



***At the Center of it All.***

**MCOA Annual Report to the Membership**

**Part 1: Nominations of Board of Directors and  
Regional Representatives for FY12**

**Part II: Achievements for FY11**

**Part III: Goals and Objectives for FY12**

**Addendum: MCOA Rules for Applying to be our  
NISC Delegate Designee Process**

*Submitted at the Annual Meeting Scheduled for October 5, 2011*

# MCOA

## 2011-2012

### Nominations for Election of Officers & Regional Representatives

submitted by the Nominating Committee:

Chair Kathy Bowler, Holyoke  
Mary Parcher, Framingham  
Laura Mailman-Merrimac  
Mary Ellen Gomes - Westport  
Carol Hamilton - Marshfield

### Board of Directors

<u>Board Position</u>	<u>Slate to be elected on October 5, 2011</u>	<u>Region</u>
President	Barbara Farnsworth-Hingham	SE
Vice President	Jayne Colino- Newton	Metro
Secretary	Laura Mailman-Merrimac	NE
Assistant Secretary	Marge McDonald-Burlington	NE
Treasurer	Sandra Lapollo-Chicopee	West
Assistant Treasurer	Carolyn Brennan- East Longmeadow	West
Conference Chair	Kathy Bowler-Holyoke	West
Legislative Chair	Ruthann Dobek- Brookline	Metro
Certification Chair	Joanne Moore- Duxbury	SE
Past President	Sharon Lally-Rochester	SE
At Large	Pam Hunt- North Attleboro	SE
At Large	Norma Simons Fitzgerald-Sharon	Metro
At Large	Cindy Hickey-Somerville	Metro
At Large	Pat Roberts-Marblehead	NE
At Large	Amy Waters -Worcester	Central
At Large	Donna Popkin-Billerica	NE
At Large	Tina Gorman-Westfield	West

*Committees, Working Groups, Task Force and Liaisons appointments will be made by MCOA's President. Interested parties should complete the FY12 "Call for Participation".*



## **MA State Delegate to NISC (National Institute of Senior Centers)**

The term of current Massachusetts State Delegate to NISC, Jayne Colino/Newton, expires at the Joint ASA/NCOA Conference to be held March 28-April 1st in Washington D.C. According to MCOA Bylaws, MCOA's Board has the authority to make a recommendation authorizing a MCOA Designee during the election process and encouraging all eligible NISC members to vote for this designee. Any member of NISC can run for this position but MCOA Members have always wanted the State Delegate to have close ties to MCOA to report back information from our national affiliate. In addition, MCOA budgets \$2500 to help defray travel costs to delegate meetings for this individual – if he/she has an established close relationship to MCOA.

### **To be clear:**

1. Any member of NISC can run for this spot
2. NISC establishes its own timelines and criteria and conducts the election
3. MCOA merely reviews candidates and makes a recommendation to our members to consider voting for our Designee

### **If an MCOA Member wants to be chosen as MCOA's Designee during the NISC Election process, then the following guidelines and deadline must be followed:**

- October 15<sup>th</sup>: Deadline for a letter of interest, a resume, and any other background information are due from qualified candidates seeking to be MCOA's recommended MA State Delegate to NISC
- Mid November: A Committee comprised of three Board members –Sharon Lally, Jayne Colino, and Donna Popkin– will review applicants and make a recommendation to the full MCOA Board
- Mid November: MCOA Board votes on recommendation to endorse one candidate as our designee – all members of both MCOA and NISC would be notified and urged to support this recommendation during the NISC Ballot Process
- By ASA Spring Conference: NISC will complete ballot process as determined by the Delegate Council and designee announced
- Late Winter/Spring: MCOA votes to allocate funding to support travel of the state delegate

All potential applicants are urged to contact Jayne Colino (Outgoing Delegate) to understand the duties expected and travel requirements prior to the October 15<sup>th</sup> deadline. Contact Jayne at the Newton COA.

**2010-2012 MCOA  
REGIONAL REPRESENTATIVES**

<b>Listed By AAA/HCC District</b>	<b>Towns Located within this Region</b>	<b>MCOA Regional Representatives with Towns and Telephone Number</b>
<b>Minuteman</b>	Acton, Arlington, Bedford, Boxborough, Burlington, Carlisle, Concord, Harvard, Lexington, Lincoln, Littleton, Maynard, Stow, Wilmington, Winchester, Woburn	Terry Marciello/Wilmington COA (978)657-7595 Charlotte Rodgers/ Lexington COA (781)861-0194 Ginger Quarles/ Concord COA (978)318-3020
<b>West Suburban</b>	Belmont, Brookline, Needham, Newton, Waltham, Watertown, Wellesley, Weston	Eileen Bogle/ Weston COA (781)893-0154 Nava Niv-Vogel/ Belmont COA (617)993-2975
<b>Mystic Valley</b>	Everett, Malden, Medford, Melrose, North Reading, Reading, Stoneham, Wakefield	Judy Luciano/ Wakefield COA (781)245-3312
<b>NSACA covering the AAA/HCC districts of North Shore Elder Services, Greater Lynn Senior Services, and Senior Home Care Services</b>	Beverly, Danvers, Essex, Gloucester, Hamilton, Ipswich, Lynn, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Peabody, Salem, Saugus, Swampscott, Rockport, Topsfield, Wenham	Carolyn Wynn/ Peabody COA (978)531-2254 Pam Parkinson/ Danvers COA (978)762-0208
<b>Merrimack Valley</b>	Amesbury, Andover, Billerica, Boxford, Chelmsford, Dracut, Dunstable, Georgetown, Groveland, Haverhill, Lawrence, Lowell, Merrimac, Methuen, Newbury, Newburyport, North Andover, Rowley, Salisbury, Tewksbury, Tyngsborough, Westford, West Newbury, West Newbury	Pam Blaquiere/ Boxford COA (978)887-3591 Joanne Sheehan/Westford COA (978)692-5523 Colleen Ranshaw-Fiorello/ Georgetown COA (978)352-5726
<b>Boston, Cambridge, Somerville, Chelsea, Revere, Winthrop</b>	Boston, Cambridge, Somerville, Chelsea, Revere, Winthrop	Eileen Ginnetty, Cambridge COA (617)349-6220
<b>Bristol County</b>	Attleboro, Berkley, Dighton, Fall River, Freetown, Mansfield, North Attleboro, North Westport, Norton, Raynham, Rehoboth, Seekonk, Somerset, Swansea, Taunton, Westport	Gale Farrugia/ Mansfield COA (508)261-7368

<b>Listed By AAA/HCC District</b>	<b>Towns Located within this Region</b>	<b>MCOA Regional Representatives with Towns and Telephone Number</b>
<b>Coastline</b>	Acushnet, Dartmouth, Fairhaven, Gosnold, Marion, Mattapoisett, New Bedford, North Dartmouth, Rochester	Felice Monterio/ New Bedford COA(508)991- 6251
<b>South Shore</b>	Braintree, Cohasset, Hingham, Holbrook, Hull, Milton, Norwell, Quincy, Randolph, Scituate, Weymouth	Coral Grande/ Cohasset COA (781)383-9112 Sharmila Biswas/ Braintree COA (781)848-1963
<b>Old Colony</b>	Abington, Avon, Bridgewater, Brockton, Carver, Duxbury, East Bridgewater, Easton, Halifax, Hanover, Hanson, Kingston, Lakeville, Marshfield, Middleborough, North Easton, Pembroke, Plymouth, Plympton, Rockland, Stoughton, Wareham, West Bridgewater, Whitham	Carol C. Hamilton/ Marshfield COA (781)834- 5581 Andrea Priest/ Middleboro COA (508)946-2490
<b>Cape &amp; Islands</b>	Barnstable, Bourne, Brewster, Buzzards Bay, Chatham, Chilmark, Dennis, Eastham, Edgartown, Falmouth, Gay Head, Harwich, Hyannis, Mashpee, Nantucket, Oak Bluffs, Orleans, Provincetown, Sandwich, Tisbury, Truro, Vineyard Haven, Wellfleet, West Tisbury, Yarmouth	Liz Smith/ Orleans COA (508)255-6333 Madeline Taylor COA (508)862-4750 James Long/ Mashpee COA (508)539-1440
<b>Montachusettts</b>	Ashburnham, Ashby, Ayer, Berlin, Bolton, Clinton, Fitchburg, Gardner, Groton, Hubbardston, Lancaster, Leominster, Lunenburg, Pepperell, Princeton, Shirley, Sterling, Templeton, Townsend, Westminster, Winchendon	Doreen Noble/ Lunenburg COA (978)582-4166 Kathi Bailey/Clinton COA (978)365-9416
<b>Elder Home Care of Worcester</b>	Auburn, Barre, Boylston, Grafton, Hardwick, Holden, Leicester, Millbury, New Braintree, Oakham, Paxton, Rutland, Shrewsbury, West Boylston, Worcester	Sharon Yager/ Shrewsbury COA (508)841-8642 Patty Hainsworth / Worcester EOEA (508)799- 1232
<b>Tri Valley</b>	Bellingham, Blackstone, Brookfield, Charlton, Douglas, Dudley, East Brookfield, East Douglas, Franklin, Hopedale, Medway, Mendon, Milford, Millville, Northbridge, North Brookfield, Oxford, Southbridge, Spencer, Sturbridge, Sutton, Upton, Uxbridge, Warren, Webster, West Brookfield	Ruth Anne Bleakney/ Milford COA (508)473- 8334 Pamela Woodbury/ Spencer COA (508)885-7546 Laura DeMattia/ Bellingham COA (508)966-0398

<b>Listed By AAA/HCC District</b>	<b>Towns Located within this Region</b>	<b>MCOA Regional Representatives with Towns and Telephone Number</b>
<b>Bay Path</b>	Ashland, Dover, Framingham, Holliston, Hopkinton, Hudson, Marlboro, Natick, Northboro, Sherborn, Southborough, Sudbury, Wayland, Westborough	Moira Munns/ Natick COA (508)647-6540
<b>HESSCO</b>	Canton, Dedham, Foxborough, Medfield, Millis, Norfolk, Norwood, Plainville, Sharon, Walpole, Westwood, Wrentham	Janet Angelico / Wrentham COA (508)384-5425 Pat Carty-Larkin/ Westwood COA (781)329-8799 Sue Hinski/ Plainville (508) 699-7384 Vicki Lowe/ Foxborough COA (508)543-1252
<b>Greater Springfield</b>	Agawam, Brimfield, East Longmeadow, Hampden, Holland, Longmeadow, Monson, Palmer, Springfield, Wales, West Springfield, Wilbraham	Rebecca Moriarty/ Hampden (413)566-5588 Janet Rodriguez Denney and Laurel Rancitelli/ Springfield COA (413)750-2654
<b>Western Mass.</b>	Belchertown, Chicopee, Granby, Holyoke, Ludlow, South Hadley, Ware	Joanne Trybus/South Hadley COA (413)538-5042 Jodi Ahern/ Ludlow COA (413)583-3564
<b>Highland Valley</b>	Amherst, Blandford, Chester, Chesterfield, Cummington, Easthampton, Goshen, Granville, Hadley, Hatfield, Huntington, Middlefield, Montgomery, Northampton, Pelham, Plainfield, Russell, Southampton, Southwick, Tolland, Westfield, Westhampton, Williamsburg, Worthington	vacancy
<b>Berkshire County</b>	Adams, Alford, Becket, Cheshire, Clarksburg, Dalton, Egremont, Florida, Great Barrington, Hancock, Hinsdale, Lanesborough, Lee, Lenox, Monterey, Mount Washington, New Ashford, New Marlborough, North Adams, Otis, Peru, Pittsfield, Richmond, Sandisfield, Savoy, Sheffield, Stockbridge, Tyringham, Washington, West Stockbridge, Williamstown, Windsor	Brian O'Grady/ Williamstown COA (413)458-8250 Vincent Marinaro/ Pittsfield COA (413)499-9346
<b>Franklin County</b>	Ashfield, Athol, Bernardston, Buckland, Charlemont, Colrain, Conway, Deerfield, Erving, Gill, Greenfield, Hawley, Heath, Leverett, Leyden, Monroe, Montague, New Salem, Northfield, Orange, Petersham, Phillipston, Rowe, Royalston, Shelburne, Shutesbury, Sunderland, Warwick, Wendell, Whately	vacancy

## **Part II: Recorded Achievements by MCOA and our Standing Committees, Working Groups, Task Forces and Liaisons For FY11**

**In FY11, MCOA continued to increase productivity and meet defined goals of our membership with the help of over 80 volunteers who assumed leadership positions.** Our existing structure, revised seven years ago, continues to support our many objectives and has improved the decision making process. **Standing Committees** have been established to conduct ongoing business of the association, comprised of directors from Councils on Aging and Senior Centers, with a quorum of three needed to meet. **Working Groups** were established to conduct related business of the association, comprised of staff members of membership organizations with a quorum of three needed to meet. **Task Forces** were established to work on specified time limited projects, comprised of willing eldercare professionals specifically appointed by the President and approved by the Executive Committee. **Community Liaisons** were established to provide ongoing communication with other eldercare organizations and statewide associations. The leadership of MCOA is comprised of the **Advisory Council** which met four times last year where many ideas were debated and implemented by Regionals Representatives, and chairs of the Standing Committees and Working Groups; and the **Board of Directors** which met quarterly and also stayed in contact via email and telephone. The Board is the final decision making authority. **This overview summarizes some of our accomplishments within these established parameters.**

**Standing Committees:** **Standing Committees** have been established to conduct ongoing business of the association, comprised of directors from Councils on Aging and Senior Centers, with a quorum of three needed to meet; The current list of **Standing Committees** are detailed below with their FY10 achievements. Membership to these committees is specified as either by election or appointment by the president. The President shall also designate a Chair(s) for each committee whose responsibilities include organizing business meeting(s) to accomplish their stated mission, notifying the committee members of meetings and then notifying the membership of the outcomes of those meetings. Membership on all committees is open to all directors in good standing (defined as membership dues paid and current on any other financial obligations).

### **Education/Membership Committee**

- Four membership meetings were conducted with program presentations on the new Open Meeting Law, Impact of the Results of the 2010 US Census, Newsletter Design and updates from EOEIA Secretary Ann Hartstein & US EOHHS Regional Director Christie Hager. Each meeting also featured updates from various committees, work groups & task forces as well legislative strategies and conference plans.
- The Membership was surveyed about topics and frequency of membership meeting; content, location and length of fall conference; status and integration of NGA Kiosk Project and of evidence based programming into local COAs; use of our website and distribution of the Focal Points; and outlook of the Formula Grant. The survey had nearly a 50% response rate from the 349 municipal Councils on Aging and will guide the Board and Advisory Council with future goals and objectives.
- The results of this survey led to a reconfiguration of the MCOA Planning Calendar. On June 17<sup>th</sup> MCOA's Membership voted to make changes to our annual calendar - briefly: beginning after this year's fall conference, our annual meeting will be moved annually June; we cancelled September 2011 Membership Meeting since they were 'too close' to the fall conference; the November Advisory Council and the December membership Meetings have been combined and will be conducted on the 3<sup>rd</sup> Friday in November; dates for the meetings rest of the were adjusted accordingly.
- The staff also conducted an extensive review of attendance records of training events and the fall conferences to establish any correlation with MCOA dues payments. The results were reported to the Board, Advisory Council, and The Membership.

### **Nominating Committee**

- The Nominating Committee selected a slate of officers that will serve as the leadership of the association.

## **P.2 MCOA FY11 Recorded Achievements**

### **Fall Conference Committee**

- MCOA conducted a successful three day fall conference at the Sea Crest Resort Conference Center. Though attendance was down 20% due to the recession over 350 paid participants attended. In addition 65 vendors set up exhibit booths and we offered 68 workshops by 110 presenters. This effort was supported by over 40 volunteers. Evaluations of all workshops and the conference in general were compiled and will be kept in file to shape future events. The 2011 fall conference will be held at the Sturbridge Host Resort
- We conducted the first formal Request for Proposals since 2002 for new conference sites for the year 2012, 2013, and 2014. MCOA Board recommended staying with the same two resorts for the next two years.
- MCOA has been approached by NISC to consider the potential of a joint conference during the Fall of 2013.

### **Legislative Committee**

- The 2010 US Census figures for Massachusetts older adults indicated that there are now 1,273,271 that is 176,605 more older adults than the 2000 US Census (16% increase). Though the legislature was able to increase line item #9110-9002 by \$350,000- one of the very few line items that saw any increase during this recession, the Formula Grant was reduced to \$6.25/elder/YEAR because of this significant increase. The Incentive Grant Program remains without funding which hampers innovation, and regionalization efforts. Those legislators who co-sponsored floor amendments during the FY12 budget debate in both the House and the Senate were placed on our Honor Roll for their extra efforts though ultimately all legislators were thanked for the efforts.
- Last fiscal year as part of the Safe Roads Coalition we helped pass a compromise Safe Driving Bill that outlawed texting while driving, cell phone use by minors, but limited 'testing' of seniors to only vision testing. N new legislation was proposed during this fiscal year.
- We were active participants on the Elder Caucus and the AARP sponsored Stakeholders meetings with EOEA.
- We kept members and consumers informed about pending legislation, the FY12 budget process, and the new national health care bill thru a newly formed coalition of advocates-the ELERT Network- that include Mass Home Care, MSAC and MAOA.
- We worked against attempts to mandate passive enrollment in SCOs, where seniors would be automatically enrolled and could 'opt' out; and we worked successfully against attempts to repeal the Gift Ban that prohibits Physicians from receiving excessive 'gifts' from Rx companies.
- We continue to participate with the AARP sponsored coalition that oversees Prescription Advantage.
- As part of our Property Tax Task Force we followed proposed legislation that would refine current relief programs.
- We participated in a statewide coalition that fought back regulation changes and funding cuts to the Adult Day Program. This effort must be ongoing throughout all FY12.
- MCOA Members have become increasingly concerned about the tone in Washington that proposes deep cuts and even elimination of Social Security, Medicare, Medicaid, and the Older American's Act. We will fight these proposals to eliminate these safety net programs that have reduced elder poverty
- MCOA is registered as an Executive and Legislative Lobbying Agency and our Executive Director is now registered as an Agent as required by the Lobbying Reform Legislation.

### **New Director Orientation Committee**

- With the assistance of Elder Affairs, MCOA has begun the process to update our New Director's Manual. This document is viewed as a work in progress and suggestions are welcome. Currently there we are experiencing a 10-15%/year turnover yearly in our profession and the need to continuously update the Director Manual and to develop a curriculum and regional training schedule is essential. An intensive workshop was held at our fall conference.

## **P.3 MCOA FY11 Recorded Achievements**

### **Finance/ Resource Development Committee**

- The CPA firm of Boiselle, Morton, and Sansom, Inc. conducted a financial review of our agency. NO areas of noncompliance were noted.
- As expected the recent purchase of the copier through the Incentive Grant Program helps saves thousands of dollars over out sourcing.
- MCOA implemented a Bulk Mail Program to save monies, however, concern was raised regarding the slow delivery of Bulk Mail and new timelines will have to be adopted if we continue to utilize this service.
- MCOA is pursuing a campaign to go 'paperless' (as much as possible) with most material now posting on our website. This initiative was prompted not only to save money but a commitment of our membership to go 'green'.
- MCOA sought and was granted the designation of "A Living Wage Agency"- where we pledge to meet or exceed a living minimum wage for all employees.
- MCOA applied and was granted an Incentive Grant of \$45,000 to maintain services and provide in conjunction with EOE training for COAs.
- MCOA in collaboration with MAOA, Mass Home Care, MA Senior Action and OWL applied for and received a grant to develop an online forum that empowers older adults. MAOA will be the lead agency.
- CEMACA, the regional association of Worcester County COAs, merged into MCOA. All resources (approximately \$10,000) and records were transferred to MCOA.
- MCOA applied and received preferred status by the MA DPH for future Capacity Building grants.
- MCOA continues to pursue other cost saving strategies.

### **Public Relations- COA Campaign Committee**

- MCOA's focus on increasing the visibility of MCOA and local Councils on Aging has had some initial success.
- We publish our news magazine *Focal Points* twice last year that is distributed to municipal public officials, the state legislature, the administration, and consumers.
- Our web has become the statewide site for elder care material that will assist not only the professional but also the consumer. Visit us at [www.mcoaonline.com](http://www.mcoaonline.com)
- We produced 12 monthly newsletters and 46 weekly updates –providing valuable information on pending legislation including the budget, News You Can Use, Personnel Updates/Job Openings, UpComing Events including training opportunities, Scam Alerts, and Member Requests for information and advice.
- In conjunction with LOHSC we staffed a booth at the Mass Municipal Association's Annual Conference (MMA) to network with other municipal officials and answers questions germane to municipal COAs.
- MCOA formed a Charity Committee to increase visibility of the good seniors do in their communities thru charitable acts of volunteerism and fundraising. This year's campaign seeks to raise funds for June 1<sup>st</sup> Tornado Relief- specifically to replant trees and provide mental health counseling & support groups.

### **Staff Certification Committee**

- The committee held several workshops for applicants and awarded Certification to one Director and one Program Manager as part of the Class of 2011. The award ceremony will be October 6, 2011 at our annual conference. There are now 43MCOA Certified COA Directors and 29 MCOA Certified Program Managers.
- In addition, certified MCOA members have begun the procedure for the continuing education program - a requirement for re-certification. This year 21 individuals were re-certified.
- The committee established the certification process and timeline for FY12 which includes the third level of 'Aging Service Administrator'.

## **P.4 MCOA FY11 Recorded Achievements**

### **Personnel Committee**

- An annual review of the Executive Director was conducted.

### **Small and Rural COA Committee**

- This committee was not active

### **Governance Committee**

- The Governance Committee did not need to meet during FY12.

**Working Groups:** Work Groups have been established to conduct related business of the association, comprised of staff members of membership organizations with a quorum of three needed to meet; The current list of **Working Groups** are detailed below with their prescribed duties. Membership to these groups is open to all staff and board members of membership organizations. The President shall designate a Chair(s) for each **Working Group** whose responsibilities include organizing business meeting(s) to accomplish their stated mission, notifying the committee members of meetings and then notifying the membership of the outcomes of those meetings. The main purpose of each of these working groups is to provide support, training and information sharing. Any formal recommendations would need MCOA endorsement and thereby a vote by the membership. Attendance at these work groups has ranged from 15 to 150 depending on the agenda and meetings were scheduled by the leadership of each work group and varied from biannually to quarterly.

### **Activities/Programming, and Wellness Center did not meet in FY11**

### **The following workgroups met during FY10 and submitted these brief reports:**

#### **Outreach Summit**

- The Outreach Summit held two meetings this fiscal year. The first was on the right of Seniors not to have their utilities turned off and on the changes to the Medicare Program prior to the open enrollment period. The second was on Hoarding and Protective Services.

#### **Board Training**

- The co-chairs have begun collecting information to augment the training provided by EOE. They wish to include issues germane to municipal laws and responsibilities.

#### **Supportive Day**

- We have completed the first edition of the Best Practices Manual for Supportive Day and it is posted on our web site.
- We have offered technical support, and encouraged and mentored other locales considering establishing this valuable program.
- The Workgroup met several times over the year to share information and assist COAs thinking of starting a new program

#### **Volunteer Coordinators:**

- One meeting of the Volunteer Coordinators Working Group was held in FY11 that focused on techniques to recruit, retain and reward volunteers with a particular focus on baby Boomers and specifically on how to assess and appropriately place these individuals.
- A Volunteer Coordinator Manual has been compiled and posted on our website

## **P.5 MCOA FY11 Recorded Achievements**

**Task Forces:** During FY11 the President appointed, with authorization of the Board, the following special task forces to carry on the work of MCOA. All task forces act in an advisory capacity and all task force recommendations shall be referred to the Advisory Council and Board of Directors. Task forces are established to work on specified time limited projects but may evolve to working group or standing committee status with a vote of the full membership.

### **Accreditation Task Force:**

- Several communities have formed a task force to promote and assist communities with the NISC accreditation process. Currently a handful of communities have begun or are considering the process. Ten have achieved this worthwhile designation.

### **Technology Task Force:**

- This task force focused on two areas of need: capturing client usage data at our local senior centers, and disseminating information about services and programs to seniors and caregivers. Several software strategies were investigated and a plan to pursue funding was developed.

### **Property Tax Relief Task Force:**

- The MCOA Property Tax Task Force continued to meet regularly at the Westwood COA, increasing our network through an extensive mailing list and membership that currently includes 36 representatives from: Councils on Aging, MAAO (Mass. Assoc. of Assessing Officers), MAOA, H.O.M.E., and Action for Boston Community Development.
- We also provided educational awareness materials (posted on MCOA web site) on recently passed legislation that increased opportunities for Property Tax Relief for Seniors; researched the inequities in the current system of state reimbursement to municipalities; and work on additional legislation that will enable seniors to take advantage of property tax exemptions and programs.

### **Newsletter Task Force:**

- Developed to review local COA newsletters and report to the membership as a whole about new programming and/or best practices.

### **Emergency Preparedness Task Force:**

- This group was formed out of training at a membership meeting in September 2006 with the specific purpose to develop an Emergency Preparedness Manual that could be disseminated by local Senior Centers. This plan is available online at [www.mcoaonline.com](http://www.mcoaonline.com)

### **Save our Senior Centers/Senior Center Directors Project Task Force & Senior Center Model Task Force**

This task force monitored the 'health' of our system and cataloged changes to staffing patterns and budgets. At least 18 Senior Centers/COAS have been impacted by overrides and other fiscal woes. These have been threatened with severe cuts this fiscal year. We are actively archiving newspaper articles that chronicle these budget troubles. Several points we have learned this year include:

- Don't assume because you have a beautiful new building that it won't happen to you. Some of our members with active, state-of-the-art centers are on the "cut" list.
- Try to have a Rainy Day Fund, if you can save for a bad year with Emergency monies to cover part of your expenses it really helps.
- Don't Eliminate Programs - easier to add back when a skeleton Program exist.
- Support one another. Each one of the director's we talked with was thrilled to have support and know that someone cared. Many are unable to attend our meetings due to the budget cuts and need extended support.

## **P.6 MCOA FY11 Recorded Achievements**

**Coalitions:** These are just some of the Coalitions that volunteer members and staff served on in FY11.

### **Massachusetts Aging and Mental Health Coalition**

- MCOA remained an active partner on this coalition which met monthly to advance the need for better mental health services for older adults
- An annual meeting in March was well attended and very informative

### **National Governor's Academy: Workforce Development & Civic Engagement in conjunction with EOEA**

- MCOA as a founding member of this task force MCOA has led the way to establish a computerized kiosk in every community that provides information of workforce issues and volunteer opportunities for older adults to remain engaged in their community.
- A specific pilot program which was first instituted in Marblehead has begun to spread statewide that provides career assistance for older adults. This program is spearheaded by EOEA and MCOA and is entitled Wisdom Works.
- Another outcome of NGA was a renewed effort to get Agencies and Volunteers connected on the state's newly revised "Connect and Serve" website. MCOA actively encourages all member agencies to investigate and promote this exciting opportunity.

### **Healthy Aging/ Evidence Based Programming in Conjunction with the MA Department of Public Health**

- MCOA remains actively engage with a statewide coalition that continues to implement evidence based programming statewide.
- We act as the funding conduit for regional grants on Evidence Based programming- overseeing implementation.
- MCOA has joined a coalition of academics, providers, funders and advocates, led by the Tufts Foundation, to assess the best way to expand and replicate Wellness programs statewide. Our Executive Director co-chair an effort to find ways to sustain these initiatives after ARRA funds ended.
- MCOA successfully applied for the Capacity Building for Local Policy, Systems and Environmental Change designation that places MCOA on a short list of eligible bidders for grants form MA DPH.
- We cosponsor and actively encourage members to attend the annual Aging and Dignity Conference that focuses on addictive behaviors. We are an active member of the Mass Partnership on Substance Abuse coalition.
- MCOA continues to be an active promoter and funding conduit for the Keep Moving Program.

### **Local Officials of Human Service Council/ MMA**

- This group is formally recognized by the Mass Municipal Association (MMA) as a designated partner and we remain an active member of this coalition with one of our Board members acting as a formal liaison.
- We staffed a booth with LOHSC at the annual MMA Conference to increase the visibility of Human Services and Councils on Aging.

### **National Institute of Senior Center (NISC)/ National Council on Aging (NCOA)**

- MCOA remains an active member of NISC/NCOA
- We currently send two members to serve on the NISC Delegate Council: our MA State Delegate and a Delegate at large that serves on the Accreditation Task Force
- Last fall the NISC Delegate Council conducted its biannual meeting in Duxbury, MA and then many of its members join MCOA for our Fall Conference at the Sea Crest Resort in Falmouth, MA as attendees, panelists, and presenters. MCOA and NISC are exploring additional opportunities to conduct mutual training events in the future.

## P.7 MCOA FY11 Recorded Achievements

### Legislative Coalitions

- As noted under the Legislative Committee section, MCOA serves on several Coalitions around issues germane to older Adults including: Elder Caucus, Safe Roads Now, AARP Stakeholders, ELERT network, Adult Day Health Coalition and our Property Tax Task Force.

### Additional Highlights:

- **NISC, NCOA, ASA:** MCOA continues to promote the many benefits of joining our national affiliations. The resources these organizations provide will be invaluable to those who participate.
- MCOA worked with the **Motion Picture Licensing Corporation** to obtain a discounted license for local COAs to show videos at their centers. We will continue to pursue funding to purchase a statewide license.
- MCOA was again unable to fill our designated slot on the statewide PCA Commission for the 3<sup>rd</sup> year; though we have continually mentioned this opening in our newsletters and at our Membership, Advisory and Board Meetings.
- As Massachusetts instituted several **major reforms** MCOA sought to keep members informed either by providing or linking to training or posting guidelines and publishing specifics. These reforms included the new Ethics Law, the new Open meeting law, the new Conflict of Interest Law, and Lobbying reform.
- **MCOA actively participated on several statewide campaigns to inform the public of critical issues including:**
  - With the State Fire Marshal on Home Oxygen Safety
  - With the Secretary of State on the results of the 2010 Census
  - With the Department of Public Health on a potential Flu Pandemic
- **Community Liaisons:** Appointed by the President and reporting to the Community Liaison Chair and the Steering Committee, the position of Community Liaison is established to maintain lines of communication with elder care associations, statewide task forces and other relevant organizations. Focus is on sharing legislative agendas and implementing cross training opportunities where possible. Directors of member COAs and senior centers are eligible and appointments last for a two year cycle. Reappointments are possible. Currently there are over 20 designated Liaisons opportunities.
- **AV Lending Library:** MCOA continues to provide a Lending library@ of AV equipment available to COAs. It is estimated that we save over \$5000/year in providing our own onsite AV equipment.
- **MCOA recognized and celebrate our own successes by honoring the following with MCOA Awards at our 2010 Fall Convention:**
  - **Director of the Year** — Carolyn Brennan, East Longmeadow
  - **Advocate of the Year** — Joanne Champa, Program Coordinator, MA Dept Transportation
  - **Innovator of the Year** — Ye Olde Breakfast Shoppe, Rochester COA
  - **MCOA Recognition of NISC for advancing the mission and profile of Senior Centers**
  - **Lifetime Achievement Award: Franklin P. Ollivierre, Former EOEA Secretary**

*Version: October 1, 2011—work in progress- please submit any omissions to MCOA*

# **MCOA: 2011-2012**

## **Part III: Goals and Objectives**

### **1. GOAL - ADVOCACY AND LEGISLATION**

Develop a membership driven legislative agenda that enhances/increases programs and services for Massachusetts older adults.

a. Objective

Develop a legislative campaign that provides for an adequate Formula Grant/Allocation.

b. Objective

Working with other elder advocates, develop a strategy for the enactment of federal and state legislation that is of benefit to older adults.

c. Objective

Continue to work towards tax relief for Massachusetts older adults with limited income.

d. Objective

Continue to advocate for services for older adults with mental health issues and others who are underserved.

e. Objective

Ensure that Massachusetts provides input into a national agenda that promotes the work of Councils on Aging and Senior Centers, by actively participating in NCOA/NISC through the appointment of a Massachusetts delegate to this organization

f. Objective

Ensure that Massachusetts provides input on national issues affecting other adults through the fostering of strong relationships with the Congressional delegation, federal agencies and national associations.

### **2. GOAL – TRAINING AND EDUCATION**

To continue to provide educational opportunities for Council on Aging and Senior Center staff to enhance their ability to provide cost-effective services and programs to the Commonwealth's elders.

a. Objective

Conduct a yearly conference that provides training on topics relevant to Councils on Aging and Senior Centers and interested others.

b. Objective

Partner with the Regional Associations to provide educational opportunities throughout the state at various times throughout the year in tandem with the MCOA calendar.

c. Objective

Provide training at quarterly membership meetings on topics of relevance.

## **P.2: Goals and Objectives**

### **Goal 2 continued**

d. Objective

Continue to serve as a source of information for MCOA members and others seeking information about older adults.

e. Objective

Provide mentoring for new Council on Aging Directors to assist new Directors in becoming familiar/comfortable in their role.

f. Objective

Continue to serve as a resource for information for MCOA members and others seeking information about older adults through the development of training materials and the use of technology such as the MCOA website

g. Objective

Continue to utilize working groups as a venue to train COA staff about topics and relevant issues.

h. Objective

Continue to promote membership in NCOA/NISC among MCOA members as a venue for education and training opportunities.

i. Objective

Continue to assist COA/Senior Center Board members in effectively filling their roles through an annual training for Board members.

## **3. GOAL – LEADERSHIP/PROFESSIONALISM**

To promote the development of leadership skills, effective management skills, and opportunities to further strengthen professionalism among MCOA members.

a. Objective

Continue to provide a variety of opportunities to the membership to develop Goals their leadership skills through local associations, the MCOA Advisory Council and Executive Board, Task Forces, Working Groups and as liaisons to other elder care partners/stakeholders.

b. Objective

Continue to provide opportunities to strengthen professionalism among MCOA members through the MCOA Certification Process for Directors and Program Managers by providing at least one annual training and a mentor. Those achieving Certification will be recognized annually.

c. Objective

Continue to encourage Massachusetts senior centers to seek National Senior Center Accreditation through NISC with 20 senior centers achieving accreditation and/or re-accreditation by 2015. Those achieving Accreditation will be formally recognized by MCOA annually.

## **P.3: Goals and Objectives**

### **4. GOAL – COMMUNITY FOCAL POINTS**

To position Councils on Aging as the Community Focal Points for the delivery of services and programs to Massachusetts older adults.

a. Objective

Continue to develop a positive image of Councils on Aging and senior centers through the publication of articles that outline the importance of Councils on Aging and senior centers in keeping older adults independent in the community. .

b. Objective

Continue to develop a positive image of Councils on Aging and senior centers that includes but is not limited to the promotion of best practices, evidence based programming, outcome measures, location of services to ensure maximum access, workforce development and civic engagement at 100 senior centers by 2013

c. Objective

Continue to develop programs and activities for underserved populations of older adults to ensure that senior centers are a welcoming place for all.

d. Objective

Continue to build upon our current relationships that include but are not limited governmental agencies and other organizations to further build capacity and strengthen relationships with Councils on Aging and senior centers.

e. Objective

Continue to foster our partnerships and collaborate with stakeholders to further programs and services for older adults.

### **5. GOAL – MCOA OPERATIONS**

To ensure that MCOA operates in an effective and efficient manner that meets the needs of its members.

a. Objective

Develop a plan that provides for sufficient and well-trained staff members to meet the organization's needs.

b. Objective

Develop a financial plan that accurately reflects the operational revenues and expenses based on MCOA's history and other identified factors.

c. Objective

Position MCOA as the "go to" organization for Councils on Aging and Senior Centers and those seeking information about local issues that affect the older population.