ASHLAND PARKS AND RECREATION COMMISSION

SENIOR SERVICES ADVISORY COMMITTEE (S-SAC)

MEETING AGENDA

Working Session to Set Mission and Goals for Senior Services Division

November 13, 2018 @ 1:00-4:00pm

SOU Hannon Library, Room 352

I.   Opening (Theis, 5 min)

II.   Additions or Deletions to the Agenda (all, 1 min)
       (Approval of September minutes will be addressed at December S-SAC meeting.)

III.   Public Input (10 min)

IV.   Mission and Goals for Senior Services Division
       1. Mission draft and discussion (Glatt, 50 min)
          -break-
       2. Proposed Senior Services Division Goals (Glatt, 10 min)
       3. S-SAC members nominates additional goals (Theis, 20 min)
       4. Discussion: feasibility, resources, potential impact (Theis, 30 min)
       5. "Dotmocracy" process to prioritize goals (Glatt, 5 min)
          -break-
       6. Review results, discussion, discuss timing & implementation (Glatt, 50 min)
          -break-
       7. Reevaluate and narrow, consider subcommittees (Theis, 30 min)
       8. Next steps: review draft at next S-SAC meeting

V.   Upcoming Meeting:
       Monday, December 10, 3:30-5:00pm, Ashland Senior Center, 1699 Homes Avenue
       (Note new start time of 3:30pm)

VI.   Adjournment – 4:00pm

APRC Senior Services Division
Mission Proposal

Draft Proposed Mission 11/8/18

The APRC Senior Services Division enhances the lives of Ashland seniors by providing programs and services to promote healthy aging, well-being, dignity and independence. We empower older adults as active, contributing members of the community and together advocate for the needs of diverse seniors and their families throughout Ashland.

For Reference

Old Mission

The Ashland Senior Program strives to provide a support system to the older residents of Ashland, helping to enable them to live more independently and to continue as contributing members of the community.

From Senior Services Superintendent Job Description:

…assists older residents of Ashland in securing and maintaining maximum personal independence, self-sufficiency, and physical and emotional well-being.

…provide a wide range of age-appropriate opportunities to 55+ citizens in the community

1. Purpose and Planning

a) Create a collaborative vision for Ashland's future Senior Services Program that aligns with APRC and City Council Goals. – November 2018

b) Revisit the mission statement, with the new Senior Services Program Description in mind, to determine need for revisions. – November 2018

c) Develop a planning document with goals, objectives and action plan that align with the vision and mission statement.

d) Review the results of public input and the community needs survey and evaluate feasibility of adopting frequently suggested ideas. – November 2018

e) Produce an annual report of accomplishments, based on the planning document. – Jan/Feb 2018

2. Community Connections

a) Identify current and possible collaborative community partners. - Suggestions by ASPAC already created

b) Create cooperative agreements for use between the Senior Services Program and community partners.

c) Define and document how the information and referral process is made available to seniors. - in progress

d) Define and document how outreach services are facilitated by the Senior Services Staff. – will do marketing outreach, not home visits

e) Train Senior Services Staff in how to facilitate outreach and referral services. - in progress

f) Create a marketing plan, using the Marketing & Communications Handbook for Councils on Aging and Senior Centers as a reference guide.

3. Governance

a) Create a standing Senior Program Advisory Committee (SPAC), including an application and appointment process and bylaws. This Advisory Committee will report and make recommendations to APRC. (**ASPAC approved 2/12/18, APRC approved 2/26/18**) - COMPLETE

b) Explore alternative funding sources including establishing a 501(c)(3) exclusively for the Senior Services Program. – Will use Parks Foundation, dedicated account.

4. Administration and Human Resources

a) Develop Program and Superintendent Job Description for Senior Services Division. (**ASPAC approved 1/8/18, APRC approved 1/22/18**) - COMPLETE

b) Begin job search ASAP, including senior community and SPAC members in panel interviews, with the goal of the new Senior Services Superintendent beginning position July 1, 2018. (**ASPAC approved 1/8/18, APRC approved 1/22/18**) - COMPLETE

c) Develop and publish on City of Ashland website: organizational chart showing Senior Services as a separate Division of APRC. (**ASPAC approved 1/8/18, APRC approved 1/22/18**) – In progress

5. Program Development and Implementation

a) Current activities—Food & Friends, Gentle Yoga, Line Dance for Seniors, Tai Chi for Seniors, Card Games, etc.— should remain at the 1699 Homes Avenue location under the supervision of the Senior Services Superintendent. – Ongoing

b) Explore Transportation options for seniors coming to and going from the Senior Services Program.

c) Explore providing more frequent Field Trip experiences for seniors.

d) Provide more classes for older seniors (80+), especially in the areas of Aging in Ashland, Long-Term Care Planning and End of Life.

e) Pursue funding for the incorporation of intergenerational equipment and programs existing in Ashland parks, starting at Hunter Park. Example: playground/play space within sight and earshot of exercise stations that encourage balance and mobility in seniors. Walking paths can be suited for scooter-bound seniors and children on bikes.

6. Evaluation

a) Write the Ashland Senior Services Program's evaluation plan, using outcome- based evaluation, including baseline data, intended results, actual results and how information was used in an improvement process.

7. Fiscal and Asset Responsibility

a) Establish a Senior Services Budget that fully funds the required staff, including a Senior Services Superintendent, a full-time coordinator, and office support so the Senior Services Center is always covered by some staff. (**ASPAC approved 2/12/18)** - COMPLETE

b) Track Senior Services Budget on a monthly basis.

c) Create disaster recovery or business continuity plan (Ex: Fire, Flood, Earthquake)

8. Records and Reports

a) Create a quarterly statistical report on programs and services. – In progress

b) Create a general participant record form and database.

c) Develop a list of clients who are using and/or eligible to use specific senior services and programs. Include qualification guidelines for each service. Ex: bus passes

d) Establish a plan to record and document Senior Services contacts. Consider using ADRC's guidelines for record-keeping techniques.

e) Write policy and procedures manual, including a confidentiality policy. – In progress

9. Facility

a) Explore the use of Capital Improvement Project (CIP) Funds to build a separate classroom building that can stand alone, is near the current Senior Services Center, provides space for classes and can be rented out when not in use by the Senior Program.

b) Investigate the addition of adult playground equipment at Hunter Park as a pilot for adding similar equipment in other Ashland parks.

c) Encourage the Parks Division to formulate a long-range overall plan for the utilization of Hunter Park that includes a recognition of expanding senior needs.

d) Develop a preventative maintenance schedule.

Senior Services Division - Glatt's Proposed Goals

	FY 2018-19 (Aug 2018-June 2019)	Next Biennieum (July 2019-June 2021)
1. Purpose & Planning (ASPAC #1)		
	a. With S-SAC, develop mission statement for APRC approval.	
	b. With S-SAC, prioritize goals based on all community input gathered to date, for APRC approval.	
	c. Create workplan with goals, objectives and action plan.	
	d. Begin planning for evaluation	d. Created detailed evaluation plan per ASPAC #6.
	e. With S-SAC, report on progress-to-date to APRC in Jan/Feb 2019.	e. With S-SAC, present annual report to APRC in Jan/Feb each year.
2. Community Connections (ASPAC #2)		
	a. Initiate collaborative working relationships with government agencies, community organizations, business leaders, healthcare providers, media, etc.	
	b. Develop mutual referral procedures with social service agencies.	
		c. Position SSD as a hub to connect local senior-serving organizations, engaging community partners to promote a continuum of opportunties for seniors, identify gaps, and create solutions for Ashland seniors and their families.
3. Marketing (ASPAC #2)		d. Marketing (ASPAC #2)
	Rebrand to Senior Services identity and message about larger role in the community (logo, website, print materials.)	Develop and implement a marketing plan to reach broad cross section of Ashland senior community
		Build communication channels to ensure that news of SSD achievements and opportunities reaches potential participants, family members, professional partners, and potential supporters.
4. Human Resources (ASPAC # 4)		
	a. Complete hiring to reach full 2.75 staff	
	b.Establish a high functioning team with mutual trust, respect, and cooperation.	b. Continue to develop a high functioning team.
		c. Add office volunteers to supplement capacity and provide opportunities for engagement.
5. Policies & Procedures (ASPAC #8)		
	a. Define appropriate scope of practice for services delivered by Senior Services Division, focusing on information and referral and benefits assistance. (ASPAC #2)	
	b.Begin development of clear policies for:	b. Finalize and implement policies
	Instructor and presenter policies	

	FY 2018-19 (Aug 2018-June 2019)	Next Biennieum (July 2019-June 2021)
	Participant waiver and emergency contact information	
	Van transport, volunteer drivers	
	Client records, record retention and disposal	
	Confidentiality, release of information, photo release	
	c. Begin policies and procedures manual	c. Finish policies and procedures manual
	d. Ensure complete records and annual background checks for all instructors and volunteers.	
		e. Ensure written contracts or MOUs with partners providing ongoing services onsite at the Senior Center.
6. Services (ASPAC #2)		
	a. Train Senior Services Division staff in information and referral methods and resources.	
	b. Administer existing assistance programs (bus/Valley Lift passes, utility assistance).	
	c. Begin to develop staff for more in-depth information and referral, to replace services currently contracted ADRC services.	c. Continue to develop staff for more in-depth benefit assistance.
		d. Expand onsite offerings by partners, eg: additional appointments for computer tutoring, low-cost counseling, grief support group, classes.
7. Program Development and Implementation (ASPAC #5)		
	a. Begin collaboration with Recreation Division to create and/or link senior activities at other APRC sites.	a. Collaborate with Recreation Division to create and/or link senior activities at other APRC sites.
	b. Expand education programming at Senior Center, eg: themed speakers series (health, aging/care planning topics, fraud prevention, travel, nature/science), evening series for family caregivers, OLLI classes, evidence-based class series for health and well-being	b. Expand education programming at Senior Center, eg: themed speakers series (health, aging/care planning topics, fraud prevention, travel, nature/science), evening series for family caregivers, OLLI classes, evidence-based class series for health and well-being
		c. Restart field trips with goal of covering costs.
	d. Implement holiday special events.	d. Expand special events, eg: health fairs, senior singles social events, summer BBQ by police dept or service club, monthly assisted Skype day, senior art exhibits
		e. Increase programming in the evening for best use of building resource, and introduce a broader audience to the Senior Center.
	f. Explore Gatekeeper Program	f. If accepted, pursue funding and initiate Gatekeeper Program.

FY 2018-19 (Aug 2018-June 2019)	Next Biennieum (July 2019-June 2021)
	g. Promote RVCOG senior/disabled disaster registry
	h. Research national best practices and form partnerships for expanded volunteer opportunities, eg: mentors, navigators, welcomers, friendly visitors, and multigenerational support.
	i. Explore resources and partnerships to meet other senior needs, eg: expanded ride assistance, friendly visitor/caller program, post hospital chore assistance, senior house share, buddy match to SOU students, adopt a grandparent, etc.
8. Advocacy	
a. With S-SAC, advocate for needs of seniors and their families in community planning, eg: transportation, housing, Ashland Social Services Fund, Daniel Meyers pool renovation.	
	b. Advocate for more transportation options for seniors coming to and going from the Senior Center, eg: RVTD bus route reroute.
9. Facilities (ASPAC #9)	
a. Ongoing repairs and maintenance for Senior Center building!	
b. Engage with Daniel Meyer Pool planning to explore opportunities for Senior Center expansion/renovation, adult playground equipment, eg: inclusion in bond.	
c. Make initial purchases with Parks Foundation fund, as prioritized by S-SAC and users.	c. Explore additional expenditures to improve Senior Center facilities, eg:
	Upgrade tables and chairs for safe and easy set up of multiple events daily.
	Interior painting, freshening
	Bike parking
	ADA curb cut at front entrance, next to designated ADA spaces
	e. Explore the use of Capital Improvement Project (CIP) Funds to add additional classroom space (for both senior programs expansion and rental income for Senior Services Division)
10. Fiscal (ASPAC #7)	
a. Analyze costs vs. revenues; research opportunities to increase revenues.	
	b. With S-SAC, consider fee structures that will support and sustain programs.
	c. Explore grants, donations, sponsors and other ways to fund programs