



At the Center of it All.

**MCOA Annual Report to the Membership
Part III:**

Goals and Objectives for FY08

MCOA

Major Initiatives and Proposed Goals for MCOA and Objectives for our Standing Committees, Working Groups, Task Forces and Liaisons 2007-2008

MCOA Leadership: Major Initiatives Proposed for FY08:

Mental Health: MCOA, as a member of the MA Aging and Mental Health Coalition and in partnership with DMH and EOE, will continue to advocate for improved access to mental health services for elders, the reduction of stigma, Emergency Services home visits for elders in crisis and the availability of geriatric specialists at Emergency Services centers. The primary goal is to assist DMH & Elder Affairs in the development of a state mental health plan for elders.

Aging in Place/ Property Tax Issues: MCOA will continue to make Property Tax Relief a top priority of our legislative efforts along with the appropriate implementation of Equal Choice.

Line Item #9110-9002: MCOA will work towards a \$1.1 million increase in the COA line item (total \$9million) to provide an increase in the Formula Grant, provide monies for the purchase of two software programs (see Computerization) and to increase the capacity of our network.

Computerization: MCOA remains committed to developing and showcasing technology that assists with the delivery of services and programs for the elderly. The Upper Cape Outreach Tool, Benefits CheckUp and the 'swipe card' system for tracking participation are examples.

Wellness Centers: MCOA will continue to encourage its membership into transforming our senior centers into wellness centers.

Healthy Aging: In conjunction with DPH's Healthy Aging division, MCOA will seek better ways to coordinate and distribute public information material promoting healthy aging; a web based module is envisioned.

Disaster Preparedness: In conjunction with EOE, MEMA and DPH, we will examine if we are truly ready. Information will be compiled and a resource module will be developed.

Promote Staff Certification: As an initiative with a measurable outcome Staff Certification will increase the professionalism of our network and improve services to the seniors of our Commonwealth.

NISC Accreditation: will again be a major initiative and we are committed to assist senior centers in achieving this designation as a way of standardizing a threshold of quality.

Summit- The Common Agenda: MCOA is committed fostering a cooperative relationship with all elder advocates by educating candidates in the upcoming election about the needs of elders and the effectiveness of community based programs; developing legislation that supports services for elders and their caregivers; and assembling a list of current concerns and potential solutions for the next administration.

Web Presence: MCOA will expand our web page to include Virtual Work Groups where members can share ideas and ask questions and we will expand our links to other sites relevant to COAs.

COA Campaign: MCOA will review WMACA's effort to coordinate a publicity campaign during a week last May. If viewed successful we hope to expand this initiative statewide. We plan to finalize the PR toolkit that can be distributed statewide; its purpose is to provide templates/resources that can be utilized and tailored within local media markets. In addition we hope to resurrect circulation of *Focal Points*, our public newsletter.

Special Populations: MCOA is committed to our ongoing focus to a variety of specified populations including but not limited to: Minority communities, individuals in need of Alzheimer's and mental health services; elders potentially classified in need of protective and self neglect services; Veterans; Men's population; and the 85+ generation.

Capacity Building: Pursue funding for the Circuit Rider Initiative which will bring additional technical assistance to COAs.

Boomer Ready: MCOA hopes to reprise the task force comprised of MMA, LOHSC, EOE, and UMASS/ Boson to develop a process and potential checklist that will facilitate communities that wish to review their internal infrastructure regarding the capacity to be "Boomer Ready". The Florida 'model' is under review.

Review Title IIIIC Nutrition Program and their relationship to COA meal sites. Examine the reasons for the decline in participation and identify best programs that are replicable.

Transportation: Develop a Commonwealth Summit to address the needs and funding for elder care transport. Explore models of 'alternative transportation' that are potentially replicable throughout Massachusetts.

NISC/NCOA Membership Project: MCOA will help promote the many benefits of joining our national affiliates over the coming two years. The resources these organizations provide will be invaluable to those who participate.

Senior Center Construction and Renovation: Advocate for increase funding sources to build and renovate senior centers across the Commonwealth to prepare for the increase usage anticipated by the baby Boomer generation.

Save Our Senior Centers/COA Directors: Develop a tool kit for senior centers and directors that face budget cuts or elimination.

Advocacy 101: Recognizing the turnover of staff and board in our field we need to reexamine and update our Advocacy tool kit.

New Director Module & Training: Fully 40% of COAs are currently being operated by Directors with less than 5 years experience. We need to make sure that their needs are being met by frequent training opportunities, a strong mentorship program, and an updated training manual.

Association Goals:

In addition to these initiatives the **Advisory Council and the Board of Directors**, MCOA has established these goals for the association:

- ◆ Produce a variety of educational forums that provide training and support to directors, staff and boards of councils on aging and senior centers throughout the Commonwealth.
- ◆ Pursue a membership driven legislative agenda that generates enhanced services & additional funding for COAs & the seniors we assist.
- ◆ Develop a comprehensive campaign to increase the visibility of MCOA and the programs that COAs and senior centers administer.
- ◆ Implement strategies that emphasize that Massachusetts senior centers are a “welcoming place for all”.
- ◆ Pursue alternative funding strategies to support agency’s initiatives.
- ◆ Refocus the network’s energy and funding on the OAA concept of community focal points.

To achieve this agenda our bylaws allow for various components of our association to propose objectives. Currently there are 13 Standing Committees, 6 Working Groups and 14 Task Forces (current total 33) that meet regularly to achieve define objectives. The following list of objectives should be regarded as a “work in progress” and may be added to or altered at any time by a vote of the membership. Currently these entities are working on:

Ongoing Objectives of the Standing Committees, Work Groups, and Task Forces:

Standing Committees

Advisory Council and Board of Directors

- ◆ Further review the decision making process of the association and the role of Regional Representatives.
- ◆ Enhance the lines of communication with the membership.
- ◆ Schedule a day away for the leadership to chart the future course for the association.

Staff Certification Committee

- ◆ MCOA will encourage COA Staff to apply for certification to promote the ‘professionalization’ of our members.
- ◆ Provide opportunities for certified COA staff to obtain continuing education credits (CEC) at meetings and conferences.
- ◆ Conduct Certification for FY 08 including the third Certification level, Aging Services Administrator.

Legislative Committee

- ◆ Continue to advocate for increased funding for Line Item #9110-9002 and for other eldercare programs.
- ◆ To assist seniors who are trying to financially age in place, continue to work with the legislature and other municipal coalitions to provide property tax relief for seniors trying to age in place in our cities and towns.
- ◆ Monitor proposals directed at Social Security reform and advocate for such reform as directed by the membership.
- ◆ Continue to pursue funding for capital projects (i.e. senior centers, vans, updated technology).
- ◆ Pursue Title III funding for our statewide initiative.
- ◆ Work with the elder care network to advocate for policies and programs that would ensure that all elders have the financial ability to meet daily living expenses.
- ◆ Advocate for other eldercare legislation as directed by the membership.

Fall Conference Committee

- ◆ Arrange for a three day fall conference.
- ◆ Conduct a survey of the attendees about their satisfaction of this event and incorporate suggestion into planning future events.

Education/Membership Committee

- ◆ Address membership needs by providing timely and informative programs at four meetings during the coming year.

Public Relations- COA Campaign Committee

- ◆ Develop strategies to increase the visibility of MCOA and local COAs.
- ◆ Distribute the comprehensive package by public relations materials that local COAs can adapt.
- ◆ Develop features that further enhance our web site- mcoonline.com
- ◆ Resurrect circulation of *Focal Points*.
- ◆ Review WMACA’s Coordinated Campaign and explore statewide implementation.

Personnel Committee

- ◆ Review the Personnel Policies.
- ◆ Conduct a Performance Review of Executive Director.

Finance/ Resource Development Committee

- ◆ Oversee the Annual Audit/ financial review.
- ◆ Review current budget and investigate additional sources of income.

Nominating Committee

- ◆ Nominate a roster of officers and regional representatives for 2007-2008.
- ◆ Fill vacancies as they arise.

Small and Rural COA Committee

- ◆ Develop strategies that meet the needs of small and rural councils on aging on our Commonwealth.
- ◆ Conduct a one day spring conference focusing on the needs of small and rural COAs.

Governance Committee

- ◆ Review Corporate Bylaws- Article III: Membership.

New Director Orientation Committee

- ◆ Distribute the new director's orientation manual; develop a new director's curriculum, and schedule; and promote Mentoring.
- ◆ Coordinate activities with the Executive Office of Elder Affairs.

Working Groups

Supportive Day Working Group

- Advocate for inclusion of Supportive Day Program in discussion re: Community Care and Equal Choice.
- Advocate for a stronger referral base from within the network of medical, mental health and elder care providers.
- Collaborate with each other to create a statewide marketing program for New Supportive Day Programs.
- Promote professional networking to exchange ideas, share resources and best practices among Supportive Day Programs.
- Conduct meetings to address needs of membership.
- Review Supportive Day Standards & assist the membership with its understanding of the document. Advocate for changes as necessary.
- Advocate for minimum rate for supportive days across the state with cost of living factored in yearly

Outreach Summit Working Group

- Conduct quarterly meetings to address the training needs of, and provide support for, outreach workers.
- Continue to encourage certification of outreach workers to promote professional growth.
- Develop standard that relates number of outreach hours community provides with number of seniors residing in community.
- Provide opportunity for outreach staff to share best practices (What's working and not working at your center).
- Continue to investigate how the growth of the baby boomer population will affect outreach.

Wellness Center Working Group

- Continue to provide assistance to communities developing Wellness Centers.
- Pursue funding where appropriate for demonstration projects.
- Provide presenters and workshop ideas for Fall Conference (2007).
- Develop a web based resource of health promotion material to assist local COAs.
- Assist with the grant implementation, if awarded by AoA, the state wellness program.

Activities/Programming Working Group

- Promote professional networking to exchange ideas and best practices.
- Develop information sharing network online and quarterly self directed activities.
- Develop a mentorship program to assist new Center Activities Directors.
- Develop a curriculum for training including time management, programming for diverse population, and preparing for the future senior.
- Promote MCOA's certification process and the national activity directors program.
- Promote travel and tourism within the Commonwealth.
- Develop an activity manual of best practices and "how to's".

Volunteer Coordinator's Working Group

- Continue to build a statewide network of volunteer coordinators- seek to increase attendance at biannual meetings.
- Present and discuss Volunteer Manuals and policies; update the Volunteer Coordinators module.
- Discuss remedies for difficult volunteer situations including those volunteers exhibiting early stages of dementia.
- Review the CORI system and provide training as required.
- Discuss how to encourage Boomers to volunteer.
- Continue to address innovative volunteer recruiting, retention and recognition strategies.

Board Development Working Group

- In conjunction with the Executive Office of Elder Affairs, develop a curriculum and schedule to train new and existing board members about their roles and responsibilities; as well as new directions in senior center planning.

Task Forces

Minority Outreach & Programming Task Force

- Reinvigorate this work group.
- Review the 2000 US Census.
- Develop best practices, programming and outreach techniques that will assist
- All communities to plan and provide services to the various minority populations.

Transportation Task Force

- Monitor the development of the state sponsored regional transit initiative to ensure that COA escort services remain intact and that members are aware of any sub-contracting opportunities.

Protective Service Task Force

- Pursue additional funding to meet the documented needs.
- Monitor the implementation of the new law that specifies that COAs are mandated reporters.
- Assist with the training of our members.

Elder At Risk Task Force

- Continue to develop a collaborative model of in-home mental health assessments for Elders At Risk.
- Support legislation that provides this mandated service adequate funding.
- Distribute a software program statewide that will assist field staff in assessing the needs of clients, and specifically flags elders at potential risk.

EOEA Contract/Grant Requirements Task Force

- Pursue the membership sanctioned changes in the Formula and Incentive Programs including a multi-year funding application process; restricting the use of incentive grant funding to new and innovative projects, regional associations/consortia; and demonstrated hardships; and a revamping of the annual report tool.

Task Forces (continued)

Property Tax Relief Task Force

- Provide educational awareness programs.
- Conduct a joint summit with the Assessors Association to review existing relief for seniors.
- Work on legislation that will enable seniors to take advantage of property tax exemptions and programs.

Accreditation Task Force

- Continue to support the efforts of NISC to establish a national accreditation standard.
- Encourage Massachusetts Senior Centers to apply.

Mental Health Task Force

- Continue working through the Massachusetts Aging and Mental Health Coalition (MAMHC) for legislative funding, recognizing the importance of community based behavioral health solutions.
- Continue to educate MCOA membership on behavioral health issues-utilizing opportunities at the quarterly membership meetings and the fall and spring conferences.
- Encourage and promote best practices models with the goal of improving access to elder mental health services.
- In partnership with DMH and EOEA develop and support implementation of a state mental health plan for elders.

Newsletter Task Force

- Review local COA newsletters and highlight existing services and programs for the MCOA NEWS.

Computer Online Task Force

- Continue to examine technology that could assist in the operation of senior centers and benefit elders directly.
- Pursue funding for statewide initiatives.

Emergency Preparedness Task Force

- Review current strategies that towns have implemented for their effectiveness when dealing with the elder population during disasters such as flu pandemic, terrorism, and weather emergencies.
- Develop best practice model for assisting elders during these emergencies.
- Work with EOEA, MEMA and DPH to make sure the best systems are in place.
- Pursue additional funding as necessary.\

Title IIIc Task Force

- Re-establish the Title IIIc Task Force to examine Title IIIc meals and use of the food commodity program.

Senior Center Models Task Force

- Examine ways to make sure our senior centers are a 'welcoming place for all' including the new cohort- baby boomers.

Awards Task Force

- Review the new timeline for presenting MCOA Awards and recognizing Staff Certification designees
- Develop methodology to publicize this event and attract a wider audience.

Save our Senior Center & Senior Center Directors Project

- Provide assistance to communities fighting to keep their senior centers open or a COA Director on staff.
- Document, as an historical record, emergency situations in our network.
- Provide directors a toolkit of statistics, strategies and successful measures that have helped others during their crisis situations.
- Offer support, brainstorming, and personal assistance to any community or individual in need.

Additional Objectives:

Community Liaisons

- Maintain the strong relationships with designated eldercare agencies (Partners) by coordinating cross training opportunities and shared legislative strategies.
- Review strategic alliances.

Internal Operations

- Develop with the regional associations four conferences to be held in the spring of 2008.
- Continue to focus on cost cutting initiatives and alternative funding sources to augment our budget.
- Provide technical assistance, facilitation, and support to the membership.
- Be responsive to meeting the needs of the membership by collecting and disseminating information pertinent to Councils on Aging, Senior Centers, and other elder care providers.
- Update the conference planning manual.
- Pursue alternate funding sources for the MPLC License.

Notes:

- ◆ This document is fluid and may be changed or augmented at any time with a vote from the Membership or the Board or the Advisory Council.
- ◆ Individuals interested in participating on any of the above should contact MCOA and request a Call for Participation application that provides further details. This form was included in the July 1st MCOA Dues Mailing and will also be in the 2007 Sturbridge Host fall conference packet.
- ◆ MCOA's President makes all appointments to the Standing Committees, Work Groups and Task Forces, and all Liaison positions as authorized by the Bylaws.

Version: October 4, 2007—work in progress- ideas are welcome!