

## CARLISLE COUNCIL ON AGING STRATEGIC PLAN FY 2022- FY 2023

### MISSION

The mission of the Carlisle Council on Aging (COA) is to promote active aging by providing services, connection, and enrichment to Carlisle residents ages 60 and older; and to offer social services and support to residents of any age.

### VISION

The COA provides an array of services that enhance the health, wellness, and quality of life of Carlisle's older adults. Seniors of all ages engage with the senior center and the COA adds value, connection, and meaning to their lives.

### VALUES

Collaborative  
Compassionate  
Customer Service Oriented

Kind  
Resourceful  
Responsive

### WELCOME STATEMENT

We celebrate the diversity of our senior community and strive to embed inclusivity, dignity, and respect in our services, programs, and advocacy.

#### GOAL I - Community Engagement

Expand awareness of the COA and issues affecting seniors. Increase the number of new seniors who engage with the COA.

#### GOAL II - Quality Programming

Provide educational, cultural, and social programs, activities, and classes to connect with a wide range of seniors. Provide robust transportation program.

#### GOAL III - Advocacy and Resources

Advocate for resources, funding, initiatives, housing, and space to support the financial, emotional, physical, and social needs of seniors.

#### GOAL IV - Social and Support Services

Provide outreach, information, services, case management, and resources to address needs, decrease isolation, and improve quality of life for all residents.

#### Objectives/Activities

- 1. Increase social media and website presence**
  - Post one weekly Facebook entry
  - Update the COA website weekly
  - Add 100 new Facebook followers
- 2. Engage with seniors turning 60**
  - Send welcome packets to 100% of residents turning 60
  - Hold 2 special welcome events each year
- 3. Expand community awareness of the COA's role and issues affecting seniors**
  - Submit 4 letters or articles to the Mosquito on topics impacting seniors
  - Hold 2 intergenerational events per year

#### Objectives/Activities

- 1. Create and use surveys to solicit input and feedback**
  - Create program/activity surveys; include in all welcome packets
  - Develop participant surveys to use at 8 events per year
- 2. Expand the breadth of offerings and add evening activities**
  - Offer 6 new virtual programs
  - Offer 4 new live classes/programs
- 3. Explore collaborations and research new programming**
  - Work with Recreation to offer senior discounts on 8 programs, activities, and trips
  - Review local/national COA programs; recommend 3 new offerings
  - Participate in 2 relevant MCOA workshops; review MCOA digest weekly
- 4. Increase transportation provided to seniors and residents with disabilities**
  - Publicize services in newsletter, website, brochure, Mosquito, and mailings
  - Increase COA day trips offered by 2/year

#### Objectives/Activities

- 1. Continue to highlight need and advocate for dedicated senior space**
  - Lead one COA board session to evaluate options and explore new opportunities
  - Develop white paper outlining the need for senior space and expected benefits and impact; provide to Master Planning, Public Safety, and Building committees
  - Submit 3 letters to Mosquito on need for dedicated senior space
- 2. Advocate for, expand, and initiate programs that help seniors in need**
  - Research senior tax relief programs; propose warrant article to expand eligibility and decrease interest rate
  - Explore and apply for 2 available grants to fill service gaps and enhance programs
- 3. Expand medical equipment program**
  - Evaluate existing equipment, remove sub-standard items before move to shed
  - Analyze usage/need to ensure ideal mix of most requested items; track in MSC
  - Submit 2 letters to Mosquito and 1 article to highlight and describe program

#### Objectives/Activities

- 1. Maximize impact and role of Social Services Manager**
  - Create and lead Community Services Work Group comprised of town employees and community leaders
  - Offer 4 support groups to respond to identified community needs
  - Attend quarterly professional development opportunities on aging, mental health, and emerging practices
  - Hold monthly office hours at Benfield Farms and Village Court
- 2. Manage grants and other resources to maximize impact and meet community need**
  - Publicize available resources and eligibility in Mosquito, publications, COA website, library, and school
  - Engage in outreach initiatives around back-to-school, holiday, home heating, nutrition, and emergency assistance
  - Update Services Directory, improve ease of use; include resources for seniors, residents under 60, families