

**KENAI COUNCIL ON AGING
WORK SESSION – SENIOR CENTER GOALS AND LONG-TERM PLANNING
THURSDAY, DECEMBER 8, 2022– 3:00 P.M.
KENAI SENIOR CENTER
361 SENIOR CT., KENAI, AK 99611
Telephonic/Virtual Information Below
www.kenai.city**

1. **CALL TO ORDER**
2. **INTRODUCTION** – Kathy Romain, Senior Center Director
3. **PUBLIC COMMENT** (*Public comment limited to three (3) minutes per speaker; thirty (30) minutes aggregated*)
4. **COMMISSION DISCUSSION** – Goals and Long-Term Planning
5. **ADDITIONAL PUBLIC COMMENT**
6. **ADJOURNMENT**

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KENAI

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MEMORANDUM

TO: Council on Aging Commission Members
FROM: Kathy Romain, Senior Center Director
DATE: December 1, 2022
SUBJECT: **Goals and Long-Term Planning Work Session**

During the September 29, 2022 work session, we discussed Goals and Long-Term Planning for the Kenai Senior Center. At that time, you received the article '*Get the Facts on Senior Centers*' by the American Council on Aging and a copy of Goals and Objectives from a Senior Center in Wisconsin. As I explained at the work session, I believe this was a great example of clear and concise goals which could help us move forward as we work to develop our own.

I am attaching these 2 articles again for your review for the upcoming work session on December 8, 2022, in the hope you can bring a clear vision of the goals and objectives we need for the Kenai Senior Center.



Senior Centers for Professionals

Get the Facts on Senior Centers

Jul 19, 2022 | 3 min read

Key Takeaways

Recognized by the **Older Americans Act (OAA)** as a community focal point, senior centers have become one of the most widely used services among America's older adults.

Senior centers serve as a gateway to the nation's aging network—connecting 1 million older adults to vital community services.

Senior centers work in partnership with other community agencies and organizations and businesses to provide access to an array of opportunities for older adults to stay safe, active, and healthy.

Senior centers, recognized by **the Older Americans Act (OAA)** as a community focal point, are one of the most widely used services among America's older adults. Today, almost 10,000 senior centers serve more than 1 million older adults every day in their communities and neighborhoods.

Participants

- Approximately 70% of senior center participants are women; half of them live alone.
- The majority are Caucasian, followed by African American, Hispanic, and Asian, respectively.
- Compared with their peers, senior center participants have higher levels of health, social interaction, and life satisfaction and lower levels of income.
- The average age of participants is 75.
- 75% of participants visit their center one to three times per week. They spend an average of 3.3 hours per visit.

Senior center services

- Senior centers connect older adults to vital **community services** <<https://www.ncoa.org/article/facts-and-benefits-about-senior-centers-you-probably-didnt-know>> that can help them stay healthy and independent.
- More than 60% of senior centers are designated focal points for delivery of OAA services—allowing older adults to access multiple services in one place.
- Senior centers work in partnership with other community agencies and organizations and businesses to provide access to an array of opportunities for older adults to stay safe, active, and healthy.
- Senior centers frequently serve as part of emergency response. During the pandemic, seniors centers have been a lifeline for older adults and their communities.
- Senior centers offer a wide variety of programs and services, including:
 - Meal and nutrition programs
 - Information and assistance
 - Health, fitness, and wellness programs
 - Transportation services
 - Public benefits counseling
 - Employment assistance
 - Volunteer and civic engagement opportunities
 - Social and recreational activities
 - Educational and arts programs
 - Intergenerational programs

How are senior centers funded?

To maintain operations, senior centers must leverage resources from a variety of sources. Primary funding sources are often local (municipal or county government tax dollars). Other sources include: federal and state governments; fundraising events; public and private **grants**; <https://ncoa.org/article/understanding-federal-funding-for-senior-centers> businesses; bequests; participant contributions; in-kind donations; and volunteer hours. Most centers rely on three to eight different funding sources.

Benefits and impact <https://www.ncoa.org/article/facts-and-benefits-about-senior-centers-you-probably-didnt-know>

- Research shows older adults who participate in senior center programs can learn to manage and delay the onset of **chronic disease** <https://www.ncoa.org/article/chronic-disease-facts> and experience measurable improvements in their physical, social, spiritual, emotional, mental, and economic well-being.
- Today's senior centers are reinventing themselves to meet the needs and desires of three generations of older adults. Baby Boomers now constitute more than two-thirds of the 50+ population. Senior centers are developing new programs and opportunities for this dynamic generation of older adults and have an eye towards the future with the leading age of Generation X turning 60 in 2025.

NCOA's Role

NCOA's National Institute of Senior Centers (NISC) <https://ncoa.org/article/4-reasons-to-join-the-national-institute-of-senior-centers>

The National Institute of Senior Centers (NISC) is the largest national membership organization dedicated to serving senior center professionals. Free to join, NISC supports senior centers with best practices and innovations in programming, as well as networking and training opportunities. NISC is setting

Goals and Objectives

Reviewing Progress on Goals will be a part of each monthly staff meeting and a quarterly report to the VAAA Board of Directors

Goal 1: Increase usage of the Senior Center with more classes targeting the mind and body.

Objective: Provide increased programming for active adults as well as active programming for the more frail adults.

Action Steps:

- ** Program Director will create and maintain a Room Calendar for scheduling purposes
- ** Add new exercise programs
- ** Schedule popular classes at several different times
- ** Promote a positive image of aging tied to the programs and activities offered

Lead: Program Director

Timeframe: Ongoing

5-16-12

Goal 2: Enhance/expand existing Case Management services

Objective: Meet the service needs of older adults and their families to assist the older person in maintaining independence

Action Steps:

- ** Staff will attend a minimum of (2) training/classes per year on current aging trends
- ** Advocate at local, state, and national level for elder rights
- ** Create new ways to reach out to family care providers
- ** Convene annual workshop for local senior services providers to examine all potential resources and possible collaborations
- ** Prepare 'welcome packets' for all new Senior Center guests

Lead: Director, Case Manager

Timeframe: Ongoing

Welcome packet: 2012

3-13-12

Goal 3: Develop a mentoring program for new volunteers

Objective: Create new opportunities to involve volunteers in planning and implementing programs and activities

Action Steps:

- ** Screen each volunteer and have them sign a confidentiality agreement to underscore the importance of the work volunteers do
- ** Match current volunteers that are doing or have done a particular job with new volunteers
- ** Create a welcome packet of information for volunteers that includes general Senior Center information, job-specific information, and samples of various forms they will handle
- ** Tour the volunteer through the Center with a focus on the area in which they will work, highlighting where materials they will be expected to use are stored
- ** Provide instruction on the use of the phones and the copy machine for all volunteers
- ** Hold annual training sessions for front desk receptionist positions

Lead: Program Director

Timeframe: Ongoing

Welcome packet: 2012

5-14-12

Goal 4: Create new collaborative programs for each of the next 5 years with facilities outside of the Senior Center physical campus

Objective: Increase awareness of the Verona Senior Center and enhance a positive image of aging

Action Steps:

- ** Have Senior Center information and activities included in the City Recreation Department seasonal brochure
- ** Seek collaborations with local fitness/physical rehabilitation venues, the local High School, and other like-minded facilities
- ** Promote all collaborations as an extension of the Senior Center activities and services

Lead: Program Director

Timeframe: Ongoing

3-13-12

Goal 5: Market and Promote a positive, active image of the Verona Senior Center within the Community

Objective: Enhance the image of the Senior Center and positive aging

Action Steps:

- ** Annually survey both seniors and the general community regarding their perceptions of the Senior Center
- ** Be very consistent in promoting the Senior Center goals in all activities and services provided
- ** Do an annual evaluation of various advertising/marketing strategies to assess effectiveness
- ** Continue to upgrade and maintain an appealing website
- ** Periodically, at least annually, revamp the appearance of the monthly newsletter
- ** Maximize the use of the projection screen in the Center to detail upcoming events and activities
- ** Make use of the local cable channel for promotions through a monthly ‘conversational’ style program including Senior Center staff, seniors, and local businesses
- ** Install new signage at the street entrance to the campus and in the back deck area

Lead: Director, Program Director

Timeframe: Ongoing

Signage: 2014

3-13-12

Goal 6: Enhance the grounds of the Senior Center to project the image of the Center as a vibrant, active site.

Objective: Create an interesting and inviting appearance to attract new participants

Action Steps:

- ** Regularly highlight outdoor activities like a marked walking path and the Bocce courts
- ** Complete a Serenity Garden on the back campus
- ** Provide appropriate seating in all outdoor areas
- ** Maintain landscaping to maximize curb appeal
- ** Plan programs and activities to be held outside

Lead: Director

Timeframe: Ongoing

Serenity Garden: 2012

3-13-12

Goal 7: Maintain the Senior Center facility as an inviting destination for participants of all ages

Objective: Protect the investment made in the Senior Center and attract new participants

Action Steps:

- ** Annually reassess space to determine if it is getting optimal and appropriate use
- ** Create a schedule for replacing and upgrading furnishings and doing building upgrades, inside and out
- ** Furnish conversation areas in appropriate spaces
- ** Enhance the front entrance and reception area to create a positive 'first impression'
- ** Reconfigure/remodel the Reception Desk area to afford privacy and contain sound and other distractions as exercise and other groups move out into the Dining Area
- ** Purchase improved swipe systems for registering participants to eliminate backlog and clutter at Reception Desk
- ** Prominently display and have readily available the monthly newsletter and subscription information and forms

Lead: Director

Timeframe: Ongoing

Improved swipe system: 2013

3-13-12

Goal 8: Enhance and expand the Nutrition Program both for on-site diners and home delivered meals participants

Objective: Provide a nutritious meal to those with nutritional needs as well as to those for whom the program provides needed socialization, and attract healthy, active individuals who can engage with diners and support the program

Action Steps:

- ** Purchase new more attractive table service to replace divided plastic ware
- ** Explore options for providing a second lunch serving time
- ** Budget for a minimum of (3) catered meals per year to replace universally unpopular menus when serving a large group
- ** On a monthly basis invite a community member as a lunch guest
- ** Have the Case Manager bring in and dine with one new potential diner each month
- ** Have the Case Manager personally deliver a week of home delivered meals at no cost to a potential participant
- ** Once a year have meals delivered by 'VIP' guest drivers

Lead: Director, Nutrition Aides

Timeframe: Ongoing

Purchase new table service: 2012

3-13-12

Goal 9: Integrate and Coordinate Senior Center planning and programming with the VAAA Board of Directors goals

Objective: Keep the relationship between the two entities cordial and mutually beneficial and create opportunities for senior volunteers to directly participate in planning and implementing Senior Center programs and activities

Action Steps:

** Twice a year have Senior Center staff meet with VAAA Board to discuss their staff responsibilities and objectives

** Have Director and Program Director review Senior Center annual goals with VAAA Board at the Board's annual planning meeting

** Director and/or Program Director will submit requests for financial support of programs and projects for the coming year at a fall Budget Review

** Assist the VAAA Board with planning an annual area forum on board/advisory council issues

Lead: Director, Program Director

Timeframe: Ongoing

3-13-12

Goal 10: Regularly provide 'lifelong learning' opportunities

Objective: To enhance adults knowledge about subjects with which they are familiar as well as offering information and education on interesting current topics to maintain mental acuity

Action Steps:

- ** Offer a monthly current event presentation utilizing area experts from MATC, UW-Madison, Edgewood College and others
- ** Provide participant-facilitated discussions based on materials and resources available to senior centers.
- ** Schedule a minimum of (2) 'brain fitness' classes annually using a variety of evidence based curricula
- ** Maximize use of the Computer Lab for instruction at all levels of computer comfort

Lead: Program Director

Timeframe: Ongoing

3-13-12