

TOWN OF SHREWSBURY

Council on Aging Strategic Plan 2019-2023

May 8, 2019

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Introduction

The Council on Aging (COA) is a human services department which serves Shrewsbury seniors and oversees the Senior Center, located in its facility at 98 Maple Avenue. The COA Board is overseen by the Town Manager, who appoints seven volunteers to act in an advisory role as referenced in the Town Bylaws.

A complete listing of agencies, their purpose, programmatic terms and corresponding acronyms is listed at the end of this document. The purpose of the COA's Outreach program is to assist senior residents in town who are in need of referrals, guidance, or need temporary case work during the time of a crisis, which can be as serious as homelessness or elder abuse and neglect.

The COA currently operates two paratransit vans through the Worcester Regional Transit Authority (WRTA) as well as an additional van that is operated independently through the COA. For riders who qualify for service under the Americans with Disabilities Act (ADA), trips that the COA cannot provide are brokered out to the Paratransit Brokerage Services, Inc. (PBSI). Operating expenses for the independent van come through a COA revolving account, which is renewed via vote at each Annual Town Meeting. This account takes in the fares collected from that vehicle, funds donated through the Shrewsbury Housing Authority (SHA), grants and other donations.

The Friends of the Shrewsbury Senior Center, Inc. (the "Friends") is a non-profit 501 (C) 3 charitable organization that raises funds for the Senior Center and the needs of seniors. The Friends applies for grants and does fundraising that the COA, as a governmental department, cannot do.

The COA had a successful Strategic Plan from 1996-2001. This plan and scientific survey that was sent out as a part of it was largely responsible to the momentum to that led to the construction of the current Senior Center, which opened in 2000. National Accreditation from the National Institute of Senior Centers (NISC) was considered, but a new strategic plan would need to be implemented and created, along with many other documents. In 2002, a new scientific survey was sent to the community. Despite a good response rate and input into an Access data base, no meaningful data was able to be extracted from the database. A new Strategic Plan was created by the COA to cover the period of 2008-2013. However, the financial crisis of 2009 impacted the COA and other town departments with budget reductions, staffing cuts and other community changes. The COA went into a holding pattern and few initiatives were taken during this time. The plan was never formally accepted, publicized nor was feedback sought from the public. By the end of 2014, the COA was positioned to restart Accreditation and the process that would be involved.

COA Board began NISC's Self Assessment process in 2015 and spent 2016 addressing many of the issues brought up during that process. In 2017, the COA Board brought on consultant Kathleen Myers, who had assisted the Town of Framingham's COA Department with their Strategic Planning, Marketing Plan and subsequent Accreditation from NISC.

As part of the strategic planning process, the COA Board and Director went through a proactive information gathering process that sought input from across the community. The process included:

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Workshop meetings with the COA Board both with and without the consultant.
Workshop and planning focus meetings with the COA Staff and consultant.
Workshop meetings with the COA Board and Staff with consultant and Kristen Las facilitating

The COA Board and Staff used data from three surveys to inform the goals and objectives of this Strategic Plan.

Acknowledgements

The COA would like to thank the many people involved in the creation of this Strategic Plan. Dozens of people contributed to its development over the course of four years, from the nine committees that met during the Self Assessment process, to all those who responded to the Survey and those that attended the public hearings. Several Town Departments, other Councils on Aging and agencies in the elder network shared their own Strategic Plans for framework. Much appreciation for all the hard work and collaboration by all.

Core Planning Committee

COA Staff

Sharon M. Yager, Director
Patricia Babin, Office Support Coordinator
Kenneth Colon, Administrative Assistant-Volunteer Coordinator
Donna Messier, Office Support Coordinator
Walter P. Rice, LCSW, Outreach Coordinator
Cynthia M. Willis, Transportation Coordinator

COA Board Members

Louise A. Russell, Chair
Shashi R. Menon, Vice Chair
Barbara DePalo
Clifford C. Gerber
Norma L. Giumentaro
Virginia Leonard
Zoya Mehta

Past COA Board and Staff Members who Contributed to Plan:

Stacey Lavelly, Volunteer Coordinator (until January, 2019)
Charles Fenno, COA Vice Chair (until December, 2017)
Susan Shaw, COA Board Secretary (until June, 2018)
Miranda Watson, Office Support Coordinator (until December, 2018)

Other Contributors

Kathleen (Kathy) Meyers, Consultant
Kristen Las, Shrewsbury Assistant Town Manager

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Key Stakeholders

In addition to the board and staff, stakeholders include the volunteers that participated in the Self Assessment process, town-wide survey participants and other interested parties

Mission

Since the COA's Strategic Plan of 2008-2013, the department's mission had been as follows:

The Town of Shrewsbury's Council On Aging mission is to develop and support community activities which enhance the well being of residents of the town who are age 60 or older.

During the workshops with Kathy Myers, the COA Board developed a new Mission to fit the theme of the 2019-2024 Strategic Plan:

"To advocate for and develop programs and services that enhance the well-being and quality of life, and create a welcoming, secure and inclusive community for seniors".

Vision

The COA's vision has always been in alignment with that of the state and federal agencies that serve the aging population. This is seen in the state Executive Office of Elder Affairs (EOEA). EOEA's vision for the work that COAs do in the municipal sector, which is:

"Older adults and individuals with disabilities will have access to the resources they need to live well and thrive in every community of the Commonwealth".

The Shrewsbury COA's vision has always been to serve as the local component of the state and national vision for seniors to best "age in place" in the communities in which they live.

The Shrewsbury Council on Aging, in cooperation with other agencies, provides many services to our elders. Among these are:

- a. A safe and welcoming environment,
- b. Activities that provide both physical activity and mental stimulation,
- c. An outreach program for those house-bound elders in need of short term help in managing their daily lives,
- d. A transportation program for residents age 60 and older as well as those with disabilities,
- e. A volunteer program,
- f. An inexpensive daily hot meal,
- g. A "meals-on-wheels" program for those elders who live alone or are otherwise unable to meet their nutritional needs,
- h. A program to meet the technological needs of the department

Guiding Principles

The guiding principles the COA has followed the Mission, Vision and Values as found on the state and federal levels through the organizations of EOEA, as well as the Massachusetts Council on Aging organization (MCOA) and the National Council on Aging (NCOA), which oversees NISC.

In EOEA's FY16 Annual Report, these were stated as follows:

“Our mission at EOEA is to promote the independence, empowerment, and well-being of older adults, individuals with disabilities, and their caregivers. Our vision is that older adults and individuals with disabilities will have access to the resources they need to live well and thrive in every community of the Commonwealth. Our values include: the value of growing older; the value of choice, including the choice to live in the community; the value of the contributions that older adults and individuals with disabilities make to society; the value of a person-centered approach that promotes dignity and takes into account cultural identities; and the value of collaboration with our partners, advocates, and other stakeholders.”

Our mission is based upon values that we believe are an integral part of our culture. Among these are the beliefs

- That the ageing population deserves to be treated with the same dignity and respect as the younger and more active members of the community,
- That an inclusive society where people of all ethnic, religious and social backgrounds, education levels, income levels, those with disabilities as well as members of the Lesbian/Gay/Bisexual/Transgendered (LGBT) community are welcome,
- That the elders we service are an integral part of our community and should not be marginalized even though they might be incapacitated in some way,
- That the elders of our community have wisdom and life experience that we should draw upon.

Environmental Scan

As part of the strategic planning process, the COA Board and Staff reviewed a range of information and documents.

This review included the following documents:

- 2013 COA Policies and Procedures
- Self Assessment tools from NISC’s *“Building Excellence: The National Councils on Aging and National Institute of Senior Centers Self-Assessment Process”* and the documents produced from this process during 2015-2016
- Jossey-Bass Strategic Planning Handbook (used for the 2008-2013 Strategic Planning process)
- Most current Strategic Plans of the Shrewsbury School and Library Departments
- Strategic Plans of the NISC Accredited Senior Centers in MA, which include the towns of Danvers, Duxbury, Framingham, Groton, Hingham, Needham, Plymouth and Rochester.
- EOEA’s FY16 Annual Report and 2018-2021 Strategic Plan

The review also included the data listed below from the following sources:

- Town’s Clerk’s Office: Demographics specific to the Shrewsbury senior population: residents age 60 and older
- Transportation Coordinator: statistics on trips provided, focusing on the growth during years FY16 through FY18

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- Volunteer Coordinator: Annual Volunteer Values as submitted to EOEa in the Annual Reports
- Outreach Coordinator: statistics on people served, focusing on the growth during years FY16 through FY18
- COA Director: COA Departmental Budgets during the years of FY08 through FY18
- Executive Office of Elder Affairs: Formula allocation in relation to 2010 Census Data

Surveys Referenced:

- Spring, 2017 Senior Center User Survey (65 respondents)
- Fall, 2017 Survey of visitors to the COA booth at the Spirit of Shrewsbury Festival (120)
- Summer, 2018 Scientific Sampling Survey of Town Residents age 50 and above (165)

Assumptions: certain assumptions for the duration of this plan were also made, which include:

- The 2020 Census data, used by EOEa to create the annual Formula amount, will likely not become available until 2022
- No major operational or funding changes will occur in the agencies mentioned in the plan
- Assisting carepartners and adult children, some who may live outside the community, will continue to grow and be an Outreach priority. The term “carepartners” has been adapted by the aging network to replace the term “caregivers”. The new term better explains the relationship between a person who helps another maintain their wellbeing.
- Analysis will need to be done on the Boomer generation to project their utilization of the Senior Center and Council on Aging Department as the large and diverse “Boomer” cohort will continue to shape the demands on services as they age
- The demographic served will become increasingly diverse, primarily based on age and socio-economic status. It is anticipated that the 60-75 age group will be primarily focused on Programs and Activities, while those over 75 will be focused on Services. The demographic served will also continue to be ethnically diverse and cover multiple generations
- The COA department will be funded to the best of the town’s ability. Grants and alternative funding opportunities will continue to be pursued.
- The WRTA will continue to pay for most of the Transportation program, but their own funding issues will continue to be a challenge. The COA department will continue to operate a Transportation program using town employees.
- Changes on the Federal, State and local levels will likely influence the climate for department’s financial growth.
- State and Federal requirements and programs will remain unchanged, such as SHINE, Fuel Assistance and Nutrition.

“SWOT” Analysis

The COA Board and Staff identified the various Strengths, Weaknesses, Opportunities and Threats (SWOT) for the Shrewsbury Council on Aging. During the Self Assessment process, nine committees were formed to each look at one of the Standards as designated by NISC in their “Building Excellence: National Senior Center Standards and Accreditation” manual. Each of these

committees completed a SWOT analysis of the COA in relation to the standard under review. Ms. Meyers also conducted additional SWOT analyses with both the COA Board and the staff in two separate workshops. Ms. Meyers created a complete unedited listing of all SWOT items broken into four documents as shown in Attachment B.

Three major themes that emerged from each of the SWOT that were identified in compiled data over the 2015-2017 time span from the Board, Staff and Self Assessment team participants were:

STRENGTHS:

1. Strong Transportation, Volunteer and Outreach Programs (including programs such as the Senior Greeters, Small Home Repair Program and the TRIAD, (Town Resources, Information and Dedication to Seniors, which run through these programs)
2. Variety of Programs and Services offered in a town central location, such as the Nutrition program
3. Powerful community connections within the Town Departments as well other local agencies and organizations. Examples include such as EOEAs SHINE program, Elder Services of Worcester Area, Inc's (ESWA) Nutrition Program and SELCO's local programming and publicity.
4. Dementia Friendly Community initiative well rooted and supported

WEAKNESSES:

1. Outreach program underfunded and needs expansion to meet growing demands
2. Current Transportation framework can be limiting for some riders
3. Department understaffed for both paid and volunteer positions
4. Poor community knowledge and understanding of the department and its programs

OPPORTUNITIES:

1. Develop greater partnerships with various agencies, departments and organizations
2. Utilize technology to enhance outreach and communication to public
3. Funding from alternative sources: grants, Friends fundraising, collaborations

THREATS:

1. Funding cuts, particularly any reduction in state Formula Allocation
2. Changes in/regionalization of programs that may not be beneficial to Shrewsbury
3. Lags in technology upgrades/usage which affect staff tasks and public use
4. Lack of town-wide safety and disaster planning

Survey Process and Results

A scientific sampling of 1,000 residents age 50 and older was conducted as part of the Strategic Planning process during the summer of 2018. Many survey questions originated from the work that had been completed during the Self Assessment process. The background information regarding the survey process and a summary of the results can be found in the document "2018 Shrewsbury Survey Summary".

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Total of 184 people completed their surveys for a response rate of 18%. Over 200 surveys, or 20%, were actually were accounted for. 14 surveys were returned by people to indicate that they did not want to participate as requested in the cover letter.

The survey report is in Attachment A.

Goals and Objectives for Next Five Years

The goals that were established through this process include:

1. Expand the variety of programs, activities and services that address the needs and interest of Shrewsbury seniors and care partners
2. Increase community support for COA and other resources for seniors
3. Provide a welcoming experience for participants and visitors

See attached chart to refer to the Goals, Objectives and Action Plan.

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GOALS/OBJECTIVES/ACTION ITEMS	Lead	Evaluation Measure	Timing	Status
Goal 1: Expand the variety of programs, activities and services that address the needs and interest of Shrewsbury seniors and care partners				
Objective 1-1 Ensure transportation needs are addressed by affordable and convenient resources.				
a. Pursue replacement of an existing vehicle	Director Transportation Coordinator	Funding and purchase of new vehicle	Late 2019- early 2020	
b. Pursue other transportation options for seniors	Director Transportation Coordinator	Study report on other options	2019-2024	
c. Increase the size of the fleet to at least four vehicles	Director/Town Manager	New vehicle is purchased and in service	2019	
d. Explore feasibility of transportation technologies	Transportation Coordinator/IT Department	Reports are submitted to the COA Board for review	On-Going	
Objective 1-2 Improve connections with targeted populations				
a. Increase weekly hours of outreach coordinator on-site	Director	Budgeted for and implemented	July 2020	
b. Increase outreach availability for seniors and carepartners in other methods	Director	Refer to Marketing Plan	On-Going	
Objective 1-3 Ensure transparency with current and potential program and service collaborators				
a. Update related materials internally	Staff	Materials are identified for updating	On-Going	
b. Update related materials for agency and organization partners	Staff	Materials are identified for updating, including MOUs, Agreements	On-Going	

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GOALS/OBJECTIVES/ACTION ITEMS	Lead	Evaluation Measure	Timing	Status
c. Create a schedule of materials to be reviewed and updated on a regular basis	Staff Board	Refer to NISC Standards and create a comparison document	2019	
d. Prepare feasibility study for expanding the Senior Center building hours and van operating hours	Town Manager, Director, Board	Completed feasibility study approved by the Director and presented to the COA Board	2019-2020	
Objective 1-4 Add and/or expand programs, services and activities that are in demand				
a. Obtain and track feedback from group leaders	Volunteer Coordinator	Quarterly meetings with leaders held	On-Going	
b. Use my senior center log to track program attendance	Director Volunteer Coordinator	Monthly/Yearly statistics on program attendance	Begin 7/1/19	
c. Budget for new and expanded programming when determined necessary	Board Director	Increased percentage of budget related to programming	On-going	
d. Collaborate with external organizations that could provide the services	Director Town Departments	Increased number of outside collaboration partners	On-going	
e. Provide education to businesses and organizations about how to treat those with dementia and other cognitive functioning levels and their carepartners using the dementia friendly model	Outreach Coordinator	Number of Dementia Friendly America (DFA) trainings completed by businesses and organizations	On-going	

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GOALS/OBJECTIVES/ACTION ITEMS	Lead	Evaluation Measure	Timing	Status
f. Apply for and obtain Dementia Friendly status	Board, Director	DFA Recognition obtained	By end of 2020	
Goal 2: Increase community support for COA and other resources for seniors				
Objective 2-1 Create awareness of programs and services of the Council on Aging				
a. Prepare and post materials at various locations and media outlets	Admin Assistant	Refer to Marketing Plan	On-Going	
Objective 2-2 Expand the use of the building and transportation services				
a. Develop a plan for added programs and services with collaborators	Director	Creation of collaborative program/service plan	June 2019	
Objective 2-3 Increase the departmental funding in relation to the senior population				
a. Create a presence at Town functions and activities	Board All staff	Creation of a calendar of events	On-Going, Annually	
b. Hold an annual briefing for Selectmen, Town Manager and staff	Board Director	Creation of briefing dates	On-Going, Annually	
c. Work with legislators to explore state funding options	Board Director	Creation of events during year such as a meeting or Legislative Breakfast	On-Going, Annually	
Objective 2-4 Increase collaboration with for-profit and local businesses				
a. Invite local businesses to participate in programs sponsored by the COA	Board Director	Increased number of collaborative partners	On-Going	

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GOALS/OBJECTIVES/ACTION ITEMS	Lead	Evaluation Measure	Timing	Status
b. Partner with the Friends to enlist their assistance in obtaining sponsorship of COA programs and events	Board Director	Increased number of programs and events co-sponsored by Friends	On-Going	
c. Use 2018 survey results to target businesses for collaboration on various programs and events	Director	Refer to Marketing Plan	2019-2020	
d. Create a presence in the community at events and meetings	Board		On-Going	
Goal 3: Provide a welcoming experience for participants and visitors				
Objective 3-1 Determine features of the physical building that can enhance user experience				
a. Perform a feasibility study of the building	Public Buildings COA Board Director Staff	Completed feasibility study	2019-2020	
b. Collect and evaluate feedback from users that will be incorporated into the feasibility study	Staff	Increased feedback forms and data	2019-2020	
c. Budget for and implement recommendations from feasibility study	Director COA Board	Budget appropriated related to study recommendations	2020-2021	
d. Make suggested physical changes as vetted by Board, Director and Town Manager	Staff	Completed changes	2019-2020	
Objective 3-2 Utilize centralized themes to welcome new participants				
a. Collaborate on seasonal/monthly/annual themes to generate interest and welcome diverse cohorts of the senior population	Board Director Staff	Refer to Marketing Plan	2019-2020	
b. Solicit ideas from user groups	Board	Quarterly meetings with leaders held	Ongoing	

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GOALS/OBJECTIVES/ACTION ITEMS	Lead	Evaluation Measure	Timing	Status
Objective 3-3 Utilize best practices to provide a welcoming experience				
a. Evaluate what other COA's are doing to make their participants feel welcome	Director Admin Assistant	Refer to Marketing Plan	2019	
b. Devise a plan to provide a more welcoming experience to participants	Board Director	Refer to Marketing Plan	2019	

Related Acronyms:

DFA: Dementia Friendly America

MOU: Memorandum of Understanding

MCOA: Massachusetts Councils on Aging

NCOA: National Councils on Aging

NISC: National Institute of Senior Centers

Monitoring Strategic Plan

Monitoring the Strategic Plan each strategic goal area will have an associated work plan to guide implementation and keep the Shrewsbury COA on track to achieve its objectives within the identified timeframes. A Strategic Plan Committee, under the leadership of the Director, the Board and staff, will be responsible for monitoring the progress made towards goals, objectives and strategies outlined in the Strategic Plan. Every 6 months, the committee will review work plans and assess progress made towards goals and objectives.

This strategic plan is a living document. Modifications that are needed will be discussed during bi-annual progress debriefs. Changes that are required or recommended will be made in the master document and updated with a new version date. The Strategic Plan Committee will be responsible for updating staff and other key stakeholders of progress towards goals and objectives and any changes made to the plan. On an annual basis, the Director will be responsible for creating a separate Strategic Plan Annual Report.

The next strategic planning process is anticipated to take place in 2024. As new issues and challenges emerge, the strategic planning process will be used to identify the resources and activities needed for the COA to effectively and efficiently respond.

Agency Identification, Terms and Acronyms:

501(c) 3: These government recognized charitable organizations typically do fundraising for a cause. Most of the various “Friends of” groups have obtained this tax status in order to raise funds for a government department that cannot do so.

ADA: Americans with Disability Act: In addition to providing regulations for physical accessibility in buildings, this federal law applies to the transportation program. Riders who live within a ¾ mile corridor of the fixed bus route are eligible for a higher level of service to provide equal access to public transportation.

Boomers: The “Baby Boomer” generation often refers to the large cohort of people born between the ages of 1946 to 1964. By the end of the Strategic Plan period, the last of the Boomers will be turning 60.

EOEA: Executive Office of Elder Affairs: This state department is run by a secretary who serves under the state secretary of Health and Human Services. EOEA gives each municipality an annual formula based on the last federal census. Each COA in turn must report various annual statistical reports to EOEA.

ESWA, Inc.: Elder Services of Worcester Area, Inc. is the Aging Service Access Point (ASAP) for Worcester and the neighboring towns. This agency is primarily funded by the state and provides a variety of services to keep seniors living independently in their homes. ESWA, Inc. oversees the Nutrition, Home Care, Protective Services and Elder at Risk programs among others.

Friends: Similar to the Friends of the Library and other “Friends Of” groups, the Friends of the Shrewsbury Senior Center, Inc, are a 501(c) 3 organization that has been given tax exempt status by the state and permission to raise funds as a charitable organization.

LGBT: This acronym is used to describe the 10% of the population that identify as lesbian, gay, bisexual or transgender. At 10%, over 800 seniors fall in this category. The older a LGBT person is, the more unlikely they are to have the same supports as others their age, particularly in carepartner matters, making them a vulnerable population needing additional outreach.

MCOA: the Massachusetts Council on Aging is a membership based statewide organization that offers resources for COAs. In addition to offering trainings and an annual conference, MCOA also offers handbooks, guides, best practices, grant opportunities and more.

NCOA: the National Council on Aging is a membership based national organization that offers resources for COAs and partners with the statewide organizations like MCOA. NCOA also creates national standards for Senior Centers under NISC. (see below)

NISC: National Institute of Senior Centers: created by NCOA, this institute serves to provide standards and best practices for senior centers across the country.

PBSI: Paratransit Brokered Services, Inc: This brokerage service is operated by the WRTA (see below) to handle ADA van trips that cannot fit on the schedule or are outside van service hours. Riders are given rides on other vans or given cab rides.

SHINE: Serving Health Information Needs of Everyone: This is a state-run, volunteer based health insurance counseling program. Currently, the SHINE headquarters for central MA is located at the Milford Senior Center but monthly meetings for the SHINE counselors are held at the Shrewsbury Senior Center.

TRIAD: This is a term frequently used to describe the collaboration of first responder agencies to serve senior residents. Shrewsbury’s TRIAD has expanded to include Animal Control, the Health Department and Shrewsbury Youth and Family Services. Currently, they meet each Tuesday morning to review the past week’s concerns.

WRTA: Worcester Regional Transit Authority: One of 27 regional transit authorities (RTAs) of Massachusetts, this agency gets its primary funding through the federal and state Department of Transportation (DOT). The WRTA dictates transportation policies for the COA to follow, most of which come from federal regulations.

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Attachments

Survey Results Memo

Survey

Survey Results

Workshop Minutes

Draft Work Plans



TOWN OF SHREWSBURY

**Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338**

2018 COA Survey Findings:

COA Survey History:

The Shrewsbury Council on Aging previously conducted two town-wide scientific sample surveys. This marks the third scientific sampling survey the COA has conducted since the department was formed in 1990. In 1996, as part of a Strategic Planning process, the Council on Aging received guidance from John Belding, Planning Coordinator at the Central MA Aging on Aging (CMAA), the town's IT department, the Town Clerk's office and the now defunct UMASS (Massachusetts Institute for Social and Economic Research) MISER department. A four page survey and cover letter was sent out to a random sampling of residence 60 and older. At that time, most people had their phone numbers listed in the phone book, so two weeks after the survey was sent out, Council on Aging staff, Board and volunteers spend a Saturday running a makeshift call center that the Town Manager's Office and SELCO helped set up. Calls were made to survey recipients to remind them to send their survey in, thank them if they had already done so, or to fill-in survey responses for those who felt comfortable doing the survey over the phone. This technique yielded fruitful responses that were helpful in the Council on Aging's formation of a 1996 to 2001 strategic plan. It was felt that this was instrumental in helping to gain the support for construction of a freestanding Senior Center building during the Strategic Plan's time frame.

In 2001, discussions began for creating a new strategic plan and helping to shape the direction of activities in the new building. It was decided that this time, the survey would be done first and would serve as the framework for the new 2001 to 2006 strategic plan. Again, John Belding from CMAA, MISER, IT and the Town Clerk's office helped produce a scientific sample. No calls were made for a follow up as extensive publicity was done in the Senior Edition newsletter that was being mailed out to every senior household, which had not been the case in 1996. Although the response was adequate, tallying the survey results so they could be queried proved to be problematic. Data was entered into an access database that IT helped design, but the data proved to be too complex to extract in a meaningful way. Both the survey and strategic planning was put on hold indefinitely.

In 2008, a new strategic plan was developed to cover 2008 through 2013. However, no survey was conducted as a part of this process. Instead, the board developed six different committees to get feedback and input from the community, which shaped the strategic plan.

During 2015 and 2016, work was done on the Self Assessment process as outlined by NISC. In this process, nine components were studied as outlined through NISC's Standards for Senior Centers of Excellence. As the committees wrapped up their reports for the COA board, recommendations which were beyond the scope of the Standard that had been reviewed. Many included strategic ideas or specific action items. Many of these had been derived from the suggestions of the various committee members as well as feedback they received from others as

they discussed their work on the Self Assessment process. Discussions began as to how to best survey the Senior Center users and the public to get their feedback on the process. A professor from Worcester State University's Urban Studies Department arranged for a student to do an independent study for the Spring 2017 semester. She devised a survey for users of the senior center with questions that pertained to many of the ideas presented in the self assessment process. The survey was quite lengthy and the student found that not many people were willing to fill it out. In total, she collected some 64 surveys and presented a report for her class, a PowerPoint of which was shared with the COA. Although the student had put in considerable effort into the project, unfortunately the data was not all that meaningful for planning usage. In the fall, during the annual Spirit of Shrewsbury fall festival, the COA board devised a short seven question questionnaire for passersby to fill out at the booth that the Friends and the COA had at the Oak Middle Expo (Attachment H). 126 responses were gathered from people who identify themselves as town residents while an additional 12 questionnaires were left blank or were filled out by people from other communities. The one page tallies from those questions are featured in Attachment I. Comparisons to this questionnaire will be made throughout the narrative as appropriate and will be referred to as the "SOS Questionnaire".

That fall, the COA also reached out to CMAA for assistance. John Belding had since retired, but his son Ethan Belding had filled the role as Planning Coordinator and offered to help with the survey. The COA again also worked with IT and the Town Clerk's office into the spring to develop the survey in conjunction with the strategic planning process that was being worked on with an outside consultant. The questions were again developed around planning themes and arranged to hopefully create a brief, but engaging experience for the respondent.

As fiscal year 2018 came to a close, MCOA announced that mini grants would be available to help fund certain projects that were ready to go if the money could be expended by June 30th. The COA applied and was awarded a grant for \$1,070 that would cover the printing, postage, return envelopes and the postage on the return envelopes for a total of 1000 surveys. The School Department arranged for the high school copy center to print the cover letters and the surveys (Attachments A and B). Senior Center volunteer receptionists folded all the materials, stuffed the envelopes and labeled all the return envelopes and survey envelopes. The Treasurer's office metered all return envelopes and prepared the postage for the 1000 piece mailing. It was truly an intradepartmental and multi-agency collaborative effort.

Methodology:

It was agreed that doing a scientific sampling would be preferable as that was the technique used in the 1996 and 2002 surveys. However, this survey differed in that the COA felt it would be important to get information from residents 50 and older rather than 60 and older to better help with planning and carepartner issues. The Town Clerk's office prepared a master list for residents aged 50 and older, which totaled 14,000+ names. Each age group was then broken down by decade and again by year. The number of people in each decade was divided by the 14,000 to determine what percentage they made up of the 50 and older population. This process was then repeated for each year within the decade to determine how many names would need to be pulled from each of the birth years. A chart showing this breakdown is shown in Attachment G. Once the number people was determined for each year, the corresponding percentage of people that needed to be chosen was applied. An Excel spreadsheet was created for each year with the names highlighted depending on the numbers chosen. Each age group was sorted chronologically by birthdate. Names that were not chosen were deleted and the remaining names were added to one master list to create a mailing label list. No other identifying information was

saved or sent out so that all surveys could be returned anonymously. As the surveys were returned, they were sorted into precincts. Each response was then identified with the precinct number and the number for that grouping. People who were unsure of their precinct were numbered with a "U" which became the largest category of respondents. People who had left the section entirely blank were labelled NP for "no precinct". This was the second largest group of respondents. 15 people wrote down where they voted or gave the name of their street to help identify their precinct. About a dozen people chose to not remain anonymous and included their name/address on the survey.

Survey Sample Demographics:

Total of 184 people completed their surveys for a response rate of 18%. Over 200 surveys, or 20%, were actually were accounted for. 14 surveys were returned by people to indicate that they did not want to participate as requested in the cover letter. However, there was no way to track the ages of the people who chose not to participate or what precinct they were from. An additional 19 surveys were returned "Unable to Forward" with no further information. Of those with forwarding information, 9 people had moved out of town; 7 to other communities in Massachusetts, 2 out of state. Both one of out state and one of town recipient who had moved, returned their surveys themselves with a note explaining they were no longer in town. All told, 212 surveys were returned to the COA. Tallies are shown in Attachment C, with expanded answers for Volunteering and Caregiving in Attachments D and E. Attachment F lists all write-in responses for various questions. Attachment G shows the percentage of returns for each age category. This will be discussed more in the narrative under Section IV: *Demographics of Respondents*.

Narrative on findings for each Section/Question:

Part 1: "Utilizing the Senior Center" Questions 1 through 33:

1. *Visiting the Senior Center:* More than half of the respondents reported that they had come to the Senior Center at least once. Only 4 of the 184 respondents left this question blank.
2. *How often:* Of the 101 replies, 100 specified how often they come to the Senior Center. The majority (54%) responded they had done so "a few times", followed by "Just once" (20%) and "weekly" (19%). Only 7% reported coming monthly. It would appear those who attend the Senior Center on a regular basis do so weekly.
3. *Senior Center adequacy:* As far as whether or not the current Senior Center is adequate for the needs of the town, again, 101 people replied, presumably those who had actually been to the Senior Center. The majority of people chose the response "Not Sure", at 51 responses, followed by "Yes" at 41. 8 people chose "No".
4. *Not utilizing the Senior Center:* For this question, multiple answers could be chosen of 14 common reasons heard for not coming to the Senior Center. The main reasons people gave for not coming to the Senior Center were "I don't need services at this time" (76 responses), followed by "Still working" (70 responses). 54 people (nearly a third of the respondents) said they "Do not identify as a senior". The three most chosen responses after that were "I don't know anyone there" (35), "Unfamiliar with existing programs" (29) and "I have no interest" (26). These were along the lines of the responses from the SOS questionnaire.

5-8: *Activities*: A major difference between the survey and the questionnaire was an extremely specific breakdown of activities grouped by fitness, classes, crafts and social activities. In tallying the surveys, it became evident that an important category had been overlooked: that of “Games”. The various games that are currently played at the Senior Center, including bingo, bridge, whist, scrabble, pitch and mahjong were not listed for respondents to check off.

Very few people left these sections blank. Most respondents checked off at least one item in one of the categories. One noticeable point was that people who seemed particularly interested in one of the categories were very likely to check off numerous options in that category and leave another whole section blank. For example, there were quite a few respondents who checked off all the crafting activities but no fitness or social activities and vice versa. This would seem to indicate that people hope to get something specific out of the Senior Center because those needs are being met elsewhere or perhaps that is just where their interest lies. For example, perhaps someone belongs to a gym and they enjoy fitness activities there, but are looking for opportunities for crafts and or for their socialization outside of where they do fitness activities. Below are the top three choices in each category:

Fitness: #1 (tie) Fitness Machines and Yoga: In regard to yoga, a few people specified that they wanted “peer led” yoga versus “a trained licensed instructor”. No one specified what types of yoga they were interested in, although similar fitness activities such as Tai Chi (32 responses), Chi Cong (11) and Pilates (17) got numerous responses as well. The current Yoga class at the Senior Center is at capacity and has been the longest running class since the COA gained activity space back at Parker Road. Fitness Machines: although a popular choice, this activity would not be possible at the Senior Center in its current operation, both due to space, staffing and liability issues. This might present an opportunity for collaboration in the community.

#2 Walking Club: Although this was the #2 choice, this would seem to contradict the past popularity of walking clubs at the Senior Center. Although this has been regularly offered and in different variations (meet at Senior Center, walk at Dean Park, walk indoors at Oak Middle after school), participation has been limited. More exploration is needed to see what people want in order to see more participation.

#3 Strength Training: It is not known if people were interested in using small weights, tension bands or other means for strength training. Strength training is a component of several current classes at the Senior Center (Pilates, Fitness and Nutrition, Exercise for Seniors), but has not been a stand-alone offering. These activities were popular for both men and women. Many outdoor activities were also checked off that could be reviewed by Parks and Recreation, the schools, other avenues for inter-generational or community collaborations.

Classes: #1 Gardening: Since the majority of respondents are in their own homes (see Part IV), it can be assumed that people are looking to expand or begin gardening at home. Further exploration would be needed to determine if people would be interested in lectures, hands-on demos, etc. This might be a collaboration opportunity with the Shrewsbury Garden Club and/or nearby gardening supply stores such as Home Depot.

#2 Cooking/Learning to Cook For One: Similar to the first choice, this would seem to be a good collaboration opportunity. Although the Senior Center does have a working kitchen, it would be difficult to conduct a class in it. However, the Senior Center would be conducive to lectures, but it can be assumed that hands-on lessons would be a preferred offering as well.

#3 Computer: This choice was interesting as this had been a popular offering by the COA in the past. For many years, the Senior Center offered two fall and two spring computer classes at Oak Middle and/or the High School which were usually filled to capacity and ran for 10 sessions and covered basic computer operation, e-mail, using the Internet, Word and Excel. These often had waiting lists for participants despite 60-80 seniors taking the classes each year. One year, an entire class was developed just for seniors 90 and older wishing to take computer classes. Originally an intergenerational activity with high school seniors teaching the classes and "Seniors Teaching Seniors" publicity, the classes later became peer-led, often with others who had previously gone through the classes. However, classes dwindled significantly over the years and were discontinued a few years ago. It was found that as more retirees were computer savvy, fewer people needed the course. The majority of the respondents feel they are computer proficient, as seen later in this section.

Arts/Crafts: #1 Photography: it was not surprising that this was the number one activity that was chosen in this category. A relatively new offering, the current photography group at the Senior Center is already at capacity and is a very active group. However, the current group is for photography enthusiasts to gather and photograph different subject matter together and try different techniques in a peer to peer setting. Currently, there are no photography classes or instructional workshops being offered for people new to the hobby.

#2: Knitting, along with yoga, is the longest standing activity that has been offered since the COA first had activity space. Although participation in the knitting group has fluctuated over the years, this continues to be a popular activity. It could be assumed that there is likely an interest in people wanting to learn how to knit in addition to people who are already knitting.

#3 Woodworking: although chosen by both genders, this craft was chosen predominately by men. Much like having fitness machines, a woodworking shop would require significant space in order to be offered at the senior center. This would seem to be another good opportunity to pursue a community collaboration.

Socializing: #1 Trips: it was also not surprising that travel is top socializing option that people chose. Currently, the Senior Edition dedicates a page to trip offerings put on by the various local groups. A combination of day, overnight and international trips are offered between the groups. Some Senior Centers have utilized their Friends groups to organize trips as a source of revenue. Both the Framingham and Worcester Senior Centers have dedicated office space solely for travel planning.

#2 Movies At the Senior Center: An activity that was also started when the COA initially got programming space, this has always been a popular activity, sometimes attracting as many as 80 people for a film. The activity typically has been sponsored by a business or organization throughout the years although the COA Gift Account has covered the cost when there has not been sponsorship. Due to the arrangement of seating around tables, this has been a good "icebreaker" activity for seniors new to the Senior Center. It is also a convenient way for seniors to see newly released films that are interest to them with no cost. Subtitles are put on to help those who may have hearing issues.

#3 Community Dinners: The popularity of this activity was also not surprising since most community meals are usually filled at capacity and have waiting lists when they are offered through the Senior Center. The "official" Community Dinners have taken place at the High School, have been sponsored by the Rotary Club and have featured the High School fall play or spring musical as entertainment. In recent years, Shrewsbury's State Representative and Senator have

co-hosted holiday luncheons which are equally popular with 160 people in attendance and a recently waiting list with over 30 people. It would appear that it will be important to continue to offer these activities.

The importance that respondents gave to these sections are consistent with the SOS questionnaire. The number one thing respondents of the questionnaire felt the COA should be focusing on over the next five years were activities for active seniors.

9-11: Meals At the Village Café Meal Site:

A large majority of the survey takers had not had lunch at the Meal Site, with just under 87% reporting that they had not. Of the 17 responders who had eaten lunch at the Meal Site, only 2 specified that they did not enjoy the experience, while another responder left the answer blank.

As far why survey takers did not enjoy the lunch or had never tried it, people could chose multiple answers here as well. The top three answers were as follows:

#1: Still working or have other commitments: some of these other commitments included caregiving for a spouse or grandchildren from notes survey takers wrote in.

#2: Prefer to eat alone or at home: This would seem to be contradictory as the popularity of Community Meals had been chosen for a previous question. It can be assumed that perhaps people took this to mean “on a regular basis” as the cost is nearly the same (\$2.50 suggested donation for lunch versus \$3.00 suggested donation at the Rotary Club sponsored Community Dinners)

#3: Prefer restaurants: Many people who chose the option above chose this one as well. This would seem to indicate if someone was going to have lunch other than at home, they would prefer to eat at a restaurant. Some Senior Centers have embraced this and made it into a social opportunity, creating a “Senior Center Lunch Bunch Club” and the like. A group of people get together and try different restaurants in the community on a monthly basis. With the abundance of eateries in Shrewsbury and the area, there would again seem to be opportunities to pursue.

A considerable number of people (19) wrote in a response under “Other”. Six people wrote that they had never heard or were unaware that the Senior Center had a Meal Site. This fit with the large number of people who were unaware of COA programs and services that followed in the next section. Several people wrote in that they did not attend, but received the food through Meals on Wheels. In hindsight, this should have been an option for people to check off as well.

12-26: Information and Services:

This section seemed to be difficult for some people to complete. If the survey was to be conducted again, it probably would have been easier to have a “Yes” box for respondents to check if they were aware of the program or service listed. Having both “Yes” and “No” boxes led to a variety of results. Some people checked off Yes and No for the same item. Some people skipped items. Ideally, the yes and no answers should have totaled the compete number of respondents as it did for other questions. Using the responses that were clear, the majority of responders said they were aware of the Senior Edition Newsletter with 105 of the 184 people checking “yes” to this item. However, the majority checked of that they were not aware of all the other items. This contrasted with the SOS questionnaire in which more than half people (just under 51%) said they

knew about the COA and Senior Center while a third (32%) said they were familiar with the programs offered. However, the SOS respondents were not given the extensive list the survey takers were. Yet, it is possible that since the visitors were at the SOS event, they may be more aware of town events and programs offered in the community than other residents.

27-31: *Called or Visited the Senior Center for Assistance:* The majority of respondents (68%) checked that they had not called or visited the Senior Center for assistance. For the 53, or just under 30%, that checked that they had visited, most checked “Very” or “Somewhat” to the questions that followed regarding their experience. Most (60%) indicated that a follow-up call would “not really” have helped them further.

32, 33: *Utilizing Technology:* This was another section that would need to be re-worked if the survey was conducted again as it appeared to confuse many people. Most people checked off the devices they had but many left the proficiency chart blank. More people (50%) left Question 33 blank (what is your primary means of communication) than any other survey question, likely because it was the only write-in question and/or blended in with the instructions above regarding the chart. More people who skipped a page of the survey altogether, skipped this page (10 respondents). Of those who responded to the question of communication, 58 people (more than 30% of the respondents) indicated “internet”, although people could chose more than one option. It is not known if this refers to e-mail, social media or the like.

84% of survey respondents indicated that they have a computer or tablet, and 82% said they were on-line. When it came to proficiency, 54% indicated they were “very” proficient in it’s use, while 56% reported internet proficiency. Confidence appeared to wane however, when it came to using smart phones, with under 47% of responders reporting proficiency. 67% reported having a smart phone, while 55% reported using a “regular cell phone”. Some people checked off having both a “regular cell phone” as well as a smart phone, so this language may not have been entirely clear.

Part II: Meeting Needs:

34. Getting around: This was another question where survey takers could pick multiple options. Nearly 80% said they drive their own vehicle. The next highest response was “family”.

35. Getting help: In regard to receiving help, the #1 response was “family”, followed by “friends and neighbors”, then the “veteran’s administration”. Knowing that the COA and local Veteran’s Office currently share office space, this is important information for planning on how the department can continue to help people regarding supports. Place of Worship followed as the 4th option chosen, which will be discussed more under Volunteering.

36-44 Caregiving: 22% of the survey recipients indicated that they were a carepartner. The COA has adapted the new language being used in the aging network to better describe the relationship between people who receive care and those who partner with them in their wellbeing. Some people were caring for more than one person, but the majority of caregivers were caring for a parent or in-law, followed by a spouse. Of the people being cared for, the majority lived with in Shrewsbury, but only half lived with their carepartner. This would indicate that there might be supports needed in the community for those relying on a carepartner who does not live with them. However, of the people who are receiving help, most indicated they were getting help from family. No one indicated that additional support was needed. The majority of carepartners left the reason why the person needed their assistance blank or filled in “other”, but of the options given, the one

chosen the most was “Alzheimer’s/Dementia”, which is not surprising due the data available about the prevalence in the aging population. The number of hours carepartners spent caregiving varied greatly and is available in Attachment E.

Part III: Working, Retirement and Volunteering:

45-52: Not surprisingly, 50% of the respondents were no longer working, 82% of those no longer working stating that they had retired. Of those still working, 66% were still doing so full-time. As to why respondents were still working, multiple answers could be chosen, but the reason chosen with most frequency was “financial necessity”. The majority of those still working also indicated that they planned to retire within the next “1-5 years”. Another error was discovered here in that “5-10 years” was not an option given as a choice, which one person wrote in. In regard to the statements regarding how the economy has affected one’s ability to retire, the majority of respondents checked off that it had not affected their plans.

Nearly 41% of the respondents indicated that they Volunteer. Many people are volunteering at multiple locations. The greatest number of people checked off that they were volunteering for a non-profit organization, followed by their place of worship. This is helpful information for potential collaboration, as the Small Home Repair Program grew out of an Outreach effort with the interfaith communities. Another breakout sheet in Attachment F lists what people wrote in for their volunteer work. The majority of respondents indicated that they were not aware the Senior Center was a resource for volunteer work.

Part IV: Respondent Demographics:

53-63: Nearly 73% of the recipients indicated they were answering the survey themselves. 55% of the respondents were women, while 40% were men. 5% checked “other” or left the response blank. These figures have not yet been compared to the sample pull to see how closely they match up. The greatest age group of respondents were 55-59, which reflects the number of surveys sent out to that age cohort. This was followed by the 70-74 and 75-79 age groups, which does not reflect the correct percentage of these cohorts of the whole senior population. However, people who frequent the Senior Center or utilize services from the COA typically fall into these age groups, so these people may have felt more compelled to respond upon receiving the survey. More data collection may be needed from the 60-64 year olds as the response in this category is significantly lower than it was in the sample.

Nearly 86% of the respondents indicated that they were non-minorities. 7% identified as Asian with many people writing in their nationality, such as “Indian” or “Chinese”.

There was a wide range of income levels, with choices in each category give. Just under 42% of the respondents checked off “\$47,918 or more” with another 21% checking “Other or prefer not to answer”.

The vast majority (65%) of respondents were married followed by 16% who were widowed. Nearly 84% indicated they owned their residence, with 80% responding that they were living in private homes. Some people left the own/rent question blank but checked off that they were living with family or perhaps had an arrangement in which they were not paying for their housing. Although 65% indicated they were married, 61% checked that they were living with their spouse. 20% reported living alone and another 20% reported living with family. However, some people checked off that both they and their spouse were living with family.

In regard to having a second home or long-term living arrangement elsewhere, 16% responded that they did. This is a significant increase over the last time this question was asked in a survey, which was only 2% at that time. However, the question was worded differently in this survey, hopefully give better insight to people's living arrangements.

Conclusion: The data gathered in the 2018 survey will hopefully prove to be helpful as the COA moves forward with its Strategic Planning. More analysis is needed to see just how closely the data reflects the sample size. However, the COA would appear to have solid input to begin community discussion on various Senior Center programming, caregiving and volunteering topics as well as potential collaboration opportunities to expand age friendly activities in the Shrewsbury community.

Attachments:

Survey cover letter

Survey as sent out

Survey tallies

Break out sheet on caregiving statistics

Break out sheet on volunteering statistics

Write-in answers and written comments

SOS Questionnaire

SOS Questionnaire tallies



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338



*If you are under 60 and receiving this, we need your input!
If the person this survey was addressed to is unable to answer for themselves, please answer on
their behalf in relation to answers as they pertain to that person.
Thank you!*

June, 2018

Dear Shrewsbury Resident:

The Central Massachusetts Agency on Aging (CMAA), your local Area Agency on Aging, and the Shrewsbury Council on Aging are collecting information about what residents of Shrewsbury need to make Shrewsbury a community to age well in. CMAA manages Federal Older American Act funding in Central Massachusetts. Through your responses on this survey we hope to better understand the needs of older adults in Shrewsbury and better direct funding and resources to address those needs.

You are only one of 1000 people in Shrewsbury aged 50 and above selected in a random scientific sample to receive this questionnaire. Your response is very important. However, your co-operation is strictly voluntary. Answers to the questionnaire will be treated as **anonymous** and **confidential**. Your participation in this survey will not affect any services you are receiving or may apply for in the future.

Once your response is completed please return the questionnaire in the enclosed envelope as soon as possible. The fiscal year ends on **June 30th** and it is hoped the majority of responses can be received beforehand. It should take less than 10 minutes to fill out your responses.

If you choose not to participate please return the blank questionnaire in the enclosed envelope. This survey is being funded through a grant from the Massachusetts Councils on Aging (MCOA) by the Executive Office of Elder Affairs and the Department of Mental Health. Any opinions expressed herein are solely those of the Shrewsbury Council on Aging.

If you have any questions, please contact: Ethan Belding, Planning Coordinator at CMAA: 508-852-5539 or ebelding@seniorconnection.org. You may also call the Council on Aging at 508-841-8640.

Thank you.

Council On Aging 2018 Survey

Please check off the appropriate boxes where indicated

Part I: Utilizing the Shrewsbury Senior Center:

1. Have you ever visited the Shrewsbury Senior Center located at 98 Maple Avenue? Yes No
If no, please skip to question #4

2. How often have you come to the Senior Center ?
 Weekly or more Once a month or so A few times Just once

3. Do you feel the present Senior Center is adequate for your needs or for the needs of Shrewsbury?
 Yes No Not sure

4. If you **don't** come to the Senior Center very often, or have never at all, it would help us to know why.
Please check off all the answers below that apply:

- | | |
|---|---|
| <input type="checkbox"/> Still working | <input type="checkbox"/> Caregiving/partner responsibilities |
| <input type="checkbox"/> Transportation Problems | <input type="checkbox"/> Health Problems |
| <input type="checkbox"/> I have no interest | <input type="checkbox"/> Unfamiliar with existing Programs |
| <input type="checkbox"/> I don't know any one there | <input type="checkbox"/> No Evening or Weekend Hours |
| <input type="checkbox"/> I don't need services at this time | <input type="checkbox"/> No Drop-In Opportunities |
| <input type="checkbox"/> I don't identify as a "senior" | <input type="checkbox"/> Senior Center wasn't/isn't welcoming |
| <input type="checkbox"/> Conflicts with current schedule | <input type="checkbox"/> Prefer on-line contact/socializing |
| <input type="checkbox"/> Other: (Please List or write your comments below:) | |

*Regardless of whether or not you use the Senior Center, what activities interest you?
The list below includes a mix of past, current and possible future offerings. Check all that apply:*

5. Fitness:

- | | | | | |
|--|-----------------------------------|---|--|--|
| <input type="checkbox"/> Tai Chi | <input type="checkbox"/> Pilates | <input type="checkbox"/> Weight Room | <input type="checkbox"/> Walking Club | <input type="checkbox"/> Swimming |
| <input type="checkbox"/> Chi Gong | <input type="checkbox"/> Zumba | <input type="checkbox"/> Barre | <input type="checkbox"/> Strength Training | <input type="checkbox"/> Fitness Machines |
| <input type="checkbox"/> Yoga | <input type="checkbox"/> Aerobics | <input type="checkbox"/> Line Dancing | <input type="checkbox"/> Bocce | <input type="checkbox"/> Hiking/Trails Group |
| <input type="checkbox"/> Pickleball | <input type="checkbox"/> Golf | <input type="checkbox"/> Shuffleboard | <input type="checkbox"/> Softball | <input type="checkbox"/> Tennis |
| <input type="checkbox"/> Other dance(s): _____ | | <input type="checkbox"/> Other Sports for 50+ (Sport(s): _____) | | |

6. Classes/Educational:

- | | | |
|---|--|--|
| <input type="checkbox"/> Cooking/Learning to Cook for One | <input type="checkbox"/> Auto Maintenance | <input type="checkbox"/> Gardening |
| <input type="checkbox"/> Bird Watching | <input type="checkbox"/> Computer | <input type="checkbox"/> Other Technology: _____ |
| <input type="checkbox"/> Memoir or Creative Writing | <input type="checkbox"/> Job Search/Skills | <input type="checkbox"/> Piano/Music Lessons
(Instrument(s): _____) |
| <input type="checkbox"/> Educational Seminars (Legal/Health/Retirement Planning, Etc:) possible topics: _____ | | |

7. Arts/Crafts:

- | | | | | |
|--|--|-----------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Oil Painting | <input type="checkbox"/> Fingerpainting | <input type="checkbox"/> Ceramics | <input type="checkbox"/> Drama Group | <input type="checkbox"/> Choir Group |
| <input type="checkbox"/> Knitting | <input type="checkbox"/> Stained Glass | <input type="checkbox"/> Quilting | <input type="checkbox"/> Card Making | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Drawing | <input type="checkbox"/> Woodworking | <input type="checkbox"/> Coloring | <input type="checkbox"/> Sculpting | <input type="checkbox"/> Live Performances |
| <input type="checkbox"/> Fabric Painting | <input type="checkbox"/> Pressed Flowers | <input type="checkbox"/> Improv | <input type="checkbox"/> Other: _____ | |

8. Exploring/Socializing:

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Men's Group | <input type="checkbox"/> Women's Group | <input type="checkbox"/> LGBT Programming | <input type="checkbox"/> Current Events Group |
| <input type="checkbox"/> Travel Opportunities | <input type="checkbox"/> Book Club | <input type="checkbox"/> Community Dinners | <input type="checkbox"/> Intergenerational Programs |
| <input type="checkbox"/> Movies at Senior Center | <input type="checkbox"/> Movie Groups off site | <input type="checkbox"/> Other: _____ | |

Meals At The Senior Center Village Café Meal Site:

9. Have you ever had lunch at the Village Cafe? Yes No
10. If so, do/did you enjoy the experience? Yes No
11. If not, or if you have never tried the Meal Site, please tell us why: (check all that apply)
- Prefer restaurants Prefer to Eat at home or alone Prefer soup/salad/sandwich buffet
- Don't like the menu choices Dietary Lifestyle (need choices: diabetic, low sodium, vegan, etc)
- I would like a breakfast program I would like a dinner program Issues with suggested donation
- Still working or have other commitments Other: _____

Utilizing the Senior Center for other Information and Services:

Check YES if you have used or are at least aware of the item in the following list.
 Check NO if you are not aware of the service, plan or activity listed.

12. "Senior Edition" Monthly Newsletter Yes No
13. Council on Aging website on Town web page Yes No
14. Senior Center Facebook Page Yes No
15. Senior programming on Shrewsbury Media Connection television stations Yes No
16. SHINE Counseling (Serving Health Information Needs of Everyone) Yes No
17. Free Medical Screenings at Senior Center (Blood Pressure, Hearing, Spinal, etc) Yes No
18. Special health talks or events at the Senior Center Yes No
19. Annual Flu Shots Yes No
20. Transportation for medical appointments or other purposes Yes No
21. Small Home Repair Program or other Outreach service Yes No
22. CARES (Consumer Awareness and Resources for Elders in Shrewsbury) Yes No
23. Free Legal and Financial Clinics at the Senior Center Yes No
24. Tax Work Off Program Yes No
25. AARP Income Tax Service Yes No
26. Dementia Support Group/Dementia Friendly Shrewsbury Initiative Yes No
27. Have you ever called, visited or e-mailed the Council on Aging/Senior Center for information or assistance? Yes No (If no, please skip to Question #32)
28. If you visited the Senior Center, did you find the experience to be welcoming?
 Yes, very Yes, somewhat Not Really Not At All
29. Did you find the person who responded to or assisted you to be helpful and courteous?
 Yes, very Yes, somewhat Not Really Not At All
30. Did you find the information given helped you or got you on the right path?
 Yes, very Yes, somewhat Not Really Not At All
31. Do you feel a follow-up phone call would have helped you?
 Yes, very Yes, somewhat Not Really Not At All

Utilizing Technology:

32. Please fill out the chart below regarding the technology you use:

33. What is your **primary** means to access information? (phone, internet, personal contact, etc.) _____

Device:	Have:	Don't know how to use:	Use, but want to know more:	Feel very proficient at using	Comments?
Computer/Tablet	Yes <input type="checkbox"/> No <input type="checkbox"/>				
Internet	Yes <input type="checkbox"/> No <input type="checkbox"/>				
Regular Cell Phone	Yes <input type="checkbox"/> No <input type="checkbox"/>				
"Smart" Phone	Yes <input type="checkbox"/> No <input type="checkbox"/>				

Part II: Meeting Needs:

34. How do you currently get around? Check all that apply:

- Drive my own vehicle Drive a family member/friend's vehicle when needed COA Van Friends
 Family Taxi Uber/Lyft Volunteers Public Transportation Walk
 Other: _____

35. Do YOU currently receive any type of help from any of the following Sources? (check all that apply)

- Shrewsbury COA Family Friends or Neighbors
 Elder Services of Worcester, Inc. Veterans Administration Place of Worship
 VNA or other Home Health Organization India Society of Worcester
 Illness/Disability specific organization (MA Association of the Blind, Alzheimer's Association, etc)
 Housing agency (Central MA Housing Alliance, Housing Authority or other housing based organization)
 Food pantry Other, Please list: _____

36. Do you provide care or support for someone else? Yes No *If NO, please skip to Question #45*

37. WHO do you care for, and How Many where applicable? Spouse or Significant Other
 Parent or In-Law Friend Adult Child Sibling Grandchild(ren) Minor child(ren)
 Other: _____

38. Does the person/people you care for live in Shrewsbury? Yes No

39. Does the person/people you care for live with you? Yes No

40. Why does the person(s) need your help ? Alzheimer's Disease or other Dementia Stroke
 Need of childcare Parkinson's Disease or other neuro disorder Disability from an accident
 Developmental Disability Vision Impairment Other: _____

41. How many hours of care do you estimate you provide per week? _____

42. Do you **get** help providing care/support? Yes No

43. If you receive help or support as a carepartner, from whom do you get help? (check all that apply)

- Shrewsbury COA Family Friends or Neighbors
 Elder Services of Worcester, Inc. Veterans Administration Place of Worship
 Shrewsbury Youth & Family Services Food Pantry Shrewsbury School District
 India Society of Worcester VNA or other Home Health Organization
 Illness/disability specific organization (MA Association of the Blind, Alzheimer's Association, etc)
 Other, Please list: _____

44. Do you **need** help providing that care/getting support? Yes No

If yes, please explain: _____

Part III: Working, Retirement and Volunteering:

45. Working? Yes No If yes: Full-time Part Time

46. If no, why? Retired Laid off Health issues Caregiving/partner responsibilities
Other: _____

47. What best answers why you are currently working? (check all that apply) Financial Necessity
 Enjoy social aspect Personal fulfillment Other: _____

48. When do you plan to retire? Not sure Within the Next 1-5 Years 10 years or more

Part III: Working, Retirement and Volunteering, continued:

49. Please check the statement that most accurately reflects your current situation in regard to retirement:

- The economy/my circumstances have not affected my plans/ability to retire comfortably
- The economy/my circumstances have negatively affected my plans/ability to retire comfortably
- I am currently working on or revising my retirement plans
- I have not given much thought to my retirement plans

50. Are you currently doing any kind of Volunteer Work? Yes No

51. If so, where? (check all that apply) Senior Center School, Library, Parks Dept Place of Worship
Civic Group (Rotary, Lion’s Club, etc) Non-Profit Organization (medical, animal causes, etc)
Other: _____

52. If you are currently not volunteering, are you aware that the COA is a resource for learning about Volunteer opportunities? Yes No

Part IV: Demographics:

Please tell us about yourself, skip or check “PNA” (prefer not to answer) to any questions as applicable:

53. Are you answering this questionnaire yourself? Yes No

54. Gender: Female Male Other/PNA (Prefer Not To Answer)

55. Age: 50-54 55-59 60-64 65-69 70-74 75-79
80-84 85-89 90-94 95-99 100 or over

56. Marital Status:

- Single Married Unmarried, but long term relationship
- Widowed Divorced Separated Other/PNA: _____

57. Income*: \$14,827 or less \$14,828-\$22,086 \$22,087-\$27,636 \$27,637-\$34,438
\$34,439-\$41,177 \$41,178-\$47,916 \$47,916 or more Other/PNA: _____

**yours only, not household*

58. Race: Non-Minority/Caucasian: African American Hispanic Origin
American Indian/Native Alaskan Asian American/Pacific Islander Portuguese/Cape Verdean
Other: (specify: Refugee, Albanian, etc)/PNA _____

Living Arrangements:

59. Do you: Own Rent

60. Live in: Private Home Apartment or Condo Public Housing
55+Community Assisted Living Community Nursing Home or other Care Facility

61. Live with: Alone Spouse/Significant Other Family Non-Family

62. Precinct: (Circle one) 1 2 3 4 5 6 7 8 9 10 Unsure

63. Do you have a 2nd home or other annual living/long-term travel arrangement in which you live/stay somewhere other than Shrewsbury for 4 consecutive weeks or more? (Florida, the Cape, visit family internationally, etc)
Yes No

Funding for this project was provided in part by the Massachusetts Association of Councils on Aging under a Service Incentive Grant from the Massachusetts Executive Office of Elder Affairs.

Thank you so much for your time spent answering these questions. We appreciate all that you have shared with us. Your answers will help US to help YOU! Feel free to attach any additional comments or contact Ethan Belding at 508-852-5539 with any additional comments.

Survey Pull and Returns:

Age Group	Total Residents	Total %	Adjusted %	Sample	Returned	% of Return
50-59	5836	41.18	40	400	66	36%
60-69	3957	27.92	28	280	23	12.50%
70-79	2475	17.46	18	180	57	31%
80-89	1378	9.725	10	100	24	13%
90-99+	523	3.69	4	40	8	4.30%
	14169	99.975	100	1000	184*	100%

**includes 6 returns without age specified (3.2%)*

Non-Seniors:

Age Group	Number	Percent of Group	Number from Sample
50	563	0.09647	40
51	596	0.102125	40
52	587	0.100583	40
53	644	0.11035	45
54	620	0.106237	45
55	612	0.104866	40
56	598	0.102467	40
57	569	0.097498	40
58	550	0.094243	36
59	497	0.085161	34
	5836		400

Seniors By Decade:

Age Group	Number	Percent of Group	Number from Sample
60	313	0.0791	22
61	333	0.084155	23
62	336	0.084913	24
63	386	0.097549	28
64	380	0.096032	28
65	379	0.09578	26
66	400	0.101087	28
67	443	0.111954	30
68	467	0.118019	33
69	520	0.131413	38
	3957		280

Age Group	Number	Percent of Group	Number from Sample
70	352	0.142222	26
71	338	0.136566	25
72	244	0.098586	18
73	234	0.094545	18
74	269	0.108687	19
75	269	0.108687	19
76	230	0.092929	17
77	209	0.084444	15
78	170	0.068687	12
79	160	0.064646	11
	2475		180

Age Group	Number	Percent of Group	Number from Sample
80	160	0.11611	12
81	158	0.114659	11
82	145	0.105225	11
83	163	0.118287	12
84	151	0.109579	11
85	110	0.079826	8
86	142	0.103048	10
87	130	0.09434	9
88	110	0.079826	8
89	109	0.0791	8
	1378		100

Age Group	Number	Percent of Group	Number from Sample
90	113	0.216061	8
91	71	0.135755	5
92	77	0.147228	5
93	58	0.110899	4
94	52	0.099426	3
95	42	0.080306	3
96	32	0.061185	3
97	23	0.043977	3
98	24	0.045889	3
99	10	0.01912	1
100+	21	0.040153	2
	523		40

SHREWSBURY COA SURVEY 2018
Part 1: Utilizing the Senior Center

1. Visited?

P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP	Totals:	%	Total:
9	4	8	3	9	7	10	10	2	4	21	14	101	0.5489	55%
9	4	2	4	5	2	6	8	1	3	28	7	79	0.4293	43%
					1		1			1	1	4	0.0217	2%
18	8	10	7	14	10	16	19	3	7	50	22	184		100%

2. How often have you come to the Senior Center ?

Weekly	2	1	2		2	2	2	1	1		3	3	19	
Monthly					1	1	1			1	2	7		
Few times	3	3	4	2	5	3	5	5	1	2	14	7	54	
Just Once	4		1	1	1	2	3		2	3	2	20		
Blank:	9	4	3	4	5	3	6	9	1	3	29	8	84	
	18	8	10	7	14	10	16	19	3	7	50	22	184	

3. Present Senior Center adequate?

Yes	2	2	2	2	6	3	2	6	2	1	8	5	41	
No:	1				2	1	1	3					8	
Not Sure:	5	2	6	1	1	3	7	1		3	15	8	52	
Blank:	10	4	2	4	5	3	6	9	1	3	27	9	83	
	18	8	10	7	14	10	16	19	3	7	50	22	184	

4. If you don't come to the Senior Center...why?

Still working	4	5	3	3	6	1	10	3	1	5	24	5	70	#2
Transportation Problems				1		1					5	2	9	
I have no interest	2	1	2		3	2	3	4		1	7	1	26	
I don't know any one there	2	1		3	4	1	4	3		3	13	1	35	
I don't need services at this time	11	3	5	2	8	4	6	8	1	7	16	5	76	#1
I don't identify as a "senior"	4	4	2	2	4	2	7	4		3	18	4	54	#3
Conflicts with current schedule		1	1		1		2	3			4	3	15	
Caregiving/partner responsibilities							1	1		4	3	10		
Health Problems	1									1	2	6		
Unfamiliar with existing Programs	2	2	1		1	1	4	1		3	11	3	29	
No Evening or Weekend Hours			1		1	2	1	1		1	1	1	9	
No Drop-in Opportunities							1	1					2	
Senior Center wasn't/isn't welcoming							1			1			2	
Prefer on-line contact/socializing							1						1	
Other: (Comments in other spreadsheet:)	1	1	1		1					2			6	
Blank					3	3	2	6	2	3	5	24		

SHREWSBURY COA SURVEY 2018

5. Fitness

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP Totals:	%	Total:
Tai Chi	5	2	1	1	2	3	3			2	11	2		32
Chi Gong	2	2			1	2	2			1	1			11
Yoga	4	3	5	1	4	2	7			1	18	12		64
Pickleball	1	1			1	4	2			2	3	3		17
Pilates	2	2	1		2	2	3	1	1	1	2			17
Zumba	1	1	1		2	1	3	2	1		7	2		20
Aerobics	1	1	1		2	4	2			2	6	3		21
Golf	4	1	2	1	3	5	6	2	2	10	6	6		42
Weight Room	3	3	2	1	4	3	4	3	1	1	11	1		37
Barre							3	2		1	3			9
Line Dancing	3	1	2	1	3	1	1	2	1		7	2		24
Shuffleboard			2	1	2		1	0	1	1	2	1		11
Walking Club	2	5	4	3	3	3	4	4	2	3	18	6		57
Strength Training	6	2	2	3	4	2	6	3	1	2	18	6		55
Bocce	2	2	6	2	1		2	4	1		7	3		30
Softball	1	1	1	1	1		1	0			4	1		10
Swimming	5	4	4	3	4	2	3	2	1	2	15	6		51
Fitness Machines	8	3	2	5	3	2	4	5	1	5	20	6		64
Hiking/Trails Group	3	4	1	2	2	2	8	2	1	1	14	3		43
Tennis	1				1		3	1	1	1	4			12
Other Dance			1	1				1	1		2			6
Other Sports for 50+	2						1	1				1		5
Write-In					2	1								3
"None"								1						
Blank	2		1		2	2		2	1		4	1		15
6. Classes/Educational: Cooking/Learning to Cook for One	3	1	4	2	1	3	7	3	1	2	14	3		44
Auto Maintenance	2		1	1	2	2	3	2			4	1		18
Gardening	4	2	4	4	4	6	6	6	1	2	13	7		59
Bird Watching	2	3	3	3	2		6		1		13	1		34

#1 #2 #3 #1 #1 #3 #1

SHREWSBURY COA SURVEY 2018

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP	Totals:	%	Total:
Computer	6		2	1	3	1	7	4	1	2	21	7	55	#2	
Piano or other Music Lessons	4		2	2	1	4	1	1	1	1	6	4	26		
Memoir or Creative Writing	0				2	1	7	2	1		3	2	18		
Job Search	2				1	1	1			1		3	8		
Educational Seminars	5	2	3	2	1	6	3	2	3	9	5	5	41		
Other Technology:	1				1		2		1	2			7		
"None"							1								
Blank:		2	2	1	5	4	5	8	1	1	4	4	37		
<hr/>															
<u>7. Arts/Crafts:</u>															
Oil Painting	1	1			3	2	3	2	1		7		20		
Knitting	4		2		1	1	7	3	1	1	13	3	36	#2	
Drawing	1	1				2	3	3	1	1	13	3	28		
Fabric Painting			1		1	3		1	1		7	1	15		
Fingerpainting						1					3	1	5		
Stained Glass	2	1		1		3	4	3	1	1	9	2	27		
Woodworking	1	2	1	3	1	2	1	3	1	2	8	6	31	#3	
Pressed Flowers	1		1			1		1	1		5	5	15		
Ceramics	1	1		2	2	2	1	1	1		8	1	20		
Quilting	2		1	1	1	3	3	1			3	2	18		
Coloring				1		1		2	1		5	1	11		
Improv							1		1		3		5		
Drama Group							1		1	1	3	2	8		
Card Making	2		1	2		1	3	2	1		6	1	19		
Sculpting	1	1			2	1	1		1		5		12		
Choir Group			1				1	1	1		4	1	9		
Photography	4	3	3	3	3	2	5	5	1	1	16	3	49	#1	
Live Performances	3	1	0		2	1	5	3	1		8	3	27		
Other:	2					1		1			3		7		
Blank	8	4	4	1	4	5	4	6	2	3	7	4	52		
"None"				1				1					2		
<hr/>															
<u>8. Exploring/Socializing:</u>															
Men's Group	4	1	2	2	5	1	2	2	2	2	9	3	35		
Travel Opportunities	5	2	3	3	3	2	9	10	2		29	11	79	#1	

SHREWSBURY COA SURVEY 2018

% Total:

Utilizing the Senior Center for other Information and Services: AWARE

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP	Totals:
12. "Senior Edition" Monthly Newsletter	9	3	7	5	10	7	8	12	2	3	25	14	105
13. Council on Aging website on Town web page	6		5	4	7	4	8	6	2	2	16	8	68
14. Senior Center Facebook Page	2			1	5		1	2			3	3	17
15. Senior Programming on SMC	5	2	7	1	5	3	4	6	1		10	10	54
16. SHINE	7	2	4	2	6	2	5	10	1	1	14	10	64
17. Screenings	6	2	6	3	7	5	5	10	1	2	16	13	76
18. Health Talks	7	2	4	4	6	3	8	8	2	1	13	10	68
19. Annual Flu Shots	5	1	6	1	7	4	9	9	2	1	18	11	74
20. Transportation	7	1	7	1	5	4	4	10	2		13	8	62
21. SHRP	5	2	5	2	6	4	7	9	1	1	10	7	59
22. CARES	5	1	3	1	5	3	2	9	2		7	6	44
23. Free Legal and Financial Clinics at the Senior Center	6	1	6	2	6	5	4	9	1	1	9	8	58
24. Tax Work Off Program	3		5	1	5	3	1	4			7	7	36
25. AARP Income Tax Service	5		4	1	7	3		6			7	6	39
26. Dementia Support Group	5		4	1	5	3	4	10		1	7	6	46

0.57 | 57%

0

Utilizing the Senior Center for other Information and Services: NOT AWARE

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP	Totals:
12. "Senior Edition" Monthly Newsletter	7	5	3	2	3	2	5	1	1	2	19	6	56
13. Council on Aging website on Town web page	8	8	4	3	5	5	6	5		3	23	8	78
14. Senior Center Facebook Page	11	8	9	6	6	9	12	9	3	5	33	13	124
15. Senior Programming on SMC	8	7	2	6	6	6	10	5	2	5	28	9	94
16. SHINE	7	6	5	6	5	7	8	2	3	4	27	8	88
17. Screenings	7	6	3	6	5	4	8	3	3	3	26	7	81
18. Health Talks	6	6	5	6	5	6	7	3	1	4	27	7	83
19. Annual Flu Shots	9	7	3	6	4	5	4	3	1	4	25	6	77
20. Transportation	7	7	2	6	7	5	9	2	1	5	27	9	87
21. SHRP	10	6	4	5	6	5	7	2	2	5	29	9	90
22. CARES	9	7	5	6	6	6	10	3	1	5	32	9	99
23. Free Legal and Financial Clinics at the Senior Center	9	7	2	5	6	4	9	3	2	4	31	9	91
24. Tax Work Off Program	11	8	3	6	6	6	12	7	3	5	33	9	109
25. AARP Income Tax Service	10	8	5	6	6	6	13	6	3	5	34	9	111

SHREWSBURY COA SURVEY 2018

26. Dementia Support Group
Left entire section Blank:

P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP	Totals:
9	8	5	6	5	6	9	3	3	4	31	10	99
1		1		1	1	2	3		1	2	2	14
												0

% Total:

0.288 | 29%

27. Called/visited COA for information or assistance?

5		3	1	6	3	6	6	1	1	10	11	53
12	8	7	6	8	7	10	11	2	6	37	11	125
1							2			3		6
18	8	10	7	14	10	16	19	3	7	50	22	184

Yes
No
Blank:

28. Welcoming?

3		1	1	3	2	1	2	1	1	3	5	23
1		2		3	1	4	2			3	5	21
1							1			3	1	6
							1	1		1		3

Very
somewhat
not really
Blank:

29. Helpful and courteous?

5		3	1	6	3	6	6	1	1	10	11	53
3		2	1	4	2	4	2	1	1	4	7	31
1		1		2	1	2	3			6	3	19
1											1	1
								1				2

Very
somewhat
not really
Blank:

30. Did you find the information given helped you or got you on the right path?

3		2	1	5	1	2	3	1	1	3	7	29
1		1		1	2	4	2			5	3	19
										1	1	2
										1		3
								1		1		3

Very
somewhat
not really
Blank:

31. Do you feel a follow-up phone call would have helped you?

5		3	1	6	3	6	6	1	1	10	11	53
			1				1				2	4
				1	1	1				1	3	6
3		3		4	2	5	4	1		6	4	32
1				1	1				1	1	2	7
1								1		2		4
5		3	1	6	3	6	6	1	1	10	11	53

Very
somewhat
not really
not at all
Blank:

Utilizing Technology:

32. Device Usage and Proficiency Chart

15	7	8	6	10	8	15	15	3	6	45	16	154
----	---	---	---	----	---	----	----	---	---	----	----	-----

Computer/Tablet Have Device?

0.8369 | 84%

Yes

SHREWSBURY COA SURVEY 2018

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP	Totals:	%	Total:
No Blank		1	1	1	2	2		2		1	2	1	13		
	3		1		2		1	2			3	5	17		
Internet	18	8	10	7	14	10	16	19	3	7	50	22	184		
	15	8	7	7	10	6	15	14	3	6	42	18	151	0.826	83%
Have Device?			2		2	3		3		1	3	2	16		
	3		1		2	1	1	2			5	2	17		
Regular Cell Phone	18	8	10	7	14	10	16	19	3	7	50	22	184		
	8	3	6	1	9	6	9	10	3	5	30	12	102	0.5543	55%
Have Device?	5	3	3	5	3	2	5	5		2	8	4	45		
	5	2	1	1	2	2	1	4			12	6	36		
"Smart" Phone	18	8	10	7	14	10	16	19	3	7	50	22	184		
	11	6	4	7	7	3	13	11	3	6	38	14	123	0.6684	67%
Have Device?	5	1	5		4	6	2	5		1	6	3	38		
	2	1	1		3	1	1	3			6	5	23		
Computer/Tablet	18	8	10	7	14	10	16	19	3	7	50	22	184		
				1	2	1		2			3	1	10		
Profienct?	3		1	1	2	2	3	3		1	8	3	27		
	8	6	6	3	8	3	9	9	2	5	28	12	99	0.538	54%
Very Blank	7	2	3	2	2	4	4	5	1	1	11	6	48		
	18	8	10	7	14	10	16	19	3	7	50	22	184		
Internet	0		1	1	2	1		1			2	1	9		
	2			1			3	4		1	5	2	18		
Profienct?	8	7	6	3	9	3	10	9	2	5	30	11	103	0.5597	56%
	8	1	3	2	3	6	3	5	1	1	13	8	54		
Regular Cell Phone	18	8	10	7	14	10	16	19	3	7	50	22	184		
					1	1						1	3		
Profienct?	1				1	2	1	1			1		7		
	5	3	3	1	6	4	6	7	2	4	20	5	66		
Very Blank	12	5	7	6	6	3	9	11	1	3	29	16	108		
	18	8	10	7	14	10	16	19	3	7	50	22	184		
"Smart" Phone	2		1		3	1		1			1	1	10		
	1		1	1		1	3	3		1	4	4	19		
Profienct?	7	6	3	4	6	3	9	8	2	5	25	8	86	0.4674	47%

SHREWSBURY COA SURVEY 2018

% Total:

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP	Totals:
Blank	8	2	5	2	5	5	4	7	1	1	20	9	69
	18	8	10	7	14	10	16	19	3	7	50	22	184
Phone:	3	3	2	1	3	2	3	4	1		7	2	31
Internet:	8	3	2	4	4	1	7	4	3	3	14	5	58
Email:			1	1									2
In Person								1			4		6
All:			1				1				2	2	6
Other											1		1
Blank:	7	2	3	1	7	7	5	13		4	30	13	92
Skipped													
Pg 3 :	2				1		1	1	1	1	2	3	10

0.5 | 50%

Part II: Meeting Needs:

34. How do you currently get around:

Drive my own vehicle	13	7	8	6	12	5	15	13	3	6	41	16	145
Drive a family member/friend's vehicle when needed	1							1				1	3
COA Van						1	1				1		3
Friends			1		1	1	1				3	1	9
Family	1		2	1	2	2	2	1			7	1	19
Taxi								1			1	1	3
Uber/Lyft			1		1			1			1		4
Volunteers								1					1
Public Transportation	1					1	1					1	4
Walk		2	1			3	2	1		1			10
Blank:		1				1		2		1	2	3	10
Other:											2		

35. Receive help?

Shrewsbury COA			1			1	1				1		4
Family	3		2		2		2	3			4	2	18
Friends or Neighbors	1		1		1	2	2	2			2	1	12
Elder Services of Worcester, Inc.						1	1				1		3
VNA or other Home Health Organization	1		1					2			1		5
Veterans Administration	1			1	1	1	2	2		2	1		11
Place of Worship							2	4					6

SHREWSBURY COA SURVEY 2018

% Total:

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP	Totals:
India Society of Worcester							1						1
Illness/Disability specific organization								1					1
Housing based organization													0
Food Pantry						1					1		2
Other:											1	1	2
Blank:	10	7	7	5	7	7	9	3	5	41	18		112

36. Do you provide care or support for someone else?

Yes	4	2	4	3		3	5	6			10	4	41
No	12	5	5	3	14	6	11	12	3	6	36	14	127
Blank:	2	1	1	1		1		1		1	4	4	16
	18	8	10	7	14	10	16	19	3	7	50	22	184

37. WHO do you care for, and How Many where applicable?

Parent or In-Law	1	1	2	2		1	1	3			6	2	19
Spouse or Significant Other	1		1				2	1			4	1	10
Sibling													0
Grandchild(ren)		1	1	1			3						6
Minor child(ren)								1		2	2		3
Adult Child	1		1			1		2			1	1	7
Friend			1					1			1		3
Other:	1												1

38. Does the person/people you care for live in Shrewsbury?

Yes	2	2	3	1		2	3	6			7	2	28
No	2		1	2		1	2				3	2	13
Blank									3	7			10

39. Does the person/people you care for live with you?

Yes	2	1	1			2	1	3			7	2	19
No	2	1	3	3		1	4	1			3	2	20
Blank								11	3	7			21

40. Why does the person(s) need your help ?

Alzheimer's Disease or other Dementia	1		1					2	1		4		9
Stroke											1		1

SHREWSBURY COA SURVEY 2018

% Total:

Need of childcare
 Parkinson's Disease or other neuro disorder
 Disability from an accident
 Developmental Disability
 Vision Impairment
 Other:
 Blank:

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP	Totals:
		1		1			2	1					5
			1					1			1	1	4
											1	1	1
											1	1	1
													0
	3		1	2	2	2	3	3			3	3	17
						1	1	3	7	1			13
	4	1	3	3	3	3	5	6	3	7	12	4	

41. How many hours of care? See Caregiving Sheet

42. Do you **get** help providing care/support?
 Yes
 No
 Blank

		1	2	2	1	2					6	3	17
3		2	1	2	2	6					4	1	21
1						1	3	7					12
4		4	3			5	6				10	4	36

43. If you receive help or support as a carepartner, from whom?

Shrewsbury COA
 Family
 Friends or Neighbors
 Elder Services of Worcester, Inc.
 VNA or other Home Health Organization
 Veterans Administration
 Place of Worship
 India Society of Worcester
 Illness/Disability specific organization
 Housing based organization
 Other:
 Blank:

			2										2
1		3	2	1	2						6	1	16
1													1
													0
1										1			2
													0
						1				1	1		3
													0
													0
													0
1	1		1	2	2	6	3	7					25
4			3	3	5	3							22

44. Do you need help providing care/getting support?

Yes
 No
 Blank

													0
3	1	3	3	3	4	6					9	4	36
1		1			1	0	3	7	1				14
4	1	4	3	3	5	6	3	7	10	4			50

SHREWSBURY COA SURVEY 2018

Part III: Working, Retirement and Volunteering:

45. Working?

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP	Totals:	%	Total:
Yes	4	5	5	4	6	1	11	5	2	4	25	8	80		43%
No	12	2	4	3	8	8	5	12	1	2	24	11	92		50%
Blank	2	1	1			1		2		1	1	3	12		7%
	18	8	10	7	14	10	16	19	3	7	50	22	184		100%

If Yes,

FT	3	3	4	4	3	1	6	4	1	4	15	5	53
PT	1	1			2		4	1	1		5	3	18
Blank		1	1		1	8	1				1		13

46. If no, why?

Retired	4	5	5	4	6	9	11	5	2	4	21	8	84
Laid off	11	2	4	3	6	6	4	10	1	2	22	8	79
Health issues						1						1	2
Caregiving/partner Responsibilities	1				1		1				1		3
Other:					1			1					3
Blank:						2			2			1	5
	12	2		3	8	9	5	12	3	2		11	67

47. Why you are currently working?

Financial Necessity	3	4	2	3	5	1	4	2	2	4	17	5	52
Enjoy social aspect	3		2		1		7	1		1	10		25
Personal fulfillment	4		3		1		7	2		1	13	3	34
Other:	1	1	1	1	1		1				2	1	9
Blank:						8							9
		5				9			2			8	24

48. When do you plan to retire

Not Sure		2	1	1	1		4				7	2	18
Within 1-5 Years	1	2	2	2	2		4	2	1	1	8	3	28
5-10 Years		1											1
10 Years or more	3		2	1	3	1	3	3	1	3	9	2	31
Blank		5	5			8						1	19
	4			4	6	9	11	5	2	4	24	8	77

SHREWSBURY COA SURVEY 2018

Total:

P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP	Totals:
							1				4	5

Skipped
Pg 4 :

49. Retirement:

The economy/my circumstances have not affected my plans/ability to retire comfortably
 The economy/my circumstances have negatively affected my plans/ability to retire
 I am currently working on or revising my retirement plans
 I have not given much thought to my retirement plans

Blank

*Checked 2 items

13	1	6	3	6	9	10	2	2	26	7	85	
1	1	2	1	1	2	1	2	3	2	3	17	
	2	1	2	1	1	3			6	2	18	
	1	1	2	4					2	5	16	
4	1	2	5	2	3	8	1	1	10	11	48	
18	8	10	7	14	10	17	19	3	7	50	23	186

50. Are you currently doing any kind of Volunteer Work?

Yes
No
Blank:

0.4076 | 41%

9	3	5	3	6	5	11	11	2	13	7	75	
9	4	5	4	8	4	4	5	3	5	35	11	97
	1			1	1	3			2	4	12	
18	8	10	7	14	10	16	19	3	7	50	22	184

51. If so, where? (check all that apply)

Senior Center
 School, Library, Parks Department
 Place of Worship
 Civic Group (Rotary, Lion's Club, etc)
 Non-Profit Organization (medical, animal causes, etc)
 Other: (see *Volunteering Sheet*)

Blank:

#2
#1
#3

2	1	1	1	2	1	1	1		1	3	13
2	1				2				1	1	7
3	1	2	2	1	3	5	3	1	2		23
2	1				1				1		5
3	1	1	2	2	4	5	1	2	3	24	
3	1	1	2	2	1	1	1	1	6	1	19
			7	1			3				11

52. Are you aware that the COA is Vol Resource?

Yes
No
Blank:

7	1	2	3	5	3	2	8	3	1	9	8	52
7	4	2	4	3	3	7	2		5	25	2	64
4	3	6	0	6	4	7	9		1	16	12	68
18	8	10	7	14	10	16	19	3	7	50	22	184

Part IV: Demographics:

53. Answering this questionnaire yourself?

Yes
No
Blank:

0.728 | 73%

14	4	7	4	13	8	13	10	3	6	38	14	134
1	1	2	1		1	2				5		13
3	3	1	2	1	2	2	7		1	7	8	37

SHREWSBURY COA SURVEY 2018

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP	Totals:	%	Total:
54. Gender:															
Female	18	8	10	7	14	10	16	19	3	7	50	22	184	0.55	55%
Male	5	3	6	3	9	7	12	12	2	2	28	13	102	0.4	40%
Other/PNA	12	4	4	4	5	3	3	6	1	5	22	3	72	0.01	1%
Blank:	1	1					1						6	0.04	4%
	18	8	10	7	14	10	16	19	3	7	50	22	184		100%
55. Age:															
50-54	1	3	1	1	3	1	6	2	1	2	3	3	27	#3	
55-59	5	1	2	3	1	1	2	2		2	19	1	39	#1	
60-64									1				1		2
65-69	3	1	2		2		2				9	2	21		
70-74	3	1	2	1	3	3	3	5		1	7	3	32	#2	
75-79	4	1		1	3	2	1	3		1	4	5	25	#4	
80-84	2		1	1	1		1	3			3	1	13		
85-89			1	1	1	1	1	1	1	1	3	1	11		
90-94						2	1					1	4		
95-99			1					1			2		4		
100+													0		
Blank:		1						1				4	6		
	18	8	10	7	14	10	16	19	3	7	50	22	184		
56. Marital Status:															
Single	1	1	3		1		1	1		1	3		12		
Married	12	6	2	6	10	6	13	12	3	6	32	12	120		65%
Unmarried, but in long term relationship											2		2		
Widowed	4	1	3	1	2	4	2	5			4	4	30		16%
Divorced	1		2		1						6	1	11		
Seperated															
Other/PNA:															
Blank:								1			3	5			
	18	8	10	7	14	9	16	19	3	7	50	22	183		
57. Income:															
\$14,827 or less			1	1	2	1	1	1			2	1	10		
\$14,828-\$22,086	1			1				2	1		5	1	11		
\$22,087-\$27,636		1		1	2	1		1			2		8		

SHREWSBURY COA SURVEY 2018

\$27,637-\$34,438
 \$34,439-\$41,177
 \$41,178-\$47,916
 \$47,916 or more
 Other/PNA: _____
 Blank

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP	Totals:	%	Total:
						1	1				2		4		
	1							1			3	1	6		
	1	1		1							2	2	8		
	8	5	5	1	6	6	8	7	2	6	19	4	77	0.4181	42%
	6	1	3	2	3	1	4	5		1	7	6	39		
	1		1	1			2	2			8	7	22		
	18	8	10	7	14	10	16	19	3	7	50	22	184		
58. Race:	16	7	9	7	10	9	14	16	3	6	45	16	158	0.8586	86%
Non-Minority/Caucasian	1	1											2	1%	1%
African American													0		
Hispanic Origin													0		
American Indian/Native Alaskan													0		
Asian American/Pacific Islander		1	2	1	2					1	4	2	13	7%	7%
Portuguese/Cape Verdean													0		
Other: _____								2			1		3	2%	2%
Blank: _____	1				2			1				4	8	4%	4%
	18	8	10	7	14	10	16	19	3	7	50	22	184		
<u>Living Arrangements:</u>	18	7	7	6	12	9	14	16	3	6	38	18	154	0.8369	100%
59. Do you:		1	3	1	1	1		1		1	11		20		
Own					1						1	4	10		
Rent:							2	2							
blank:															
Total:	18	8	10	7	14	10	16	19	3	7	50	22	184		
60. Live in:	17	6	7	6	13	9	16	16	1	4	36	14	145		78.80%
Private Home		2	3							2	11	2	20		
Apartment or Condo															
Public Housing					1								1		
55+ Community	1					1		1	2	1	3	2	11		
Assisted Living Community								1					1		
Nursing Home or Care Facility													0		
blank:				1				1				4	6		
	18	8	10	7	14	10	16	19	3	7	50	22	184		
61. Live with:	5	2	6	1	3	4	1	4		1	8	3	38		
Alone	12	6	1	6	7	6	11	12	3	5	33	11	113	0.6141	61%
Spouse/Significant Other	3	1	2	1	4		6	3		2	9	6	37		
Family															

SHREWSBURY COA SURVEY 2018

% Total:

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	U	NP	Totals:
Non-Family													0
blank:			1					1				4	6
62. Precinct:	18	8	10	7	14	10	16	19	3	7	50	22	184
63. Do you have a 2nd home?	2		1	1			7	3		1	11	4	30
Yes	16	8	9	6	14	10	9	15	3	6	39	13	148
No													
Blank								1				5	6
Total:	18	8	10	7	14	10	16	19	3	7	50	22	184

Left pages 3 & 4 blank:

1

Question 41 Caregiving:

Hours:	Precinct:	1	2	3	4	5	6	7	8	9	10	U	NP
1		1										1	
2													
3				1								1	
4					1								
5								1					1
6								1					
7		1											
8								1	1				
9			1										
10				1	1	1							
15												1	
90												1	
?			1										
Blank						1	2					1	

Write in response summaries for num

1-3: "Don't know"

4-7: 2-4 hrs/wk

6-8: 8-12hrs/wk

U-34 15-20hrs/wk

8-2: "Hard to estimate"

8-6, NP-22: "Varies"

8-8: "I just do whatever any normal family member would do"

8-9: 4-10hrs/wk (caregiver is 53)

8-13: 10-20+hrs/wk

NP- 80-100hrs/wk (caregiver is 70-74 and caring for an adult child)

i, U-30, U-31 24/7

Question 37 "I feed a homeless man in Worcester three times a week" (1-6)

"I care for my parent/in-law, my adult child and 5 minor children" (caregiver

Caring for: is 50-54), (U-7)

Question 40 Diabetes (1-2)

Homeless (1-6)

Why caregiver? "Doesn't need help the way you mean" [Emotional support perhaps?]

Has financial problems (3-8)

Just lost partner (4-7)

Age (8-9), Just getting older (NP-21) old age (U-40)

Recovering from surgery (1-3)

Health/Medical Issues (NP-), (NP-22)

Rheumatoid Arthritis (U-34)

Question 43:

Receive help

from: Parkinson's Support Group/Organization

Question 44

Help

Caregiving? "Not yet" (in regarding to needing caregiving help) (3-8)

Volunteer Work:	Precinct:	1	2	3	4	5	6	7	8	9	10	U	NP
Free babysitting for grandkids		1							1				
Boy Scouts		1	1				1	1					
Charity Medical Service												1	
Garden Club													1
Help Family								1					
Muscial group												1	
Neighbors-I help them with snow removal and yard work													
NICU: Cuddle sick babies													1
Nursing Home							1						
Southgate Movies												1	
St. Anne's Human Services							1						
St. Vincent's Hospital									1				
UMASS-Memorial		1											
Mustard Seed							1						
Veteran's Inc									1				
Worcester Art Museum						1		1					
Worcester Food Bank													1
Organizations through my employer						1							
		6											
		7											
"We snowbird in FL from Dec-June and I volunteer there" (U-48)													
		9											
		10											

Several people said they weren't volunteering at the moment but checked off where they have most recently volunteered, plan to return to or plan to start volunteering.

Write-In Answers:

Question 4

Why don't you come to Senior Center? "Too old, don't get out much" (3-2) (95-99 year old, completed by someone else)
"I was a Y member for many years but would like to participate in Senior Center programs" (1-9)
"I belong to the Y"
"I go to the Worcester Senior Center" (6-6)
"Mobility Issues" (8-1)
"I have little interest" (vs "No interest") (8-13)
"Too busy with friends, grandkids, etc" (U-28)

Question 5

Fitness Long note attached about Pickleball (1-11)
Biking (1-12)
Kayaking (1-12)
Exercise for Seniors (7-14)
Ice Hockey (6-7)
Strength Training for Women (5-9)
Peer Led Yoga (3-7)
Yoga with certified instructor (NP-9)
Dancing: Ballroom (8-8), Folk (7-4), Swing (3-3) Jazz/Modern (U-1)
Weight Training for Seniors (8-3)
Balance (8-3)
Work on trails at local parks (8-8)

Question 6

Estate Planning (3-2), (5-6), (8-10), (U-46)
Financial Planning (U-7)
Classes Wills, Trusts, etc (3-2), (U-46)
Educational Retirement Planning (10-3), (U-1), (U-3)
Smart Phone Use (U-46)
Year-round technology classes (8-3)
Lectures: Town History, "What's New" (Going on in town, town plans) (6-8)
Lectures on Art History, Music, American History (8-2)
Visits from Authors (U-28)
Indian Cooking (8-2)
Other Technology: Audio (U-23), Electrical (10-4) Iphone Classes
Music Lessons: Accordion (U-31), Clarinet (10-6), Guitar (NP-7), Ukelele (7-4) (U-36), Violin (U-36), Voice (8-8)
Medicare (U-46)
Social Security: (4-2)
Library has computer classes for all ages (NP-21), Word and Excel Classes (U-23)
Safety for Seniors, such as how to use a fire extinguisher (NP-17)
Legal (U3), (U-27)
Protecting Assets from Nursing Home (U-36)
Health, Nutrition (U-3)

Question 7

Crafts Making Small Home Repairs (6-8)
Watercolor Painting (6-4), (8-2)

Model Building (1-12)
Crochet (U-1), (U-28)
Needlepoint, Embroidery (U-1)
Sewing (U-23)
Rag Wreaths (U-28)
Abstract Paper Plaques (U-28)

Question 8 Bingo (6-6)
Socializing Mixed Groups (4-7)
Chess (5-1)
Indian Grocery Shopping (8-2)
Card games (8-6)
Bridge (7-5), (8-6)
Blood Drives (8-13)
Poker (7-16)
Trips to Foxwoods (U-28)
English Classes: Only speak Chinese (U-24)
Greiving Group (U-27)
Not aware: Never heard of it, never knew it existed, didn't know they offered lunch, don't

Question 11 know what Meal Site is (1-6), (5-5), (7-6), (8-8), (NP-11), (U-38)

Meal Site Not there (5-4) (*meaning not in Shrewsbury during the day?*)
Not a senior (5-6), (8-9)
Am I eligible? (7-1)
Just not interested (8-13)
Not very tasty (8-4)
Not needed (1-6),(8-2)
Not all seniors are needy or poor (8-2)
I am homebound and receive Meals on Wheels (NP-5), (U-50)
Still have young children at home, eat together as a family (7-16) (Age 50-54)
I can make my own meals (U-11)

Question 15

SMC We have a Dish (NP-4)

Question 33

Primary info TV (U-10)

Question 34 Ride a bicycle (8-8)

Get around Where I live provides transportation (U-37)
Private CNA (U-50)

Question 35

Get Help Private Counseling (NP-21)

Question 40 "I work 2 part-time jobs to make up 40 hours, I like the work" (U-46)

Question 46 Chose to do Volunteer Work (5-4) (*74-79 female...never worked?*)

Why not working 100% disabled vet (8-15) (*85-89 male...never worked?*)

Left work to raise children and be full-time home engineer (7-1), (*55-59 female*)

Question 47

Why working "Extra Money" (1-6)

Question 48

When retire "When my husband retires" (1-6)

Question 59

Own/Rent? Neither...live with family (7-5)

Question 61 I don't live alone, I live with my 2 dogs (5-9)

Live with?

Question 63

2nd Home We have a 2nd home we plan to retire to, but don't stay at it currently for more than a week or so at a time (7-3), (U-28)
I go stay with family in NJ (7-5) (checked "Yes")

Misc Comments:

(6-7), Male, 90-94: "I stay active by keeping my antique car collection up to snuff. I spend most of my free time in the garage."

(3-3), Female, 70-74 Attached thank you note for transportation services she received after an injury when she couldn't drive

(7-1), Female, 55-59, "My general feeling is that I'm not old enough, but this survey has sparked my interest!"

(7-13), Other, 80-84 "CHANGE NAME! Community Center? Bring a youngster? Have a playground?"

(8-2), Female, 75-79 "Programs that tap into Shrewsbury's cultural diversity, non-WASP groups" (responder identified as caucasian)

(8-6), Female, 80-84 "I love card games, I play Bridge every week" (checked that she comes to Senior Center at least weekly)

(8-15), Male, 85-89 "My wife passed three years ago, I'm very lonely" (left info requesting someone follow up with him)

(8-17), Female, 90-94, "I appauld the services of the Council on Aging. There is a big need for senior citizens to have diversifed programs. I live at Southgate and enjoy the full programs and services I have here."

(8-18), Male, 80-84 "I am at Southgate Assisted Living" (Checked off "none" or "N/A" for most answers)

(8-19), no info, "I am a resident at Shrewsbury Nursing Home" (left most of survey blank but took the time to write/return)

(1-9), Female, 80-84 "I visited a long time ago before I was ready and had time"

(U-5), Male, 80-84 "Very active in Senior Center before moving to Shrewsbury. Just didn't take the time or didn't need to take the time to meet the people there."

(U-11), Female, 50-54 "I'll make myself aware when I need the Senior Center in 10 years or so."

(U-16), Female, 55-59 "In 2006 [would have been 42-47 at that time], I came to the Senior Center to get info for my mom who had dementia and caregiving for me"

(U-50), Female, 75-79 "Survey respondent is very shy, won't go anywhere without a family member. Lives with family."



**Town of Shrewsbury MA
Council on Aging and Senior Center
98 Maple Avenue
Shrewsbury MA 01545-5125**

Senior Center Questionnaire:

Tell Us About You!

Do you live in Shrewsbury? Yes No If not, your town: _____

Your Age: 19 or Under 20-39 40-59 60-74 75 or Over

Gender: Female Male N/A

Please help us as we plan to expand and plan our services to the community!

If I had elderly neighbors/loved ones that needed assistance, I would call the Senior Center first to find out what resources were available Yes Yes, I have called previously No

When it comes to the Shrewsbury Senior Center:

- No: Not aware of it or where it is
- Yes: am aware of the Senior Center but do not use it
- Yes: familiar with the Senior Center and/or programs/services offered but don't use them
- Yes: I am a user of the Senior Center and/or the services provided through the Senior Center

When it comes to Transportation for seniors and residents with disabilities in town:

- No: I am not aware of what's available
- Yes: aware of the service but don't know how it works
- Yes: I'm familiar with the transportation services
- Yes: I use the COA transportation services offered

If you answered no/don't use to any of the above, why? Check all that apply:

- Not old enough
- No interest/need at this time
- Too busy
- Mobility/Health Issues
- Don't know what's available
- Hours not convenient
- Had (or heard about) negative experience
- Other: _____

What are the TOP 3 items you think the COA needs to focus on in the next 5 years?

- Veteran's Services
- Housing Options
- Activities for active seniors
- Volunteer Opportunities
- Educational Programs
- LGBT Programming
- Cultural/ethnic Programs
- Transportation
- Nutrition
- Evening/Weekend Offerings
- Mental Health Issues
- Outdoor activities
- Financial and other Assistance
- Intergenerational Programming
- Other: _____

THANK YOU! Feel free to use the back to give us any feedback that you'd like!

2017 Spirit of Shrewsbury Questionnaire Results:

<i>Gender:</i>	<19	20-39	40-59	60-74	75+	Total:
Female	4	5	15	22	12	58
Male		1	6	8	1	16
Blank		6	13	26	7	52
Total:	4	12	34	56	20	126
<i>If I had neighbors:</i>						
Yes	4	11	25	44	17	101
Yes, I have called			5	4	1	10
No		1	4	6	1	12
Other:				1		1
Blank				1	1	2
<i>When it comes to the Senior Center,</i>						
No		1	14	1		16
Yes, am aware	2	3	35	21	3	64
Yes, familiar	1	8	6	20	6	41
Yes, am user	1			14	11	26
<i>When it comes to Transportation</i>						
No	2	3	14	9	2	30
Yes, am aware	2	6	14	21	4	47
Yes, familiar		3	6	23	12	44
Yes, am user				1	2	3
Blank				2		2
<i>If no, why?</i>						
Not old enough	2	7	19	3	1	32
No interest/need		1	6	18	7	32
Too busy	1		1	7	1	10
Mobility/Health Issues						
Don't know what's available	2	2	8	7	1	20
Hours not convenient				2		2
Had/heard about negative experience						
Other:				2		2
Blank	1	3	7	25	10	46
<i>Top 3 Things COA should focus on:</i>						
Veteran's Services	3	3	9	10	6	31
Housing Options		3	11	16	1	31
Activities	2	2	18	28	8	58
Volunteer Opportunities	1	2	8	13	3	27
Educational Programs		1	7	11	5	24
LGBT Programming	1	2		1		4
Cultural/Ethnic Programs		1	3	3	3	10
Transportation	1	3	14	7	3	28
Nutrition	1	3	9	15	2	30
Evening/Weekend		1	3	15	7	26
Mental Health		1	7	8	1	17
Outdoor		1	4	4	4	13

Financial	1		5	5		11
Intergenerational			4	5	2	11
	<19	20-39	40-59	60-74	75+	Total:
Other:	1	1		2	2	6
Blank		4	2	3	3	12
Write-ins:						
Mindfulness	1					
Babysitting/First Aid Course: Grandparents				1		
Making Sure Seniors Know About Senior Center				1		
Technology Classes					1	
Extend Services Hours for Van					1	
3 people 60-74 said they were too busy because they were still working full-time						
Miscellaneous Comments:						
"Thanks for all you do"						
"You guys are the best!"						



TOWN OF SHREWSBURY

**Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338**

**Minutes of Council on Aging Workshop
Thursday, May 24, 2017**

Conference Room at the Senior Center, 98 Maple Avenue, Shrewsbury, MA 01545

A quorum of the COA Board was present, along with COA Staff Sharon Yager, Director. Also in attendance: Workshop Facilitator Kathy Myers.

Kathy presented a one-page strategic plan overview handout for use as a reference throughout the strategic planning process.

Kathy explained she has reviewed the extensive material Susan presented in the Self Assessment binder of the work the Self Assessment committees have done. She is still drafting a related handout that will walk the Board from Shrewsbury COA's initial "understanding" that we have been and we will be conducting this round of strategic planning with National Institute of Senior Center's standards of excellence, etc. in mind. This handout leads us through to some action steps the Board can take now - with the information that is available.

Kathy is also working on a proposed timeline draft, based on her understanding of where the COA is now and where they would like to be in June 2018 to prepare for Fiscal Year 2019.

Lastly, Kathy passed out a few mission, vision, and values examples for consideration. Examples were from various sources including NISC, Executive Office of Elder Affairs, similar organizations, etc.

Respectfully submitted,

Sharon M. Yager, Director



Town of Shrewsbury
Council on Aging Board Meeting

The Town of Shrewsbury's Council on Aging mission is to develop and support community activities which enhance well-being of residents of the town who are age 60 or older.

Minutes of the Council on Aging Board Meeting held:
Wednesday, June 14, 2017 from 9:30-11:30 AM
Conference Room at the Senior Center
98 Maple Avenue, Shrewsbury, MA 01545

Members in Attendance: Chairperson-Louise G. Russell, Vice Chair-Charles Fenno, Susan Shaw Secretary-, Board Members: Cliff Gerber, Norma Giumentaro, Shashi Menon, Zoya Mehta, Representative from Friends-Helene Tanenholtz, Staff in Attendance-Sharon Yager, Director, Scribe-Kaety Rudman

1. MEETING CALLED TO ORDER AT 9:30 AM

- a. The minutes from the May 10, 2017 Board meeting were approved unanimously by the COA Board.

2. FINANCIAL REPORT

a. Gift Account

- a. The Gift Account has an increase of \$2,000.00 for this year.
- b. There are extra funds being added from donations from the Memorial funds and Small Home Repair Program (SHRP), from fan and air conditioner installations.
- c. Thank You Cards:
 1. Sharon explained that the Shrewsbury Senior Center (SSC) uses thank you cards with a worker (from clip art) to thank folks for donations from having SHRP work completed.
 2. For the Memorial Fund, SSC uses a certificate style acknowledgement for their contributions.

b. Sharon action item:

- a. The Board has requested copies of the current Thank You styles to review. The objective for this is to standardize the COA and SSC thank you cards.

c. Formula Grant:

- a. At this time there is \$6,000 left in the Formula Account. We are not allowed to carry over the sum to FY18.
- b. The funds must be allocated by June 30, 2017, and there has to be a Statement sent to the State regarding the use of the funds by September 30, 2017.
- c. **Thoughts for Allocating funds:**
- d. The Facilitator said she can breakdown her fees over three payment cycles. Can the funds be allocated in advance and paid for (prepaid) by June 30th.
 1. **Brochures:** *Susan has completed the application for the Spirit of Shrewsbury.*
 2. Susan has recommended that we could use some of the \$6,000 on a brochure outlining various activities the Senior Center has.
 3. Charles asked if there were any special requirements from the Spirit of Shrewsbury organization. Susan in her completion of the application planned for any contingency that might arise.

4. There has not been an updated brochure for the COA/SSC since moving from the Parker Road building.
 5. Thoughts regarding the brochures are:
 - a. One color trifold
 - b. Multicolored trifold
 - c. Black and white trifold
 - d. We are currently awaiting bids from AlphaGraphics, Curry Printers, and the people SELCO uses. AlphaGraphics is the printer company that the Town uses.
 - e. On the brochure we have to state (if the Formula grant is used), "This brochure is made possible by funding from the ECOA.
- e. **Sound System:**
1. The current sound system is antiquated. As of this meeting, we need quotes to determine what the funding would be.
 2. The Board feels the paperwork and installation should be completed by autumn of this year.
 3. If we cannot purchase the sound system through the town budget, we need to find a way to fund it. It could come down to having a fund raiser or find a company(s) to donate one.
 4. The Sound System has to come from outside the Towns budget. We need to explore possible fund raising opportunities; could a private company donate funds?
- f. **Electronic Newsletter Mailing:**
1. The current Newsletter is over 4,900 copies. We are currently fixed at 5,000 pieces for sum of \$800. Sharon stated to the Board, that we can go to an unlimited amount of Newsletter printouts for \$1,600.
- g. **A second My Senior Center computer:**
1. Stacey was able to obtain a quote for \$3,000 for a second My Senior Center computer. This computer would be used in the office for the receptionists to enter the information as people come in to sign up.
- h. **New office printer/copier (p/c):**
1. There is a vital need for an office computer. We originally obtained this from the Town Manager's office.
 - a. Sashi asked what the plan is to get a new printer/copier (p/c). What is the process for obtaining funding? Who do we need to contact about this need?
 - b. Sharon at the time of meeting was not able to explain the process.
 - c. Last time we needed funding for a printer, the COA went to the Finance Committee to see if they could assist with funding. At that time there were no funds available.
 - d. Cliff stated that by leasing, the p/c maintenance and toner would be covered. We would be responsible for paper only.
 - e. _Louise stated we need to know how the process works and what other organizations in the town did to get their printer needs met.
 - f. If we decide to purchase a coin-operated copier, the Board will have to explore other funding options.

- g.** Maintenance is covered under the IT umbrella. Actual p/c hardware is our responsibility. John Covey's organization can be a resource to purchase a p/c and keep it standardized per Towns' requirements.

i. New Coin-operated copier:

- 1.** The writers and knitting groups use the p/c to get copies of their paperwork copied.
- 2.** There is a proposal before the COA Board to buy a public domain coin-operated copier for these groups to use.
- 3.** Can we lease a copier? If the Town is not agreeable with the leasing aspect, would a Grant cover the cost?
- 4.** We need to discuss this at the July COA Board Meeting.

d. *Sharon Action Items:*

- a. Collect copies of brochures from Dr. Claremont, as well as the copies she has to review and discuss at the July Board meeting.
- b. The Board needs quotes and cost analysis for a new sound system.
- c. Find out the process for obtaining a new printer (John Covey's contacts, leasing potential-would the town authorize this, could the Friends Group get involved?)
- d. We need information/quotes for p/c by July.
- e. Sharon has to let the Town Manager know about the printer problems and needs.
- f. Public coin-operated copier needs to be discussed by the Board at the July Board meeting. We

e. *Susan Action Items:*

- a. Susan will get quotes for the black & white, one color and multicolored brochures.
- b. If the Town cannot fund this, can we involve the Friends?
- c. She will check into the library funding to obtain printers.

3. SELF-ASSESSMENT :

a. *Survey Update*

- a. The packets were passed out to the staff members.
- b. Louise Russell, Preston Shaw and Cliff Gerber are going to review information from completed packets.
- c. When completed and reviewed, there will be an interview process with employees to ensure their job functions match their job descriptions. Are the Staff completing duties outside their current job function?
- d. Walter felt it would be redundant for him to complete the packets as he keeps his own daily planner. He would rather sit with the interviewers to discuss his position.
- e. Sharon did not know there was a problem with the completion for the packets by staff until Thursday. There were multiple unplanned issues that arose taking time away from their usual work duties.
- f. Louise pointed out that no one indicated that there were issues completing the paperwork.
- g. The office staff did not think the week of July 5th-9th did not accurately reflect a snapshot view of their daily duties (there were many other issues that arose during that week.)
- h. The question was raised: Could volunteers help staff the Senior Center and assist in variety of work functions? There seems to be a reluctance to share information resulting in frustration across the work force.
- i. There has been a 'lack of trust' with the staff, etc.
- j. Sharon did not know of trust issues. She felt things are OK within the Senior Center

- k. Cliff explained this is just the 1st step to determine if job descriptions match staffs' work day.
- l. Susan explained that we are not working in a vacuum and we working within the parameters to get accreditation.
- m. We cannot pidgin-hole Staff under various work titles if their duties do not fit the job descriptions.
- n. The COA Board does not want numbers (e.g., 3/3A) to reflect what the job titles are.

b. Staffing:

- a. Interviews for the new Grant position will begin in July.

c. Strategic Plan:

- a. Cathy Meyers attended the May 24th meeting. She will be working on the long range pan.
- b. The information we need for the survey can come from goals.
- c. Subjects for the next Planning meeting are:
 - 1. Mission Statement: ***'Mission: to advocate for and to develop programs and services that enhance the well-being and quality of life, and to create a welcoming, secure and inclusive community for seniors.'***
 - 2. Building Renovation: In May 2020 the COA Board needs to get approval from the Town to begin setting up a Building Committee.
 - 3. Transportation: New van needed for 2018.
 - A. Ridership continues to grow.
 - 4. Administration and Operations:
 - A. There are nine standards for accreditation.
 - B. The Board felt we should meet the standards for accreditation even if we do not meet goals set forth for actual accreditation.
 - 5. Communication:
 - A. Address homebound people and get them more involved in the Senior Center.
 - B. Uncovering unmet needs:
 - I. The Boards needs to determine 'What are the needs?'
 - 6. Community Connections:
 - A. Work with papers, advertisements, and more visibility for the Senior Center.
 - 7. **“Welcoming Atmosphere:”**
 - A. We need to create a positive atmosphere to insure seniors feel welcome.
 - B. Louise thought of posting a 'smiley face' with a possible message of “Have you made someone smile today?”
 - C. The Board would like to see more senior involvement.
 - D. This discussion will be continued at the June 11, 2017 with Cathy.
 - 8. More Senior Involvement:

4. Transportation:

a. Revolving account:

- a. The funds in the Revolving account cannot be carried over to the new fiscal year.

- b. The revolving account covers monthly bills including driver's salaries, expenses, etc.
- c. The State reconfigures how the funds are used. They want to see how the funds are being used and if they are meeting the requirements as set forth.
- d. The state has done away with the CO13 model and now are combined under one umbrella.

b. New RTA requirements:

- a. Ridership continues to grow as the baby-boomers reach senior status.
- b. There were 159 refusals.
- c. By utilizing the taxi cabs, transportation has been cut in half.
- d. We are trending to be between \$3,000-3,500 for the year for cab rides.
- e. Seniors pays the same bus fare to the cab company and the COA pays the rest from funds as needed.
- f. We have received a support letter from the Housing Authority.
- g. Currently the Housing Authority gives us two checks based on the riders from the Towers, Francis Gardens, and Elizabeth Gardens. With this reimbursement it is understood that the riders have 'first dib's' for medical and work transportation.
- h. Shrewsbury and Millbury are not a part of the RTA's standard model. Outside Worcester, we have the largest amount of riders.
- i. It was deemed detrimental for Shrewsbury to participate in the RTA model.
- j. We are responsible for the COA van and related maintenance costs.
- k. The government wants to have no vans over five-years old to be on the road.
- l. As of July 1st, the RTA is raising the transportation rates by twenty-five cents per trip.
- m. The RTA gives us 80% towards the van and we have to find the other 20% funding from our resources.
- n. The COA Bus was funded by Shrewsbury Housing Authority, Shrewsbury Fire Department and the Friends Group.
- o. The thought was raised that we can look into leasing a van. We would have to ask the Town if we would be allowed to pursue this.
- p. **Shrewsbury Housing Authority:**
 - 1. We currently get two checks from the housing authority including \$15,000 each year for use towards van maintenance and other to assist with fares.
 - 2. SHA-Kelly Bergeron: As of the new physical year we will have to generate a bill to be reimbursed for usage.
 - 3. The Transportation fund has a good sized amount in the account to cover until the monies come in.
- q. *At the September COA Board Meeting we need to discuss this as a Priority 1 issue.*

5. Outreach Walter:

- a. There were many seniors that required assistance during the heatwave to install window fans, air conditioners, and a ceiling fan.
- b. Walter keeps his own planner and did not want to participate in the log process. He felt he should wait for the interview process to begin.
- c. Walter will be attending the August COA Board meeting.

6. Senior Center Public Computers:

- a. *Place on July agenda to discuss the Public Computers.*

7. Annual Spirit of Shrewsbury Fall Festival:

- a. Susan completed the Spirit of Shrewsbury application for a double sized booth for the COA and Friends group. In completing the application Susan planned for any contingency the might become a nuisance down the road.
- b. ***Is there a Friends and/or COA banner for the tables?***
- c. The COA Board wants to have a bowl of free items, as well as goodies to entice people to visit our booth.
- d. We need volunteers to man the booth the day of the festival (Saturday).
- e. We wanted to sponsor a 'Senior Prom' the weekend before the actual festival.
 - a. Maria Smith had a long discussion with Sharon and would like to put it off until the 2018 Fall Festival.
 - b. The Class of '63 wants an open house with brunch served in 2018.
 - c. There is a possibility of the Alumni organization sponsoring part of this in 2018.
 - d. Should this be open to just seniors or anyone who wants to attend?
 - e. If there is not enough space in the Senior Center, we may want to hold this at the Shrewsbury High School.

8. Name Tags for COA Board Members, Office Staff and Office Volunteers:

- a. The magnetic name tags are in, but were not available for the COA Board to see.
- b. The company provided templates for the actual printing of the names on standard cardstock.
- c. There was a thought raised as to having polo shirts created for the drivers. The members thought this would be a way for the drivers to be recognized as COA Drivers.
- d. **Sharon action item:**
 - a. Complete the name tag inserts and give them to the volunteers, COA Board and office staff.

9. Farmers Market:

- a. The Farmers Market will be held on Wednesday's from 3:00 to 6:30 P.M from June 28 to the end of September, 2017.
- b. Outside the side door of Senior Center:
 - a. Ambulatory drivers have received special placards for parking.
 - b. Up until 2:00 P.M. anyone can park in the last two rows.
 - c. After 2:00 P.M. these spots are reserved for the farmer's market vendors.
 - d. Read the Common Questions regarding the Farmers Market to see why this is advantageous for us to have the Farmers Market here.
- c. There will be a designated person to control parking and a Security for the building.
- d. If people want tours of the Senior Center we will have a person to escort visitors around the building.

10. Signage:

- a. The Board will discuss this during the July meeting.

11. *Building Oversight Committee:*

- a. The Board will discuss this during a future meeting.

12. *Friends of the Shrewsbury Senior Center, Inc.*

- a. There was no formal report given by the Friends Group.
- b. Susan Shaw outline some of the upcoming Spirit of Shrewsbury events:
 - a. Pet Show
 - b. Conduct Tours of the Senior Center
 - c. Dr. C to have a vision mobile here.
 - 1. They participants want to discuss when it is time for the seniors to give up driving. Caregivers and family will be given information outlining the signs that it is time to stop driving.

13. *Miscellaneous items:*

- a. The condenser for the kitchen refrigerator is our responsibility to pay for. We are still waiting for it to be installed.
- b. Newsletter: Linda Wagner has been a proofreader and has offered to be our editor.
- c. SPOONS: There has been a rash of spoons and trays going missing in the Senior Center kitchen. Charles and Susan have donated spoons and there is still a need for more. It was suggested that we put a request in the August newsletter.

14. *COA Board Elections:*

- a. Louise Russell of Chairperson:
 - a. Charles nominated Louise for Chairperson.
 - b. She is diligent and meticulous with all aspects of the chairperson position.
 - c. The vote was unanimous.
- b. Charles Fenno:
 - a. Susan Shaw nominated Charles as Vice Chairman.
 - b. Charles is our longest serving member and remembers past meetings and their subjects.
 - c. He was voted in unanimously.
- c. Susan Shaw:
 - a. Sashi nominated Susan Shaw to be our new COA Board secretary.
 - b. She will be producing an Executive Summary each month for the next months' meeting.
 - c. Sashi pointed out Susan attention to detail and all her efforts behind the scene.
 - d. The nomination was carried unanimously.

15. *Meeting was adjourned.*



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

Minutes of the Council on Aging Workshop Meeting held:

Thursday, June 15, 2017, 1:30-3:30pm
Conference Room at the Senior Center
98 Maple Avenue, Shrewsbury, MA 01545

Members in attendance: A quorum of the Board was present for the workshop along, with staff member Sharon Yager, Director. Meeting was facilitated by consultant Kathy Myers.

Kathy began by passing out and reviewing various exhibits she mentioned at the last meeting. They included:

1. A color copy of the "transition to compliance timeline": This grid, which Kathy found helpful in her work with the Framingham COA, ties the various documents required for Accreditation into the Strategic Plan as well as what had been done in the Self Assessment committees. This had been done in tandem in Framingham, and should Shrewsbury choose to do the same, such as timeline is a helpful tool.
2. Page 7 from The Jossey Bass Strategic Plan workbook: Katy explained this pyramid-type diagram illustrates how much the NISC strategic plan framework has in common with the framework that guided earlier strategic planning. She told the Board the handout may be helpful as part of a visual explanation of where the COA was in the process and next steps.
3. Document Checklist: Kathy explained that this does not include a current inventory of what is ready for inclusion in the Document Review Notebook. It highlights in yellow the items that can be worked on at any point because they are NOT dependent on the direction of the strategic plan. Kathy said that in her experience, this sorted listing will be helpful additional confirmation that the work of self assessment committees has completed and need not resume their next steps until a strategic goal draft is completed.
4. Strategic Plan Grid: Kathy explained this will serve as the ongoing background document in which she would attempt to include the essence of the strategic themes (such as those generated during the June 14 brainstorming session conducted by the Board) into a overview draft of goals, objectives, some very early suggestions on other plan components, etc. She referred to the brainstorming strategic themes sheet for the Board to compare and consider.

Respectfully Submitted,
Sharon M. Yager, COA Director

Record of Vote Taken at Start of July 6, 2017, COA Workshop

At 1:40 p.m., at the beginning of the July 6, 2017, strategic planning workshop the COA Board reviewed, discussed and amended the draft of the Council on Aging brochure as presented by board member Cliff Gerber.

Present were Louise Russell (chair), Charles Fenno (vice-chair), Susan Shaw (secretary), Zoya Mehta, Sashi Menon, Cliff Gerber Norma Giumentaro, and Sharron Yager (director).

Louise Russell asked for a motion to authorize the printing of the brochure as amended. Susan Shaw made the motion, seconded by Zoya Mehta. The motion passed unanimously.

We then resumed our discussion of themes and goals for the strategic plan. The workshop was facilitated by consultant Kathy Myers.

The next strategic planning workshop is scheduled for August 3, 2017, at 1:30 p.m.

Respectfully submitted,

Susan Shaw, Secretary



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

Minutes of Council on Aging Workshop Thursday, August 3, 2017

Conference Room at the Senior Center, 98 Maple Avenue, Shrewsbury, MA 01545

A quorum of the COA Board was present, along with COA Staff Sharon Yager, Director. Also in attendance: Workshop Facilitator Kathy Myers.

Kathy continued the Goal discussion with a review of current and new suggestions generated by Board members. She recorded each contributors additional suggestions and so on with large posted sheets on the wall.

She explained she will use these to create a goal draft to review with the board for the next workshop. A detailed document of all Kathy recorded and the photos of everyone contributions to the emerging themes for the goals is attached.

The next workshop was scheduled for **August 24th**.

Respectfully submitted,

Sharon M. Yager, Director



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

Minutes of Council on Aging Workshop
Thursday, August 24, 2017

Conference Room at the Senior Center, 98 Maple Avenue, Shrewsbury, MA 01545

Members in attendance: Chairperson Louise Russell, Secretary Susan Shaw, Sashi Menon, Zoya Mehta, Norma Giumentaro, Clifford Gerber; Vice-chairperson Charles Fenno was excused. Staff in attendance: Director Sharon Yager; Also in attendance: Workshop Facilitator Kathy Myers.

Pre- workshop business items:

Call to order at 1:35 p.m.

Reservations for MCOA conference need to be in by September 12 (for hotel). There is slightly more time to sign up for workshop sessions. The conference dates are October 18, 19 and 20. Let Sharon know if you want to attend any or all days.

Charles Fenno is currently unable to attend COA Board meetings. **Sashi Menon will serve as interim vice-chair of the Board.**

At 1:43 p.m. the board proceeded to the Strategic Planning workshop with Kathy Myers.

Kathy reviewed the time-line for completing the plan and then the board members worked on drafts of goals. Three goals were drafted (one still needing further work) the encompass the nine themes of the accreditation requirements as well as our new mission statement.

The next workshop is scheduled for Thursday, September 14, 2017, 1:30 – 3:30 p.m.

Respectfully submitted,

Susan Shaw, Secretary



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

COA Strategic Planning Meeting: Staff September 12, 2017, 1:30-2:30pm

In Attendance: Sharon Yager, Director, Cynthia Willis, Transportation Coordinator, Stacey Lavelly, Volunteer Coordinator, Donna Messier, Office Support Coordinator and Kathy Myers, Consultant. (Office Support Coordinator Miranda Watson was unable to attend the meeting but met with Kathy Myers on September 14th.)

During the meeting, Kathy reviewed various strategic planning materials and resources she would be using during the strategic planning process.

Kathy explained she would be forwarding the materials to the staff via Sharon after today's meeting.

Kathy went over what the next steps would be for the staff's next meeting with her.

Respectfully submitted,
Sharon Yager



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

Minutes of the Council on Aging Workshop held:
Thursday, September 14, 2017 from 1:30 p.m. to 3:30 p.m.
Conference Room at the Senior Center
98 Maple Avenue, Shrewsbury, MA 01545

Members in attendance: Chairperson Louise G. Russell; Interim Chairperson Shashi Menon; Secretary Susan G. Shaw, Board Members: Clifford Gerber, Norma Giumentaro, Zoya Mehta; Board Vice-chairperson Charles Fenno was excused. Staff in Attendance: Director Sharon Yager; Facilitator Kathy Myers

Timeline indicates that it is time for staff involvement. Kathy and Sharon have met with the staff.

There are now 3 goals in place. Kathy talked about how well the goals reach across all parts of the mission statement.

Board was not to develop objectives at this meeting. That is for the staff to do, Later, the board may want to take on an objective that fits within one or more of the goals. "The people who are going to do the work will be the ones who develop the objectives".

The three goals drafted are:

1. Expand the variety of programs, activities and services that address the needs and interests of Shrewsbury seniors and care-givers,
2. Increase community support for COA and other resources for seniors.
3. Provide a welcoming experience for participants and visitors.

The goals were accepted unanimously by the Board members present.

Recommendations (identified by Kathy from self-assessment committee reports) and to be discussed in greater detail at next meeting:

- Being a community focal point for federal, state and local issues
- Produce a stand-alone version of the annual report
- Expand formal and informal ... (*that's what is in my notes*)
- 3 technology recommendations (future directions)
- Facility/flexibility study(ies)

Base the discussion on judgment and resources issues.

Homework for next meeting

Consider objectives/action plan for which board may be responsible.

Review improvement recommendations (see above) and determine if each one aligns with a drafted strategic goal. Keep in mind budget and resources.

Next workshop is scheduled for Thursday, October 26, 2017, at 1:30-3:30 p.m.

Respectfully Submitted,
Susan G. Shaw, Secretary



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

COA Strategic Planning Meeting: Staff

October 24, 2017, 10-11:00am

In Attendance: Sharon Yager, Director, Cynthia Willis, Transportation Coordinator, Stacey Lavelly, Volunteer Coordinator, Donna Messier, Office Support Coordinator and Office Support Coordinator Miranda Watson and Kathy Myers, Consultant.

Kathy facilitated a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis with the staff.

Kathy did this by posting large paper on the wall for each category. Staff then took turns writing down their thoughts for each category.

Each category was then discussed and the lists were consolidated and expanded upon as Kathy asked for clarification in some of the areas.

Kathy said she would put all the lists together with the SWOT she would be conducting with the Board as well as the SWOT findings from the Self Assessment Teams, which the staff had been part of. She explained she would then forward these materials for the next meeting.

Kathy went over what the next steps would be for the staff's next meeting with her.

Respectfully submitted,
Sharon Yager



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

Minutes of the Council on Aging Board Workshop held:
Thursday, October 26, 2017 from 1:20 p.m. to 4:00 p.m,
Conference Room A at the Town Hall, 100 Maple Avenue, Shrewsbury, MA 01545

Members in attendance: Chairperson Louise G. Russell; Interim Chairperson Shashi Menon; Secretary Susan G. Shaw, Board Members: Clifford Gerber, Norma Giumentaro, Zoya Mehta; Board Vice-chairperson Charles Fenno was excused. Staff in Attendance: Director Sharon Yager; Scribe Katey Rudman.

The “welcome” workshop in New Bedford is cancelled, The November Board meeting will be held as scheduled for November 8, 2017, with a 9:00 a.m. start time.

Sharon will update the budget planning booklet with FY12018 numbers.

Ethan Belding of CMAA arrived to discuss the survey that will be conducted to further our strategic planning. Several points were made:

- The results from the survey will be important as we seek funding for the Senior Center programs and activities.
- The returns need to be from a representative sample of the community (We will seek a representative sample of Shrewsbury residents 50 years of age and older, probably by precinct. We need credible data.
- The 2002 survey is a good starting point. It needs to be “tweaked” to gain more discreet information on issues. In strategizing the survey, “there are ways to ask multiple questions without actually asking multiple questions”.
- The wording of the questions need to be as neutral as possible (e.g, Use “religious institution” rather than “church”.) Questions dealing with technology, financial security, socialization and healthcare need to be added.
- Community partners can be helpful in identifying areas of concern.

Ethan will fine tune the questions and have something for us by our Board meeting on November 28. Sharon will get the Town data base so that Ethan can arrange for the scientific sample,

At 2:30 we began the workshop to do our S.W.O.T, analysis. The analysis will provide direction in developing objectives and other action plan elements. Copies of the S>W>O>T. will be sent out to Board members.

Dates/times to note:

November 8, 9:00 a.m. – Board Meeting

November 15, 9:30 a.m. – Budget Workshop
November 29, 9:30 a.m. – Workshop (Strategic plan (or, if needed, Budget)
December 7, 1-3 p.m. – COA Holiday party

Respectfully Submitted,
Susan G. Shaw, Secretary



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

COA Strategic Planning Meeting: Staff

November 14, 2017, 10am-Noon

In Attendance: Sharon Yager, Director, Stacey Lavelly, Volunteer Coordinator, Donna Messier, Office Support Coordinator and Office Support Coordinator Miranda Watson and Kathy Myers, Consultant. (Cynthia Willis, Transportation Coordinator was unable to attend the meeting but met with Kathy to review the meeting on November 29th)

Kathy facilitated the initial objective and action plan review with the staff based on the progress made so far.

There were some questions regarding if this objective and action plan would include reviewing staff job descriptions and performance measures as discussed/recommended during the Self Assessment process. Kathy explained that these actions would be directly correlated to the goals that had been determined, but might happen outside the Strategic Plan during the timeframe.

Kathy said she would next like to meet with the staff individually for a half hour or so each. She reviewed what she hopes to go over during those meetings when she comes in December.

Respectfully submitted,
Sharon Yager



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

Minutes of the Council on Aging Budget Workshop held:
Wednesday, November 15, 2017 from 9:00 a.m. to 1130 a.m.
Conference Room A at the Senior Center, 98 Maple Avenue, Shrewsbury, MA 01545

Members in attendance: Chairperson Louise G. Russell; Acting Vice- Chairperson Shashi Menon; Secretary Susan Shaw; Board Members: Clifford Gerber, Norma Giumentaro, Zoya Mehta; Board Vice-Chairperson Charles Fenno was excused. Staff in Attendance: Director Sharon Yager; Scribe Katey Rudman.

Sharon reported that the Dementia Friendly Community conference was excellent. Walter Rice and she stayed an extra hour for a “train the trainers” training. After the first year of the program, all volunteers, instructors, etc. will be trained.

Ethan Belding is expected to have a draft of the survey to Sharon later today, Sharon will then send it to the Board for review. Five categories of questions were either added or tweaked; care-giving, grandparents raising grandkids, retirement income, technology and health care needs. Two cover letters, from the COA and CMAA will go out with the surveys. Ethan has been in contact with Prof. Conroy of WSU concerning our earlier survey and results.

The budget discussion centered around the preliminary budget provided by Director Yager. There was quite a bit of discussion about increasing the Outreach position to full-time and also about the need to increase the as yet unfilled Assistant to the Director to full-time as well.

Based on Town Manager Kevin Mizikar’s remarks at our November Board meeting, it was decided to ask that the Outreach position be increased to full-time as soon as possible, using the funds allocated for FY2018 to the part-time assistant position.

We will seek approval for a full-time Assistant to the Director position for FY2019.

We discussed whether to provide charts and graphs as part of our presentation to the Finance Committee. There seemed to be general approval of that idea. Not much has been done to date on generating reports from. There is also some concern whether we are capturing all of the statistics on use of the Senior Center.

It was mentioned that the Board members need to have more information (about programs, challenges, other needs, etc) than currently has been available to them.

A brief review of Sashi’s work on developing a web page and deploying computers for public use was taken up.

Dates to note:

Wednesday, November 29, 2017, 9:30 a.m. – Strategic Planning Workshop
Wednesday, December 13, 2017, 9:00 a.m. – COA Board Meeting

Saturday, March 3 or March 10, 2018 – Finance Committee Hearing on the Budget (We will ask for March 10, but save both dates until confirmed.)

Respectfully Submitted,

Susan G. Shaw, Secretary



TOWN OF SHREWSBURY

**Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338**

Minutes of Council on Aging Workshop Wednesday, November 29, 2017 9:30-11:30am Conference Room at the Senior Center, 98 Maple Avenue, Shrewsbury, MA 01545

A quorum of the COA Board was present, in addition to staff member Sharon Yager, Director and workshop facilitator Kathy Myers.

Kathy began the workshop explaining the primary purpose of the strategic planning overview and activities for the meeting was to familiarize the Board with the steps involved in developing an objective - and selecting other action plan components best suited to achieve that objective.

Kathy said she has noted that since our May workshop, the Board's involvement may be key to accomplishing one or more of the strategic goals (and achieving the Mission with which the goals are aligned) so the Board may need to develop one or more objectives and the related action plan components. In the attached working strategic plan grid, she recorded two example "objective" entries, both drawn from our previous strategic goal discussion and editing activities. Each example has been crafted with active Board involvement in mind and was offered here primarily for discussion purposes.

Kathy explained the strategic plan grid now has a Board objective example; she said this framework aligns with the NISC requirements. She added that the 3 current draft goals (from the September 14th workshop deliberations) have been entered in the grid. Each action plan component has been defined briefly on this grid, and the color-highlighting used here applies to the primary developer of a particular component. Green components are expected to be developed, primarily, by the Board; Yellow components are expected to be developed, primarily, by the Staff.

Kathy asked the Board how any Board-specific objectives and action plan components would be recorded along with other nuts and bolts details.

Kathy reiterated that as she has mentioned in previous workshops, it's not unusual to go back and forth more than once on the goals, objectives, and other action plan components during strategic planning and this is a normal part of the progress.

Kathy introduced a "SMART Objective Overview" to acknowledge the value NISC places on the effectiveness of the SMART objective development approach.

Finally, Kathy reviewed the SWOT Analysis Center-Wide Working Draft. This draft analysis was provided so possible opportunities could be identified that build on the Center's strengths and take into

consideration the possible weaknesses and threats identified during the various group analyses. Kathy said the Board needs to begin to consider which, if any, of these opportunities clearly align with the 3 current draft goals and, in particular, may require specific and appropriate levels of involvement on the part of the Board.

Kathy stressed the Center-Wide Working Draft is not the final version and there will be opportunities to revise and polish the assessment analysis summary in the coming months and to keep that in mind when referring to the preliminary Center-Wide working draft in the meantime.

Respectfully submitted,

Sharon Yager, COA Director



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

**Minutes of Council on Aging Strategic Planning/Self Assessment Workshop
Thursday, January 11, 2018 1:30-3:30pm
Conference Room at the Senior Center
98 Maple Avenue, Shrewsbury, MA 01545**

A quorum of the COA Board was present, in addition to staff member Sharon Yager, Director and workshop facilitator Kathy Myers.

Susan Shaw, who was most familiar with the COA's Self Assessment Process, discussed the committee's approach, reporting and so on with regard to a discussion that took place around the proposed improvement recommendation to: produce a stand alone version of the Annual Report.

During the discussion, Kathy felt the current amount of annual report information that Sharon provides in the Town's report document satisfies the accreditation requirements. She felt this wouldn't be needed to be developed as a recommendation further (until at least the third year) of the strategic plan once it's underway.

Kathy felt that many of the items in the discussion belonged in the Future Directions tracking tool. She explained that she plans to be sending those out in early February, along with a revised Future Directions tracking tool.

In regard to the Marketing Plan, Sharon said that an extensive manual was now available from MCOA and was also available on-line to MCOA members, which includes the Shrewsbury COA. Sharon said she would e-mail all the Board members the link and password to be able to access the MCOA document library and view the manual.

The next workshop was scheduled for February 15th.

Respectfully submitted,

Sharon Yager, COA Director



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

Minutes of the Council on Aging Budget Workshop held:
Thursday, February 15, 2018 from 1:30 p.m. to 3:30 p.m.
Conference Room A at the Senior Center, 98 Maple Avenue, Shrewsbury, MA 01545

Members in attendance: Chairperson Louise G. Russell; Vice- Chairperson Shashi Menon; Secretary Susan Shaw; Board Members: Clifford Gerber, Norma Giumentaro,
. Zoya Mehta was excused.. Staff in Attendance: Director Sharon Yager; Scribe Katey Rudman.

The workshop was facilitated by Kathy Meyers.

The staff has 6 objectives. The Board has 5 objectives, one of which is shared with the staff.
It is expected that we will have a Center-wide draft of a plan after March 11.

Upon being asked, Kathy said that she wouldn't show us the staff's objectives until we were ready to meet with them jointly.

Kathy said there are two places where our ideas can go. Individual action plans can go in the strategic plan.
Future directions and operational items will go in the document review notebook.

We reviewed the objective draft of January 16, 2018. We should be sticking with "Best Practices for Strategic Planning", put out by the Dept. of Elder Affairs, when drafting our goals.

Everything we do needs to be documented. Our homework is to think about goal #2 and other opportunities to increase community support for the COA.

Some discussion led to considering a "friendly visitor" program as an agenda item for our next Board meeting

Next workshop is scheduled for Thursday, March 8, 2018, at 1:30 p.m.

Workshop concluded at 3:30 p.m.

Respectfully Submitted,

Susan G. Shaw, Secretary



TOWN OF SHREWSBURY

**Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338**

Minutes of the Council on Aging Workshop held:
Thursday, April 12, 2018, at 1:30 p.m..
Town Hall Conference Room A , 100 Maple Avenue, Shrewsbury, MA 01545

Members in attendance: Chairperson Louise G. Russell; Vice- Chairperson Shashi Menon; Secretary Susan Shaw; Board Members: Clifford Gerber, Norma Giumentaro; Zoya Mehta and Barbara DePalo. Staff in Attendance: Director Sharon Yager; Scribe Kaety Rudman.

Minutes of the January and February workshops were accepted as written.

There was discussion about whether Goal #2 should remain as stated or changed. It was decided to start with ideas for objectives and see how they fit into the overall goal statement.

Several ideas were brainstormed and were written on the white board. A photo of the board was taken and will be distributed to the participants.

Louise asked board members to work on translating the goal into measurable objectives before our next workshop and to send them to her by May 11 so that she can compile them to be ready for us to finalize the objectives for Goal #2 at our next workshop.

Respectfully submitted,

Susan G. Shaw, Secretary



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

Minutes of the Council on Aging Workshop held:
Thursday, May 17, 2018, at 1:30 p.m..
Senior Center Conference Room, 98 Maple Avenue, Shrewsbury, MA 01545

Members in attendance: Chairperson Louise G. Russell; Vice- Chairperson Shashi Menon; Secretary Susan Shaw; Board Members: Norma Giumentaro; Zoya Mehta and Barbara DePalo. Cliff Gerber was excused. Staff in Attendance: Director Sharon Yager; Scribe Kaety Rudman was excused.

Prior to the workshop beginning, John Covey visited to introduce our summer intern who will be working on the "senior-friendly" Home Page. Noah LeBlanc is a Shrewsbury resident and Northeastern University student majoring in Political Science. He will be working with Shashi and under the direction of IT Department Head Covey.

Minutes of the March workshops were accepted as written.

There were some "left-overs from the May 16 board meeting discussed:

Will the board meet throughout the summer or take a month off? Is there a month when, because of vacation plans, it will be difficult to achieve a quorum? Decision was tabled to a later date.

There is a training titled "A Welcoming Place for All: No One Is a Single Story" being held at the Framingham Senior Center. Sharon, Louise, Zoya and (perhaps) Shashi will attend.

Sharon responded to Shashi's e-mail concerning procedures for checking and responding to voice-mail.

We discussed an article about seniors and bullying. Is it happening here? It *is* going to happen; we need to teach people how to protect themselves and how to cope. Do we need to have as policy? Expectations? The "Welcoming Place" training will cover this topic.

We "word-smithed" the objectives for Goal #2.

For next meeting, board members will work individually on action plans for the Goal #2 Objectives.

Next workshops are scheduled for Wednesday, May 30, at 9:30 a.m. (without Kathy Meyers) and Thursday, June 14, at 2 p.m. (with Kathy Meyers).

Respectfully submitted,

Susan G. Shaw, Secretary



TOWN OF SHREWSBURY

**Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338**

Minutes of the Council on Aging Workshop held:
Wednesday, June 6, 2018, at 9 a.m..
Senior Center Conference Room, 98 Maple Avenue, Shrewsbury, MA 01545

Members in attendance: Chairperson Louise G. Russell; Vice- Chairperson Shashi Menon; Secretary Susan Shaw; Board Members: Cliff Gerber; Zoya Mehta and Barbara DePalo. Norma Giumentaro was excused. Staff in Attendance: Director Sharon Yager; Scribe Kaety Rudman.

This workshop originally was scheduled for May 30.

Prior to beginning the workshop, there was a discussion about the need to have a series of programs on "end of life planning". Dr. Clermont already has some workshops planned, but the board members think that the series should include plans in addition to the medical care topics.

The workshop was called to order at 9:30 a.m.

Minutes of the May 17 workshop were not available.

We discussed how the objectives for Goal #2 are expressed and whether the objectives belong with the goal. After going over the objectives, the board voted unanimously to accept them as written.

We went on to drafting the action plans based on suggestions submitted by the board members. We finished action plans for two of the objectives. Susan will do a quick draft of action steps for Objectives 3 through 8 and e-mail the draft to board members prior to our next Board meeting (on June 13).

We adjourned at 11:35 a.m.

Respectfully submitted,

Susan G. Shaw, Secretary



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

Minutes of the Council on Aging Workshop held:
Wednesday, June 14, 2018, at 2 p.m..
Senior Center Conference Room, 98 Maple Avenue, Shrewsbury, MA 01545

Members in attendance: Chairperson Louise G. Russell; Vice- Chairperson Shashi Menon; Secretary Susan Shaw; Board Members: Cliff Gerber; Zoya Mehta and Barbara DePalo. Norma Giumentaro.. Staff in Attendance: Director Sharon Yager; Scribe Kaety Rudman was excused. Also in attendance was Facilitator Kathy Meyers.

The workshop began at 2:10 p.m.

Minutes of the May 17 and June 6 workshops were accepted.as written.

Discussed was the formatting of the plan. There is a need for an “evaluation column. Our objectives need to be measurable.

Kathy thinks that our action steps should be moved to individual plans. Some objectives may better fit other goals; for example, “expand the fleet” may be better in goal #1 than goal #2.

For the combined (staff and board) document we need to have the same format.

Kathy will draft an evaluation plan for us to review at the next workshop.

Kathy discussed examples of evaluation measures with us. We were referred to the Hingham plan and also the February 15 chart of goals and objectives timeline.

Before our meeting with staff, Kathy will take our work and format it into an exhibit that can be merged with the existing staff goals.

The next workshop (with staff and Kathy Meyers) is scheduled for Wednesday, July 25, 2018, from 9:30 – 11:30 a.m.

Respectfully submitted,

Susan G. Shaw, Secretary



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

**Minutes of Council on Aging Board Strategic Planning Workshop
Wednesday, July 25, 2018 9:30-11:30am
Conference Room at the Senior Center
98 Maple Avenue, Shrewsbury, MA 01545**

A quorum of the COA Board was present. Kathy Myers served as the workshop facilitator.

The meeting had originally been planned to be the first of both the Board and the Staff in regard to the Strategic Planning, with Kathy hoping to review nine documents that have been used by both parties throughout the process to answer and questions about the progress made so far. Unfortunately, there was scheduling conflicts on the part of the staff and there would not have been office coverage during the meeting.

The workshop discussion included a refresher on the Individual Action Plan as another tool for ensuring proposed action items, etc. Kathy explained that the staff are fully considered as the leads for the particular strategic objectives. Kathy asked the Board to return their efforts to the strategic plan grid draft review process with the initial opportunity to view the objectives and other staff-led action plan components in an initial center-wide version.

The discussion about the Board's output generated between February and June 2018 left Kathy feeling that there continue to be unresolved issues regarding ongoing roles and responsibilities. Throughout the workshops where the Board had worked independently, more than forty action items had been created in their version of Goal 2. Kathy offered to transfer these to an Excel spreadsheet to create a cleaner, easier to follow reading of the items. She also offered to sort them according to where she felt they belonged in the plan, or in an additional document to hopefully address the unresolved matters.

There was also no time available to talk through the proposed committee or function drafts (Ad-Hoc marketing and Ad-hoc Technology) and Operations Items entries.

Staff's review and editing of the initial center-wide draft was tentatively rescheduled to August 7th between 1-2:30 PM to better accommodate staff schedule conflicts.

Respectfully submitted,
Sharon Yager, COA Director



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

COA Strategic Planning Workshop: Staff

Tuesday, August 7, 2018, 10:00-11:00am

In Attendance: Sharon Yager, Director, Cynthia Willis, Transportation Coordinator, Stacey Lavelly, Volunteer Coordinator, Donna Messier and Miranda Watson, Office Support Coordinators. Also in attendance was Assistant Town Manager Kristen Las.

Workshop facilitated by Kathy Myers, Consultant.

Kathy directed Staff's return to the strategic plan grid draft review process with the initial opportunity to view the objectives and the Board's action plan components in an initial center-wide version.

Kristen reviewed key Town insights and editing suggestions.

Individual Action Plans were discussed as another tool for ensuring proposed action items, etc. Kathy said the staff are fully considered as the leads for a particular strategic objective. There was some initial analysis and discussion about other ideas and suggestions generated by the Board between February and June 2018 in preparation for the joint Board and Staff working session scheduled for later in the month.

Kathy and Kristen went over what the next steps would be for the joint staff and COA Board meeting.

Respectfully submitted,
Sharon Yager



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

Minutes of the Council on Aging Strategic Planning Workshop held:
Tuesday November 20, 2018, at 9:00am
Selectman Room, 98 Maple Avenue, Shrewsbury, MA 01545

Members in attendance: Kristen Las, Assistant Town Manager, Chairperson Louise Russell, Barbara DePalo, Board Members: Norma Giumentaro, Cliff Gerber and Virginia Leonard. Staff in Attendance: Director Sharon Yager, Cynthia Willis, Walter Rice, Stacey Lavelly, Donna Messier, Miranda Watson. (Zoya Mehta, Shashi Menon not in attendance)

1. Call to Order
2. Review of where we were and where we are now on our strategic planning document.
3. Vision- Include transportation and volunteering in the list of services provided to our elders.
4. Guiding Principles- Discussion was on the need to follow the State and Federal organizations. Massachusetts Council on Aging, (MCOA), National Council of Aging, (NCOA), where we get the nutritional program guidelines, and the Executive Office of Elder Affairs (EOEA) which is part of the state government.
5. Environmental Scan data will come from the three surveys, the town clerk office, transportation program data, volunteer records, outreach data, departmental budgets and state funding from the statistics in relation to the 2010 census data.
6. SWOT Analysis- Discussion was made on specifics of the language and it's meaning for the three general items for each of the Strengths, Weaknesses, Opportunities and Threats.
7. Strategic Plan Goals Grid-
Goal 3- It was discussed that Goal 3 is a very important Goal to focus on right away.
Goal 3: Provide a welcoming experience for participants and visitors. Training might be needed to reach this goal.

Goal 1- We need to have someone compile the data from the 3 surveys in order to work on this goal.
Goal 1: Expand the variety of programs, activities, and services that address the needs and interests of Shrewsbury seniors and care partners.

Goal 2- This goal was tabled until we revisit the document that Shashi Menon created and that the COA agreed on.

Goal 2: Increase community support for COA and other resources for seniors.

8. A general discussion was held on the fact that times listed for the regularly occurring events, that are listed on the Newsletter, are incorrect. There needs to be a check on these times so that the Newsletter is not incorrect. The discussion was on who could check these times and there was no conclusion on who that person could be.

9. Also discussed was whether a group at the Senior Center could keep their group closed to new people.

10. We should receive a revised packet by November 30, 2018 on the materials we discussed.

11. On December 11, 2018, the COA and Staff will focus on the Strategic Plan Goals Grid and revisit Goal 2.

12. On December 12, 2018, the COA will have a regular meeting that will start with the budget.

Respectfully , Barbara DePalo, Secretary COA



TOWN OF SHREWSBURY
Council on Aging Senior Center
98 Maple Ave
Shrewsbury, Massachusetts 01545-5338

Minutes of the Council on Aging Strategic Planning Workshop held:
Tuesday December 11, 2018, at 9:00am
Meeting Room, 98 Maple Avenue, Shrewsbury, MA 01545

Members in attendance: Kristen Las, Assistant Town Manager, Chairperson Louise Russell , Vice-Chairperson Shashi Menon, Barbara DePalo, Norma Giumentaro, Cliff Gerber. Staff in Attendance: Director Sharon Yager, Cynthia Willis, Walter Rice, Stacey Lavelly, Donna Messier, Miranda Watson. (Zoya Mehta , Shashi Menon not in attendance)

1. Call to Order
2. Review of October 10th, 2018 Transcript and November 15, 2018 Minutes not available for review.
3. Sharon gave an overview of the findings and trends from the surveys. It was noted that people between the ages of 60 and 64 did not respond to the surveys at all. The data will be used to create objectives and actions items on the Strategic Plan.
4. Kristen Las presented the new chart created with the goals and objectives which was based off the overall Town of Shrewsbury Plan. Goal 2 needs to be added to the chart. Some of the items in Goal 1 are already in Goal 2. A discussion proceeded on Goal 1 and 3 line by line and if it would be appropriate to include action plans in this chart.
5. There was discussion on looking for ways to connect the Senior Center and COA with Library and Health Departments in the future.
6. Survey data will be done by the end of this week. Goal 2 will be completed in two weeks.
7. There will be 2 Public Meetings on the Strategic Plan Document held at the Senior Center on January 31, 2019 at 2:00 and at 6:00.

Respectfully, Barbara DePalo, Secretary COA



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

Minutes of Council on Aging Board/Staff Workshop Tuesday, January 15, 2019 Selectmen's Room, Town Hall

A majority of Board Members were present.

Staff Members Present: Sharon Yager, Director, Cynthia Willis, Transportation Coordinator, Walter Rice, Outreach Coordinator, Stacey Lavelly, Volunteer Coordinator and Donna Messier, Office Support Coordinator.

Assistant Town Manager Kristen Las acted as workshop facilitator.

Kristen began the workshop with an overview of the current draft.

There was discussion regarding items in the grid portion of the Strategic Plan. Stacey and Virginia discussed aspects of marketing the COA and how these tied into the goals.

Other notes and changes were made to continue to finalize the objectives.

Kristen discussed how the Public Meeting would proceed that was scheduled for January 31st. She recommended that she and Sharon present a power point, with Sharon reviewing the survey findings.

Kristen asked that as many Board and Staff members be present for both the afternoon and evening sessions if possible to answer questions and to contribute to the discussion.

The next meeting was arranged for February 12, 2019 so that the public's input can be discussed and the Strategic Plan can enter the final phase of completion.

Respectfully submitted,

Sharon Yager, COA Director



TOWN OF SHREWSBURY
Council on Aging Senior Center
98 Maple Ave
Shrewsbury, Massachusetts 01545-5338

Minutes of the Council on Aging Public Meeting held:
Thursday, January 31, at 2:00pm and 6:00pm
Large Meeting Room, 98 Maple Avenue, Shrewsbury, MA 01545

Members in attendance: Kristen Las, Assistant Town Manager, Chairperson Louise Russell, Vice-Chairperson Shashi Menon, Zoya Mehta, Barbara DePalo, Norma Giumentaro, Cliff Gerber, Virginia Leonard. Staff in Attendance: Director Sharon Yager, Cynthia Willis, Walter Rice, Donna Messier.

SMC Taped the 2:00 Public Meeting for Public to View

1. Introduction by Louise Russell of Staff and COA members.
2. The agenda was reviewed by Kristen Las.
3. Sharon reviewed the history of our Strategic Plan.

1996-2001- Our Senior Center was located at Parker Road and our goals could not be met due to lack of space for activities.

2001-2006- COA did a survey to the public but could not find a way to work with the data.

2008-2013- COA put a plan together and created Focus Groups for a Transportation Program, Volunteer Program and an Outreach Program. This was a time of fiscal trouble and we lost some staff during this time.

2015-2016- COA started a Self Assessment Process on 9 areas. Each area had a Committee of people to study the topic.

Today- COA is now in process of creating a Strategic Plan for 2019-2023.

4. Sharon reviewed the Scientific Survey.

Highlights of the findings:

-There is opportunity for collaboration with the Library, Parkes and Recreation and Public Fitness Facilities.

-More efforts are needed to find a way to share offerings with residents. We need to develop a Marketing Plan.

-We need to explore additional ways to support those people providing care for people with dementia. We will become a Dementia Friendly Community.

-We need to provide collaboration opportunities for volunteers at our Senior Center.

5. Kristen shared that the Library has completed their Strategic Plan and Action Plan and that the Regional Health Alliance is also working on a Strategic Plan.

The COA's Strategic Plan will help community members understand the input used and resulting direction for growth of our Senior Center. It will give clear direction on priorities and items to focus on for our Director and Staff and guide our budget items. It will also inform Community Partners of our need for support and resources.

6. Goal 1- Expand the variety of programs, activities and services that address the needs and interest of Shrewsbury Seniors and care partners.

Goal 2- Increase community support for COA and other resources for Seniors.

Goal 3- Provide a welcoming experience for participants and visitors.

7. Time frame for future actions:

- COA Board Workshop - February 26, 2019.
- Finance Committee Budget Hearings March 2 and 9, 2019.
- COA Board Meeting for Plan Adoption - March 13, 2019.
- Implement plan - March 2019-March 2024.

8. Adjourn

Respectfully, Barbara DePalo, Secretary COA

Comments from people who came to the presentation.

1. Senior Center is horrible for anyone with a hearing problem. We should have more hearing services in town.
2. Northboro has better services than Shrewsbury at their Senior Center.

3. The Senior Center should reach out to other age brackets.
4. Housing is becoming critical in Shrewsbury. 60 people are waiting to get into Senior Housing. Town should allow people to take their house and make apartments.
5. What benefit will we get if we become accredited?
6. How is the budget provided for the Senior Center?
7. Our patio is underused. We need to cover it with shade. We need a sign to tell people it is there.
8. Can we have the Center open at night for other groups in town?



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

Minutes of Council on Aging Board/Staff Workshop Tuesday, February 12, 2019

A majority of Board Members were present.

Staff Members Present: Sharon Yager, Director, Cynthia Willis, Transportation Coordinator, Walter Rice and Donna Messier, Office Support Coordinator.

Assistant Town Manager Kristen Las acted as workshop facilitator.

Kristen began the workshop with a discussion of the Public Hearing that was held on January 31st. Everyone seemed to agree that the sessions had gone well and that the Power Point and handouts had been helpful.

Kristen then suggested an overview of the current Strategic Plan draft, dated February 5th.

To help everyone follow along with the edits made to date, a version of the draft which showed the track changes was used. The copy was made in color with comments from Kristen, Sharon and Shashi.

There was discussion regarding these changes. Sharon explained how she deleted most of the narrative regarding the survey as that will be a separate document in which the findings will be discussed. Comments were also discussed in the grid portion of the document, primarily over what evaluation measures would be used and what the timing would be on each.

Shashi asked if the goal regarding the fourth van should be removed, as the delivery of the newest van should be taking place sometime by the end of the fiscal year. Kristen said that this should remain in the plan as it is part of the overall transportation objective. She explained that as a living document, there are many times that items will change even before the Strategic Plan is finalized and other items may be updated or accomplished as well.

Another meeting was set to discuss the draft further with the additions made without the track changes.

Respectfully submitted,

Sharon Yager, COA Director



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

Minutes of Council on Aging Board/Staff Workshop Tuesday, February 26, 2019

A majority of Board Members were present.

Staff Members Present: Sharon Yager, Director, Cynthia Willis, Transportation Coordinator, Walter Rice and Donna Messier, Office Support Coordinator.

Assistant Town Manager Kristen Las acted as workshop facilitator.

Kristen began the workshop with an overview of the current draft.

There was discussion regarding several items in the grid portion of the Strategic Plan. Some notes and changes were made to clarify these sections.

Some language was discussed in the narrative portion as far as terminology use, acronyms and so forth to make the document as user-friendly as possible to those who may not be familiar with the department and the functions of the COA.

Kristen said these changes would be made and attachments that would be included to the final document should be reviewed at the next meeting.

The next meeting was arranged for March 20, 2019.

Respectfully submitted,

Sharon Yager, COA Director



TOWN OF SHREWSBURY
Council on Aging Senior Center
98 Maple Ave
Shrewsbury, Massachusetts 01545-5338

Minutes of the Council on Aging Strategic Planning Workshop held:
Tuesday March 20, 2019, at 9:30am
100 Maple Ave, Selectmen Meeting Room, Shrewsbury, MA 01545

Members in attendance: Kristen Las, Assistant Town Manager, Chairperson Louise Russell, Vice-Chairperson Shashi Menon, Zoya Mehta, Norma Giumentaro, Cliff Gerber, Barbara DePalo. Staff in Attendance: Director Sharon Yager, Cynthia Willis, Walter Rice, Patricia Babin, Ken Colon.

1. Kristen Las presented the updated Strategic Plan and Goals and Objectives Grid which was based off the overall Town of Shrewsbury Plan. A page by page discussion proceeded on both the Strategic Plan and Goals and Objectives Grid. Items were added and modified.
2. Kristen will be sending the updated Plan and Grid to the COA and Staff by April 10 and will also make copies and discuss this updated material at our next Workshop meeting, April 23, 2019.
3. The next COA Board meeting will be April 10, 2019 at 9:00am at the Senior Center. The next COA Strategic Plan Workshop will be April 23, 2019 at 9:00 at the Senior Center.

Respectfully, Barbara DePalo, Secretary COA



TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building
100 Maple Avenue
Shrewsbury, Massachusetts 01545-5338

Minutes of Council on Aging Board/Staff Workshop

Tuesday, April 23, 2019 9:15-10:00am

Conference Room at the Senior Center, 98 Maple Avenue, Shrewsbury, MA 01545

Board Members Present: Louise Russell, Board Chair, Shashi Menon, Vice Chair, Cliff Gerber, Norma Giumentaro and Zoya Mehta. Secretary Barbara DePalo and Virginia Leonard were both excused.

Staff Members Present: Sharon Yager, Director, Cynthia Willis, Transportation Coordinator, Walter Rice, Outreach Coordinator, Donna Messier and Patricia Babin, Office Support Coordinators. Kenneth Colon, Assistant to the Director/Volunteer Coordinator, was excused.

Assistant Town Manager Kristen Las acted as workshop facilitator.

The workshop began at 9:15am with an overview of the finished draft by Kristen.

Louise inquired about how the Marketing, Business and Collaborative Service Plans will fit in with the proposed plan as these have yet to be flushed out. Kristen explained that the grid portion of the document explains the next steps, which will lead to the completion of the various plans.

Shashi asked when the document would be ready to give to the Board of Selectmen, Finance Committee or other interested parties. Kristen said that once the document is approved at the May COA Meeting, it would be made available to the public. She recommended that the Strategic Plan be presented to the Board of Selectmen to publicize the plan.

Louise asked who would appoint the Strategic Planning Committee that is mentioned in the narrative under "Monitoring Strategic Plan". Kristen recommended staff could refer various volunteers to Sharon that could be asked who would be invested participants. Sharon said that she envisioned individuals representing the Friends Board, instructors and other team leaders, a volunteer receptionist and the like.

Kristen suggested that everyone carefully go through the narrative portion page by page to go through any typos or other changes. There were a few grammatical errors noted that Kristen said would be changed. Shashi asked that in the narrative portion that refers to Board appointment, that the Massachusetts General Laws be referenced. Kristen said she would add this. It was also requested that the volunteerism line under the vision be re-worded and that bullets be added throughout to create uniformity. The term "carepartner" was discussed and Sharon offered to see what the official language was from EOEA or MCOA as the term originated on the state level.

Kristen explained that all meeting minutes needed to be included in the appendices. Cliff checked on several dates that were in question. Sharon offered to make a list of all strategic planning workshops that had been scheduled to make sure all minutes were complete.

In reviewing what will happen next, Kristen outlined the following:

1. May 5th: The COA Board moves to accept the plan
2. Present the plan to the Board of Selectmen
3. Over the next six months, staff will work to develop their individual work plans
4. Develop the Strategic Planning Committee

Kristen add that for the last two steps, a Library employee would be helpful to guide the process and explain how the work plans are done, as their Strategic Plan is very ambitious and serves as a good model.

Pat suggested that a reporter be invited when the COA presented to the Board of Selectmen. Kristen said that could easily be arranged.

Zoya made a motion to adjourn, which was seconded by Cliff.

Meeting adjourned at 9:58am.

Respectfully submitted,

Sharon Yager, COA Director

Draft Work Plans

Individual Work Plan List

Create a database to use to contact seniors with upcoming events, starting with My Senior Center.

Increase multi-generational interaction

- a. Partner with youth groups and schools to create opportunities to interact
- b. Attend multi-generational/intergenerational workshops/webinars – MCOA sponsored
- c. Host multi-generational activities at the Senior Center where the focus is on youth to senior interaction
- d. Partner with other departments and community groups to offer at least one intergenerational activity/program per year
- e. Create multi-generational activities that focus on shared interests
- f. COA Board Members to attend workshops and programs geared towards promoting intergenerational activities

Identify underserved demographic groups for inclusion in the services and programs at the COA

- a. Host a multi-cultural fair at the Senior Center
- b. Host and Ethnic Diversity Day including visually impaired, LGBTQ, etc.
- c. Contact local social organizations to identify non-English speaking elders who may need elder services
- d. Continue to develop relationships such as the India Society of Worcester, Commission on Disabilities, etc.

Explore with the Town Manager to have COA staff positions funded through the Town

Seek grant money for programs, materials, equipment and capital assets that are not funding by the Town

Form a lunch club or other group that will dine at local restaurants. Ask restaurant if they will offer discount for the diners (see survey results)

Marketing

Utilize a variety of media to raise community awareness of programs and services of the Senior Center

- a. Prepare and maintain media contact to share the events of the Senior Center.
- b. Publicize events in various media – newspapers, website, Facebook (other social media), etc.
- c. Follow up to events with articles or videos
- d. Work with Shrewsbury Media Connection on producing a video on the services and programs that go on at the Senior center (for example: how to ride the van)

Technology

Provide opportunities for seniors to keep pace with technology

KDL suggests all of these be collaboration with the Library with the exception of purchases new AV system and senior friendly homepage. New AV system is in the works. Webpage needs to be further discussed

Operational Items

Expand volunteer opportunities and utilization within the COA and the broader community

- a. Create and maintain a list of volunteer opportunities for all age groups within and outside the Senior Center
- b. Periodically publish a list of volunteers needed
- c. Identify recently retired seniors and establish a database of skills that can be tapped for “new” volunteer opportunities.