeting via remote access. Meetings may be virtual, in their entirety.
2. The public will not be allowed into a Board/Committee meeting, even where there are any members of the public body and/or town staff or official(s) physically present at the meeting location during the meeting. "Public comment" portions of meetings will be temporarily suspended.
3. However, the public will be provided with alternative access through which they can watch or listen to meetings "in real time" and meeting notices will specify the manner in which members of the public may access audio or video of the meeting as it is occurring.

4. If, despite our best efforts, our technological capabilities do not adequately support public access to virtual or remote meetings, the town will ensure that an audio or video recording, transcript, or other comprehensive record of the proceedings at the meeting is posted on the town's website as soon as possible after the meeting.

5. Notices for public hearings will contain additional information about how the public may participate via electronic/technological means.

6. For executive session meetings, public access to the meeting will be limited to the open session portion(s) of the meeting only. Public access to any audio, video, internet or web-based broadcast of the meeting will be discontinued when the public body enters executive session.

7. Where individuals have a right, or are required, to attend a public meeting or hearing, including executive session meetings, they will be provided with information about how to participate in the meeting/hearing remotely.

8. Meeting notices will still be posted at least 48 hours in advance (not counting Saturdays, Sundays, or legal holidays), unless it is an emergency meeting as defined under the Open Meeting Law (in which event, the meeting notice will be posted with as much advanced notice