Ashland Council on Aging
Minutes
February 6, 2020

Call to Order:
The meeting was called to order at 10:01 AM by Chairperson Alexis Christopher.

Board Members:
Present: Alexis Christopher, Jean Delouchry, Joanne Fahy, Diane Hansen, Sara Perkett, Jim Zebrowski
Excused: Carol Love

Guests: Izzy Assencoa (Chair, Friends of the Ashland Council on Aging), Ed Brudz (member, Friends of the Ashland Council on Aging), Candace Doherty (Director, Ashland Housing Authority), Joanne Duffy (Director, Senior Center), Michael Herbert (Town Manager), Kim Kotob (Activity & Volunteer Coordinator), Steve Mitchell (Chair, Select Board), Kathy Zontini (volunteer at the Senior Center)

Mission Statement: read by Diane.

Citizen Participation:
Kathy Zontini came to get a feel for the COA.

Steve Mitchell reported that the town has hired three new firefighters via a grant, which is just one short of full complement. The Eversource pipeline goes through an easement established in 1950. It passes through wetlands and Ashland State Park. Ashland is involved in challenges. A two-acre parcel on the MBTA access road has been identified for a dog park. Steve requested that some COA members and Senior Center users be involved with filming an episode of his cable TV show here at the Senior Center.

Michael Herbert reported that the 41C ½ exemption will be raised to $775 under the FY21 budget. The UGC project has been brought down in size from 252 units to 180. Current plans are for 25 percent affordable (80 percent of median income) units, but it looks like the town is closer to getting seven or eight very affordable (50 to 60 percent of median income) units. The town has done a good job of getting more of what is desired at the Fusion project. The project has Planning Board approval. We need to get to the 408 requirement, so that we have more control over building projects. The Senior Center is budgeted for level service levels in the FY21 budget.

Candace Dougherty said that the Housing Authority is very interested in more affordable housing for the elderly.

Secretary’s Minutes:
Jim read the January minutes. Alexis moved to approve the minutes with a minor edit. Diane seconded the motion. Approved 6-0-0.

Director’s Report:
Joanne Duffy reported that we continue to have lots of programs.
Tax help starts tomorrow and the schedule is filling up. The computer room is not available those days, but laptops and iPads are available.

Candi has developed a plan for a day program, looking at three hours. The local senior centers are working together to offer programs three days a week. Funds from Friends will be requested. We might work with Hopkinton and/or Holliston to provide more days. Volunteers will be needed. Our program would be scheduled for the third Monday of each month, using two rooms for two programs, plus lunch. We would charge a small fee. We’ll be looking for grants. Hudson gets money from a Title III grant via BayPath.

Candi and Kim are Serve Safe certified.

The Great Room floor has been cleaned and looks great.

The dumpster building is falling apart and will be replaced by a fence.

The Fire Department is sponsoring a free lunch with Irish music on March 16, as well as a breakfast in September.

The Police Department is planning a meal at the VFW.

Diane made a motion to approve the Director’s Report, Jean seconded. The motion was approved 6-0-0.

Old Business:

COA Ashland website page update: Sara said the Susan Robie will upload our mission statement to the town website. Sara will work hard to provide input.

Rebranding/logo update: Joanne Duffy provided information about rebranding. Diane suggested that we read it and put this topic on the next agenda.

Emergency Preparedness Flier update: The Fire Department will prepare a new emergency preparedness brochure.

New Business:

Working with the Housing Authority: Candace stated that the Community Room was locked, because people were coming in from the park, washing, drinking, etc. Keys were issued to all residents. She stated that the Housing Authority responds to all concerns. She attended our meeting to encourage us to bring in programs and to bolster the relationship. Alexis plans to continue an annual meeting at Park Road. Sara asked how many residents are seniors. Candace responded that only four units are non-elderly. Joanne F. said that Candace inherited a rough property and does the best she can with the state tying her hands. Joanne said that she loves her apartment, although it isn’t the jewel she expected. The Select Board can temporarily fill the resident seat on the board until someone runs for it, but it is hard to live in the complex and be on the board. Steve expressed interest in what’s been done in Medfield. He said that the Select Board can work with the Housing Authority and will reach out. Transportation to the Senior Center is an issue. Diane asked whether Park Road has a group that gets together. Candace responded that they don’t, but she feels that socialization is important. The Housing Authority meets on the last Tuesday of each month at 6:30 pm. Candace’s phone number is 508-250-3700.
Transportation: Joanne D. said we have a contract with the MWRTA. The bus is leased for one dollar. The driver’s salary is paid by them for 16 hours per week. Transportation is door-to-door and requires 48 hours notice. Dial-a-ride is available 7:00 am to 6:00 pm. Steve said that the MWRTA is very flexible to meet needs.

One Last Thing...

Jean is looking forward to things coming to fruition.

Diane said it was a productive meeting.

Alexis asked us to email agenda topics to her. The agenda is submitted the Thursday before our meeting.

Adjournment:

Meeting adjourned at 11:50 am.

Submitted by Secretary

Jim Zebrowski

Documents distributed:

January minutes
Director’s Report
Day Program Budget
Day Program Responsibilities
MySeniorCenter Fun Facts
Market Your Center with a Tagline
Why Brand Your Center?
Worcester Telegram article
Hudson Senior Center web page
BayPath Board Meeting Highlights
MCOA Legislative Alert
DIRECTOR’S REPORT
COA/Elder Services
December 2019

Administrative Report

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The Senior Center will close on February 17.

The Town Clerk will be holding a training here on February 14th. The great Room will not be available for programs.

Volunteer Hours – 272

EVENTS

February
2/3 Creative Craft @ 9:30am
2/6 Breakfast, COA Mtg. 10:00am, FCOA Mtg. 12:00pm
2/6, 13, 20 & 27 Mindful Living with Lisa Campbell@12:15
2/10 Hearing Aid Cleanings @ 9:30am
2/10 & 2/24 Needle Work Monday @ 10:00am
2/11 Town Managers Coffee @11:30am
2/11 & 2/25 Caregivers Support Group @ 1:00pm
2/11 Intergenerational Book Club @ 2:00pm Library
2/12 Coffee at Ashland House @10:00am
12/12 Parkinson’s Support Group @1:30pm
2/13 AARP Drivers Safety Course 9:45am
2/13 Soup Day @ 11:30am
2/14 Legal Advice BY APPOINTMENT ONLY
2/26 Clocktown Café @ 1:00pm @ the Bagel Table
2/27 Life Long Learning: “Fake News” @ 1:00pm

March
3/1 Ashland High School Spring Production@ 2:00pm
3/2 Creative Craft @9:30am
3/2 Great Decisions@ the APL @7:00pm
3/5 Breakfast, COA Mtg. 10:00am, FCOA Mtg. 12:00pm
3/5, 12, 19 & 26 Mindful Living with Lisa Campbell @12:15
3/9 & 3/23 Needle Work Monday
3/10 & 3/24 Caregivers Support Group @ 1:00pm
3/11 Coffee at Ashland House @ 10:00am  
3/12 Soup Day @ 11:30am  
3/13 Legal Advice BY APPOINTMENT ONLY  
2/25 Clocktown Café @ 1:00pm @ the Bagel Table  
3/25 Speed Dating TBD  
3/26 Life Long Learning: “Fake News” @ 1:00pm

Income Taxes: We start our first tax appointments on Friday, February 7th.

Outreach:  
New Adult Supportive Day Program- See attached  
Candi has researched and designed this new program. We will present it to the Friends of the COA today to try to gain some support and once implemented, apply for grant funding. There is no question that there is a need in our community.

Training:  
Serv-Safe Certification- Both Candi W. and Kim K. attended the training and will be certified to cover the kitchen.

Dementia Practioner Certification:  
Candi W. and K. Kotob are attending this training on February 11th.

Building Issues:  
The Great Room floor was cleaned on Saturday. The new cleaning company is doing an excellent job.

In early spring we will have a large dumpster on the side of the building. The enclosure around the dumpsters will be removed and a fence installed in it’s place.

The Fire Department will sponsor a free meal on March 16th. We will be providing some entertainment.

The Police Department is planning a meal in the spring to be offered at the VFW, catered by Marconis.

FCOA Meeting:  
Lunch: 237.00  
Sales: 53.00

Respectfully Submitted,  
Joanne Duffy, Director of Elder Services
Day Program Budget

Facilitator  Based on 52 weeks
          Wage/hr  6 hr / wk / yr  8 hr / wk / yr  10 hr / wk / yr
          $17/hr  $102 / $5,304  $136 / $7,072  $170 / $8,840
          $18/hr  $108 / $5,616  $144 / $7,488  $180 / $9,360

Van Driver $15/hr 2 hr / week  $1,560

Activities:  $500

Food  $1,600

Dementia Practitioner Certified  $720

First Aid / CPR Certified  $158

TOTAL  $12,026

Grants:
Community Care Corps - Will need a 25% match of the budget
Metrowest Health Foundation
Day Program Responsibilities

**Facilitator:** $15/hr x 8 hours per week in the beginning. Adjusted as Program progresses  
- Creates activity plans for the Program  
- Seeks & Trains Volunteers  
- Creates Family packets  
- Provides Reporting to director for Grants  
- Creates all Marketing & Advertising materials  
- Becomes Dementia Practitioner Certified  
- Creates all Volunteer training documents  
- Coordinates Lunch

Volunteer: 1 at the beginning and increase as needed  
- Attends Dementia Training & signs Orientation Paperwork  
- Assists Facilitator with Program activities: Art/Crafts, Lunch,
MySeniorCenter Fun Facts: Frequency and Duration...ADVANCED!

You're receiving this newsletter because you are a member of the MySeniorCenter Network.
If you have trouble reading this email, go to www.myseniorcenter.com/funfacts

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Monday, February 3rd, 2020

The primary goal of a Senior Center is to positively impact the lives of the seniors who attend. If a member of your Center doesn't experience any health/social benefits at the end of the year, does that mean the Center didn't help? To answer that question, you'd need to find out more about the member's visits. Perhaps they only attended once a year, or stopped by once a week and stayed for just 10 minutes. If so, it's unlikely the Center had a chance to work its magic.

A key to understanding your Center's impact is to measure both Frequency and Duration:

- **Frequency** - How often someone comes to your Center
- **Duration** - The length of each visit

While we have covered these concepts in the past, in this issue we're going to get into more detail and also compare the metrics across metro status, geography and size of Center.

And don't forget to vote for your favorite logos! We'll recap the results next month. See the section on the left called "It's Time To Vote!" for more information and click on the big thumb to vote for your favorites. Go ahead - there are some really spectacular logos this year!

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**Welcome to...Fun Facts - the Advanced Frequency and Duration edition**

Enjoy!

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I Don't Want to Miss a Thing

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https://mail.google.com/mail/u/0?ik=9685256c1e&view=pt&search=all&permthid=th%3A1657524513850486725%7Cmsg-f%3A1657524513850...
If you didn’t get a chance to submit your logo but would like to include it for the next vote, please click here to send us an email and include a copy of the logo.

Come Together

Fewer people attend the Center during Winter, but the ones who do like to stick around and enjoy your offerings (and you!).

Average Visit Duration by Season

Winter Spring Summer Fall

Printable Version Of This Issue?

Click here

Train Kept a Rollin'

When people show up at your Center, they can choose to participate in more than one activity. When they check in through the touchscreen or when you sign them up for an activity through the MySeniorCenter staff system, you can report on the amount of time that someone spends at your Center by looking at the start and end times of the activities. That's the basis for the Duration metrics below (you can use the 'Hours' Column on the Event Statistics Report to calculate your own). The first graph shows the average duration of visits by metropolitan status:

Visit Frequency by Metro Status

Rural Suburban Urban

Visit Frequency by Center Size

Small Medium Large

How often someone comes to the Center can not only be an indication of the loyalty of your participants, but can also have a huge impact on helping people live happier, healthier lives. And after all, that’s why we all do what we do! This first view looks at visit frequency for 2019 by Center size. The definitions for size are:

- Small: fewer than 10,000 duplicated visits per year
- Medium: 10,001 to 35,000 duplicated visits per year
- Large: greater than 35,000 duplicated visits per year

Visit Frequency by Center Size

40% 35% 30% 25% 20% 15% 10% 5% 0%

1/year 2-5/year 6-10/year 1-3/month 1-2/week 3-5/week

The next graph shows visit frequency by metro status. If you don't know how the government classifies your community, check out the the US Census, Stats Canada or just ask the Google.
MySeniorCenter system. When you access the login screen for MySeniorCenter, you'll see a link at the bottom of the page like this:

© 2017 MySeniorCenter Software. All rights reserved.
v2.52.1 release notes

MyActiveCenter now has the same thing! At the bottom of the page you can see the link that leads you to something like this: changelog.

**Online Training Videos**

In case you missed it, we’ve been updating our online training videos. You can click on Settings (top icon on the right when you’re logged into the staff portion), then click Help, or from any computer, you can go to: www.mytutorialcenter.com. There are many videos available to help you learn the different parts of the product. We will be continuing to add new videos and functionality to that section.

**Feedback**

If anyone has any suggestions for a future Fun Facts topic (either drill further into this one or a new topic), please don’t hesitate to send us an email or give us a call: 866-739-9745.

**Forward to a friend or subscribe yourself**

Know someone who might be interested in this topic? Why not forward this email to a friend.

If you DID receive this from a friend and would like to subscribe to future issues, just click here: to send us an email and we'll add you to the list.

**Unsubscribe**

If you no longer wish to receive this email please unsubscribe

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Average Visit Duration by Metro Status

There's a slight edge in average duration for the suburban Centers. Below we can see the average visit duration by Center size:

Visit Duration by Center Size

The larger Centers not only see more people, but they tend to have visits that last about an hour longer on average.

**Kings and Queens**

Now that there appears to be an opening in the Royal succession, we’d like to nominate the Centers of one state or province to fill the void. To figure out who was most worthy, we calculated the frequency and duration metrics for each state and province. We then combined those into one single score in order to determine which state or province can be dubbed the Duke and Duchess of Frequency and Duration. Congratulations Tennessee!
Let Your Thumbs Do The Walking

Help out the Network by voting for your favorite logos. Your opinions will greatly benefit Centers who are looking to re-brand in the near future. Keep an eye out for the results next month!

MySeniorCenter
Boston, MA 02205-5071
886.739.9745
www.myseniorcenter.com
Market Your Center with a TAGLINE
MARKET YOUR CENTER WITH A TAGLINE

You've heard them before: Just do it. A diamond is forever. Breakfast of champions. A mind is a terrible thing to waste. These phrases from companies and organizations are called taglines, a catchphrase that summarizes their mission, products, or services.

A descriptive tagline for your senior center can help define the essence of your community and reinforce your brand. You may not have previously considered a center tagline. After all, "doesn't everyone know who we are?" The answer to that question may be a little different than you might think. Here's how taglines can help and how to create one.

GIVE YOUR VISITORS A SIGN
When someone visits your center for the first time, one of the first places they'll look is the sign out front. When someone sees your newsletter or stops by your center website, the first thing they'll see is the header. They may ask themselves, "Is this center really for me?" They may be unsure because they don't quite know who you are yet. More than simply the name of your community, a tagline can signify to visitors where your priorities lie.

GIVE YOUR MEMBERS A RALLYING POINT
Your center likely already has a mission or vision statement. However, they can be anywhere from one full sentence (usually with multiple clauses) or paragraphs of text. And they don't always roll off the tongue!

A tagline is a simplification, a zeroing-in of focus. It takes the mission of your center and condenses it into one empowering phrase. The tagline should be easy to memorize and to incorporate into print or digital marketing.

REPRESENT YOUR COMMUNITY
Taglines are memorable phrases that represent who you are and what you stand for. At their heart, your center stands for serving the seniors in the community.

Yet each center has its own character, shaped by the neighborhoods and demographics served. Your center has unique values and priorities that should shine through in your tagline.
SO HOW DO YOU DO IT?

Creating a tagline is more than cobbling together exciting words. It's about identifying what makes your center unique and succinctly proclaiming it to others. Having a clear plan in advance can save your effort from "death by committee" before the tagline even sees the light of day. Below are some tips for the tagline creation process.

GATHER STAKEHOLDERS. This doesn't just mean board members. Assemble a focus group of your members, both those who are very active and those who are a little less involved. Each will have a different, unique point of view.

WRITE DOWN KEY WORDS. Some advocate writing down every word you can think of. Ten from each person could also suffice. Why so many? Seeing these words all together on paper can help you to detect patterns and themes across participants.

LIST YOUR STRENGTHS & WEAKNESSES. What is your center good at? Where can you do better? The latter may seem counterintuitive, but it could spark conversation about your center's values and further clarify why energy gets channeled in the directions it currently does.

PRUNE THE BRANCHES. Practically speaking, this can be the work of a smaller group of individuals. It's their task to assemble the pages and pages of ideas from the previous two recommendations. Where are the commonalities? These should be noted in a "keep" list. What suggestions have appeared only once or twice? Do these seem like the pet priorities of a few people, or were they prophetic points that later resonated with the group? Every idea is a valid one, but very few valid ideas will make it into your tagline.

ASSEMBLE YOUR OPTIONS. From the ideas that really stick, thoughtfully narrow it down to a few key ideas and create sample taglines. When assembling your top options, ask a few questions. Does it include something unique to your community, or could it be applied equally to all centers in the area? Does it represent your whole center or a nice interest? Think of the visitor driving by your center's sign or seeing your newsletter — does it need to be explained or does it work on its own? Also, avoid being too generic. Be specific and as emotive as possible to highlight a connection between an individual and your organization.

PUT THEM TO THE TEST. Once you've narrowed down a short list, anywhere from three to 10 options, sit on it. Invite the stakeholder's team to reflect on the options on their own and share what resonates with them. Which of the options are they excited to share with others? Realize, of course, that you still need to pick one. By this point, you should have already decided who has the final say. Eventually, somebody needs to make the decision for your vibrant center.

PUT IT TO USE. Once you have your center's tagline selected, make sure to put it to good use! Incorporate it as part of your center's brand and display it on your center's newsletter, stationery, brochure, business cards, event flyers, center swag, and website.

Lots of centers have made the leap into writing a tagline for their community. Check out some of our favorites for inspiration.
WHY BRAND YOUR CENTER?
WHY BRAND YOUR CENTER?

IF YOU DON'T TELL YOUR COMMUNITY WHO YOU ARE, HOW WILL THEY EVER KNOW?

Today's senior centers have embraced using a myriad of different tools to communicate with current members and to welcome visitors, including newsletters, websites, Facebook pages, Twitter, and email platforms. The problem is, if we are not intentional about creating our center brand, we risk ending up with a bunch of completely different-looking communications that don't say anything about us. If we could stop for a minute to reassess what we want people to think about us and determine the best way to tell that story, the sky is the limit for the impact we can have in helping all seniors within the community.

THE POWER OF A GREAT BRAND

Imagine a world where every piece of communication — verbal, print, online — was branded consistently. What if the message was something that resonated with people who heard and saw it? What would happen? We would see increased engagement in the programs and events we offer, not only from our existing members but also a growing number of fans throughout our entire community. Unfortunately, there is a lot of confusion surrounding what branding is and how to go about getting it done. Add to that a mental barrier that exists associating branding with something that is only for big business, and it is outright rejected as something worthy of pursuit.

WHO DO PEOPLE SAY YOU ARE?

While there is a lot of confusion out there, branding is actually fairly straightforward at its core. Simply put, it is an intentional decision to align what you want people to think of your senior center with what people actually do think. Even if you are sending the message you want them to hear, it won't connect with anyone if that's not the message actually received. Communication is a two-way process, right?

So perception always ends up being reality. This means it's what they hear you say you are that matters more than what you said you are. How your center is perceived in your community will affect your ability to successfully
fulfill your mission of serving seniors and the community at large. You need a good, well-thought-out brand focused on what makes your center unique. There is no other center just like yours anywhere. Branding your center will help you prove your charity of purpose, build reassurance and trust, establish consistency and reliability, and ultimately create a place where people feel they belong and are welcome.

DOES YOUR CENTER HAVE A BRAND?

Did you know that whether you have intentionally set out to create a brand message or not, you already have one? That's right — if you don't brand yourself, someone else will do it for you. If you don't speak up and tell people who your center is, they will end up deciding for themselves.

Think about it this way — let’s say we meet someone who is quieter than most others. Every time we see this person, he or she says almost nothing. Without any more communication to convince us otherwise, we might decide the person is standoffish, rude, an elitist, or even arrogant. The truth could be that the person is desperately shy and awkward in a group setting. However, we have already decided what we think (our perception) in light of the fact that there was no other information available. This is why it is important that a center be proactive in establishing its own brand.

WHAT DO PEOPLE THINK OF WHEN THEY THINK OF YOUR CENTER?

To create a brand message for your center, you will need to start by asking yourself these simple questions. What do people think of when they think of your center? Who do you say you are? Who needs to know this? How will they find out? Why should they care? I believe this last question is one of the most important because if you don’t give them a reason to care, they won’t hear you and you won’t ever get to share with them all the wonderful things taking place at your center.

WHAT IS YOUR BRAND MESSAGE?

Your brand messaging consists of two important elements that need to work together: Your Brand Messaging = Your Brand Identity + Your Brand Story. Your Brand Identity helps you create visual recognition of your center. Brand identity is something you can see that appeals to the senses. It has the ability to take a bunch of different kinds of communication and unify them as one. Your brand identity is the visual representation of your center expressed through things like the colors you use, your logo, the fonts you choose, email signatures, publications, websites, and social media. Some centers already have a strong brand identity. However, the real power of building great brand messaging starts with creating a unique story and then updating your brand identity to reflect your story.

HOW DO YOU TELL YOUR BRAND STORY?

There is no other center just like yours. You are one of a kind, and that’s the Brand Story you need to tell at every touchpoint you have with your staff, members, and community at large. There are undoubtedly many things that make your center unique, but try to pick one that you and your staff can agree on.

When Dina, the Director of Senior Services, Rhode Island, turned to LPI for help with branding their senior center, she was asked what makes the center unique. She stated that one word to describe the future plans for the center was “intergenerational.” Now that’s the beginning of a great Brand Story.

TOP REASONS TO BRAND YOUR CENTER

1. If You Don’t, Someone Else Will.
2. To Create a Familiar Face in Your Community.
3. Provides a Sense of Belonging,
4. To Avoid Communications That Say Nothing About You.

To learn how LPI’s branding services can help you grow your center, visit www.lpiseniors.com/branding-design.

WHY BRAND YOUR CENTER?
Sensitive to ageism, senior centers grapple with what to call themselves

By Craig S. Semon
Telegram & Gazette Staff

Posted Jul 21, 2019 at 5:59 PM
Updated Jul 22, 2019 at 9:37 AM

At its June meeting, the Oxford Council on Aging voted in favor of changing the name of the Oxford Senior Center to the Oxford Social Center because the word “senior” could be perceived as derogatory toward people of a certain age.

On July 9, the Oxford Board of Selectmen unanimously approved the change.

“We wanted to take the word ‘senior’ out because the trend is that the word ‘senior’ denotes ageism and frailty,” said Stacy Barr, executive director of the Oxford Council on Aging, director of Oxford Social Center and director of the Oxford Community Center.

“And our senior center encompasses more than just frail seniors. We’re very active. We have a lot of exercise programs, arts programs, trips. We have caterers and entertainment, things coming in. For some seniors who don’t feel like they’re seniors, they don’t want to come to a place that is a senior center.”

Ms. Barr said the Council on Aging went through a yearlong process of soliciting suggestions to get the right name.

They considered “Oxford Living Life Center” or “Oxford Young at Heart Center.” In the end, they decided to change one word, “senior” to “social.”

“One person called in and said, ‘Why don’t you just rename it the social center?’” Ms. Barr continued. “So when I presented that to the Council (on Aging), it was like, “Awesome!” It was like a no-brainer. That’s exactly what we’re trying to say.”

Oxford is not the first community in the state that is trying to combat perceived ageism in this way.
The Arlington Senior Center changed its name to the Arlington Community Center, and the Barnstable Senior Center in Hyannis became the Barnstable Adult Community Center.

In Natick, they added the word “community” and kept “senior,” making it the Natick Community-Senior Center.

Plymouth went with the Center for Active Living. In Salem, they opened the new Mayor Jean A. Levesque Community Life Center, which, among other things, is the home of the city’s Council on Aging and all senior center programming.

Ms. Barr said many Oxford residents in their 80s and 90s who come to the center every week have accepted the change.

“Just because we’ve changed our name to social center that does not mean that we are catering to children. Our mission is to still help people to age as best as they can, in place, as long as they can, whether they are 50 or they are 90. We’re trying to create programs for a very large population span of 40 years,” Ms. Barr said.

Amy Vogel Waters, Worcester Senior Center director, said changing the name of the senior center comes up in a general way, sometimes, in conversation, but there has been no serious consideration of dropping the word “senior,” nor serious need or desire.

“I like to tell people, remember when you were in high school and you couldn’t wait to be a senior. That’s how we feel,” Ms. Waters said. “To me, it (dropping the word “senior”) confuses the issue because the focus is on seniors.”

There has been no formal discussion about a senior center name change in Auburn. Jean Boulette, executive director of the Lorraine Gleick Nordgren Senior Center, said area senior center directors have advanced the notion that it would attract more seniors, especially those who have a hard time admitting to themselves that they are seniors.

“I do think that there is that stereotype that the senior centers are just bingo and party stuff,” Ms. Boulette said. “We have educational programs, a lot of fitness classes. We have entertainment. People come for yoga classes. They come for
strength and balance class. They come for card games and financial programs."

Judith O'Connor, executive director of the Millbury Senior Center, was shocked that Oxford changed the name of its senior center and said she doesn’t think the word “senior” has a negative connotation.

“That has not even been considered here,” she said. “I know some of them are saying, ‘Can we change the name to Senior Clubhouse?’ You know what? I don’t see that happening here.”

At the Worcester Senior Center, the consensus of those who commented was there’s no reason for a name change and they take pride in being a senior.

“Being called senior is not negative. We’ve earned all the wrinkles and the wisdom that goes with it,” said Beverly Jackson, 81, of Worcester. “Social center sounds like it’s for young people, and we’re not young people. We have to be honest about what we are.”

“It took a long time to get this far and a lot of work to get this far,” said Mark G. Kall, 70, of Leicester. “Senior discounts, senior admission, there’s a lot of good things that goes with the word senior.”

“Being a senior is something to be proud of,” said Patricia Oloughlin, 77, of Worcester. “We’ve earned that title.”

“A senior’s a senior,” said Bill Talbot, 81, of Worcester. “It’s like saying, ‘If you’re a veteran, you’re not a veteran.’ It’s silly.”

“It’s ridiculous, ridiculous. I don’t think there’s any negativity with senior center. I like the term. I wish it wasn’t applied to me because I’m very young,” Judi Alexander, 71, of Worcester said with a hearty laugh.

Michael E. Festa, state director of AARP, said changing the name of senior centers is not a huge trend.

"Part of the challenge is ... how do you attract, basically, three generations of seniors to want to take advantage of the programs and services provided," Mr. Festa said. “The Oxford effort is an acknowledgement that for them they think that this might neutralize the negative connotation that we think of seniors."
We're trying to gently but firmly say ageism is real. And when people are judged by how old they are and they judge themselves, in ways that limit rather than expand, then we've got to blow that up."

Alrie McNiff Daniels, a “Reframing Aging” master trainer at FrameWorks Institute in Washington, D.C., and a senior communications officer at Tufts Health Plan Foundation in Watertown, said it’s important to use language that promotes a more positive view of aging.

“One of the things that came out of the Frameworks Institute research was this idea that the very word ‘senior’ evokes for people this image of somebody who’s less competent,” Ms. Daniels said. “This is one of the reasons that we use the term ‘older people,’ because the Frameworks research shows that ‘older people’ were perceived as people who were more competent.”

Furthermore, Ms. Daniels said, folks are starting to realize that misconceptions about older people have real impacts on people’s lives.

“Our society is very youth-centric, and we’re starting to recognize that older people are facing discrimination. There are these perceptions that they are less able to contribute. There’s even research from NIH (National Institutes of Health) that says that when people start to internalize these ageist attitudes it can affect their health,” Ms. Daniels said.

“I think many people buy into the misconception of what older looks like or what aging looks like. We’re all aging, right? We’re all born. And rather than embracing it and seeing the opportunities, they buy into the limitations.”

Ms. Daniels said she’s supportive of Oxford’s name change. “That reflects the community. That reflects the people,” she said. “They see themselves in there and they want to be a part of it. So it’s this inclusivity that we’re really happy about.”
Welcome to the Hudson Senior Center. The Senior Center is located at 29 Council Street in the downtown area of Hudson. We are in a building that is over 20 years old, and have been in this location since 1979. The building has been renovated over the years adding rooms to accommodate.

Our Mission

Meet those established needs of federal, state, town, public and private organizations and individuals to create programs, advocate for education and provide support.

Hudson, MA 01749

Senior Center

Home » Departments

Board of Directors

Volunteer + Internships

Social Activities, Classes & Events

Policies

News

Monthly Meetings

Health, Wellness & Support

Friends of Hudson Seniors

Council on Aging

Costa Rica Trip

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 translates
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HUDSON

townofhudson.org/senior-center

Search for:

Help WANTED - DPW Maintenance
Board Management Technology
Hudson Adopts „Next Generation”

NEWS

About Us
Board Meetings for 2020

<table>
<thead>
<tr>
<th>February 26</th>
<th>March 25</th>
<th>April 22</th>
<th>May 27</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 24</td>
<td>July 22</td>
<td>August NO MEETING</td>
<td>September 23</td>
</tr>
<tr>
<td>October 28</td>
<td>November 18 (week early due to holiday)</td>
<td>December 16 (week early due to holiday)</td>
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New Director Search Committee

All COA Directors have been contacted and invited to share the Executive Director job posting. We have started the search and have the position posted on LinkedIn, Indeed, and on N4A websites. We have resumes coming in and screening calls have begun. After phone screens and initial interviews are completed, candidates will be invited to do a live presentation to the board.

Mass Home Care ASU

The Mass Home Care ASU will act as a single point of contracting for the entire aging services access point network for the state. The third and final draft of the operating agreement was reviewed last week with ASAP Executive Directors and attorneys. This should be ready for signature in a few weeks.

Legislative Breakfast

The Legislative Breakfast will be held on Friday, March 6, 2020 at 8:30 am. We currently have four Representatives coming; Rep. Robinson (Framingham), Rep. Linsky (Natick), Rep. Gentile (Sudbury/Marlborough), and Rep. Hogan (Hudson). We will send out an official invite and hope that board members can attend as well. It is important that our legislators know what our priorities are, both as an agency and as a network.

Area Agencies on Aging

The AAA Advisory Council meets in February, and the Allocations and Planning committee will be meeting shortly after to talk about priorities for funding opportunities for the next Federal Fiscal Year which starts in October 1, 2020. Ms. Bakstran pointed out that last month the Information and Referral department received many requests for homemaking services and personal care. Not everyone who needs help with homemaking services will qualify for the state subsidized home care or any of the other clinically based programs. The COA can find out what type of services the residents in their community would benefit from and where there might be cost barriers to obtain these services. We can help bring money into these communities to help the residents if the COA or other nonprofit entity apply for funding. This could bridge the gap between those people who are not eligible for services through the state subsidized homecare, senior care options, or PCA programs and get them the help they need so they can remain independent in the community setting of their choice.
Board Meeting Highlights – January 22, 2020

Home Care Programs – December

<table>
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<tr>
<th>Home Care</th>
<th>117</th>
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<tr>
<td>Over Income</td>
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<td>Total</td>
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Enhanced Community Options Program (ECOP) 2549
Choices Program 147

Town Analysis – Home Care basic only

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<tr>
<th>Town</th>
<th>Consumer #</th>
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<tr>
<td>Ashland</td>
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<tr>
<td>Dover</td>
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<td>Framingham</td>
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<tr>
<td>Holliston</td>
<td>41</td>
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<td>Hopkinton</td>
<td>22</td>
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<tr>
<td>Hudson</td>
<td>74</td>
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<tr>
<td>Marlborough</td>
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<tr>
<td>Natick</td>
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</tr>
<tr>
<td>Northborough</td>
<td>34</td>
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<tr>
<td>Sherborn</td>
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</tr>
<tr>
<td>Southborough</td>
<td>10</td>
</tr>
<tr>
<td>Sudbury</td>
<td>38</td>
</tr>
<tr>
<td>Wayland</td>
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</tr>
<tr>
<td>Westborough</td>
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Nutrition – December - Meal Days – 18

<table>
<thead>
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<th>TOTAL</th>
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<td>Westborough</td>
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<td></td>
<td></td>
<td>Total</td>
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Our efforts this past Sunday for a phone campaign were successful and helped create FULL Voice Mail boxes for the legislators! Great work and thank you to all who have already participated. We really need to move this out of the Joint Revenue committee. If you haven’t called already, please consider doing so by Friday, February 7th. We don’t want to lose a great opportunity to support our senior homeowners. This has been a multi-year project, and the time is to act now.

The MCOA supports Legislative bill S1692 sponsored by Senators Edward Kennedy, Pat Jehlen and others. Brief highlights of bill S1692 include:

- Amends the Hardship Waiver Eligibility language to allow Assessors more discretion to grant hardship waivers to adults with disabilities who are not yet age 65 or older.
- Lowers the residency requirement of 10 consecutive years to 7 consecutive years.
- Provides for a local option to set a lower post-death interest rate on Tax Deferral and Recovery Agreements than the 16% level currently required by law, which is double the 8% permitted during the life of the homeowner and much higher than the 1-4% per annum interest rates used by many communities.
- Provides for a local option allowing a 1 year grace period before raising the post-death interest rate on outstanding deferral agreements.
- Permits municipalities to adopt a higher qualifying income for the real estate tax deferral program (above the $20,000 in the statute) to raise the income eligibility threshold up to $80,000 or the income levels permitted under the Circuit Breaker Income Tax Credit, whichever is higher.
ACTION REQUESTED
No later than Friday, February 7, 2020

and leave a Voice Mail message for each of the legislators listed below:

Script: My name is ____________ and I am calling from ____________, MA. Don’t let the pending bill S1692 for Senior Tax Relief disappear! I am calling you today asking you to support bill S1692 or similar tax bill, which seeks much needed amendments for senior real estate tax relief programs. Thank you.

1. Senator Adam Hinds – 617-722-1625
2. Senator William Brownsberger – 617-722-1280
3. Representative Mark Cusack – 617-722-2320

The link to Bill S1692: https://malegislature.gov/Bills/191/S1692