

OLDER ADULT SERVICES 2013-2015 STRATEGIC PLAN SUMMARY OF ACTION ITEMS



City of Novi, Michigan



December 2015

Promoting Healthy Active Lifestyles for the benefit of Novi Older Adults

City of Novi 2013-15 Older Adult Services (OAS) Strategic Plan has been the roadmap that has guided the OAS department for the past three years. Older Adult Services (OAS) staff and Older Adult Advisory Board have progressively and effectively addressed the Action Steps of the 2013-15 Older Adult Services Strategic Plan with 23 of 26 action steps being completed. Through this process, we have widened our audience, promoted a sense of community, increased program awareness, provided and promoted social service focused programming and continually improved Transportation services.

No project of this nature would be possible without those who have a desire to share their time and talents in building our community. Created during the first year of the 2013-15 OAS Strategic Plan, the OAS Advisory Board has made an impact. Since its inception in September 2013, the OAS Advisory Board has continued to become acquainted with programs and services, provided guidance, and shared creative and resourceful ideas. Their unique perspective continues to provide the OAS staff with much needed feedback on many departmental initiatives.

Through this plan, OAS staff was able to expand programming, opportunities to obtain resident feedback, promote OAS services and increase collaboration with civic organizations and businesses. Highlights of our accomplishments:

- ◆ 27 new active recreation programs were created.
- ◆ 7 new marketing strategies were employed to reach a wider audience.
- ◆ 8 new fitness classes were offered to meet the needs every fitness level.
- ◆ 7 new marketing partnerships were developed.
- ◆ 5 new intergenerational activities were implemented.
- ◆ 10 new sponsorship agreements were developed to increase revenue.
- ◆ 300+ people “liked” the OAS Facebook page – Boomers and Beyond.
- ◆ 20 new collaborations with Novi community organizations were developed.
- ◆ 8 cross-promotion activities were implemented in conjunction with Novi Department of Public Safety.
- ◆ \$223,350 in grant funding was received between 2013 and 2015.

In 2016, OAS moves forward with the development of the 2016-21 Older Adult Services Strategic Plan with the goal of developing a new roadmap to guide the department for the next five years.

ACTION STEPS

"Anyone who stops learning is old, whether at 20 or 80. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young."

Henry Ford



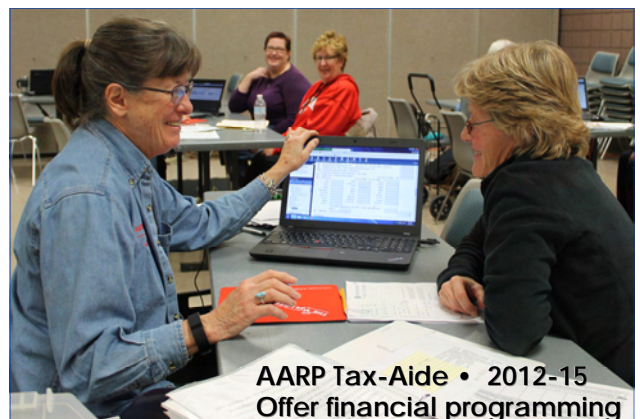
Euchre • 2013
New active rec. program



Interval Cardio Workout • 2015
New active rec. program



Ladies Lunch Bunch • 2014
New active rec. program



AARP Tax-Aide • 2012-15
Offer financial programming

Strategic Action Items

1. Engaging a wider audience.

Goal: To ensure adult residents have activities and program opportunities specific to their needs.

Completed strategies - 7 of 7 strategies completed.

A. Research and create five new active recreation programs each year for Older Adults in response to research to be collected and implemented.

- ◆ 2013 - Keep on Movin' for Men only fitness class, Bird watching, Horseshoes, Coed Sand Volleyball, Euchre and 20/20/20 Fitness class.
- ◆ 2014 - Ladies Lunch Bunch, Bits & Bytes, Yoga, Feeling Fit, Mah Jongg, AARP Smart Driver, Personal Action Toward Health (PATH), Creating Confident Caregivers Workshop, All Things Yarn and bi-annual Euchre Tournament.
- ◆ 2015 – “A Novel Bunch” Book Club, Indian Club, “In Stitches,” Boomer University, A Matter of Balance, Canasta, Interval Cardio Workout, Folk Guitar, Writing from Memory, Gardening in Small Places, Healthy Habits and Crafty Afternoons.

B. Develop three new marketing techniques to promote the new Older Adult Services office to reach a wider adult audience.

- ◆ 2013 - Created “Boomer and Beyond” Facebook page, updated Older Adult website, press releases and creating a postcard with directions of how to “like” the Facebook page.
- ◆ 2014 – Travel Program e-blast of new trips. The Facebook page reached 200 “likes in May 2014.”
- ◆ 2015 – Facebook page (as of December, 300 likes), revise flyer template, posted Novi Times on Facebook, Enhance distributed community wide through Novi Today publication, Facebook boost for Boomer University and Travel Fair.



C. Cross promote within the division to develop three new physical fitness classes to target adult residents to more effectively reach all levels of fitness needs and a more efficient use of building space.

- ◆ 2013 – No Sweat Lunchtime Workout and Basic Yoga.
- ◆ 2014 – Tai Chi, Zumba Gold, 20/20/20 Fitness and Beginner/Gentle Yoga.
- ◆ 2015 – Biking Club, Interval Cardio Workout, Tai Ji Quan: Moving for Better Balance and the re-organization of Healthy Active Section in Engage!



Strategic Action Items

D. Identify 5 new businesses in and around Novi to partner for the marketing of programs.

- ◆ 2013 – Care Link Newsletter - St. John Providence and Maple Manor.
- ◆ 2014 – Novi Public Library and area veteran organizations.
- ◆ 2015 – Boomer University at Oak Pointe Church, outreach event at Fox Run and Senior Day activities at the Fifth Third Bank Michigan State Fair.



E. Develop and implement two new intergenerational programs working within the division.

- ◆ 2013 - High School students assist with Kentucky Derby Day special event.
- ◆ 2014 & 2015 - Novi Youth Assistance Silver Linings mentoring program, Madonna University nursing students provided assistance with special events and Novi Health Fair, Novi Youth Council assist with the special event - Veteran's Day Brunch.
- ◆ 2014 & 2015 - Color Your World art classes, taught by the Novi High School Art Club.



F. Offer a monthly program on retirement, social security and financial seminars.

- ◆ 2013 - 2015 offer monthly Estate Planning and Ask the Lawyer and expanded programming by adding evening hours in 2013.
- ◆ 2013 - 2015 offer seasonal programs, Ask a MMAP Counselor, AARP Income Tax Preparation and Removing the Mysteries of Probate Court.
- ◆ 2015 Accessing Our Veterans Benefits, Identity Theft & Financial Crime/Scams, Foundations of Investing and Financial Exploitation Close to Home.

G. Increase revenue by seeking grants and sponsorships. New sponsors are:

- ◆ 2013 – Providence Grant for Transportation.
- ◆ 2014 – Providence Grant for Transportation, Novi Wellness, Addington Place, Heartland and Maple Manor.
- ◆ 2015 – Providence Grant for Transportation, Whitehall Health Care of Novi, Novi Rotary Club and Novi Parks Foundation.



Strategic Action Items

2. Encouraging a sense of community through volunteer opportunities.

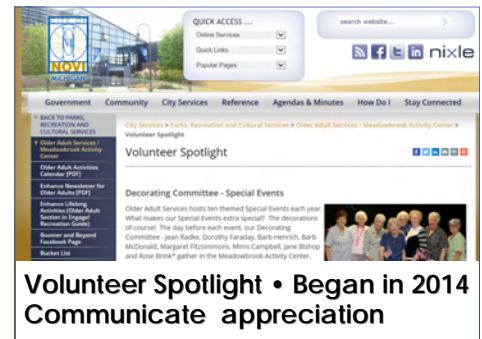
Goal: Work together with the Volunteer Novi program to identify opportunities utilizing adult skill sets.

Completed strategies - 2 of 4 strategies completed.

- A. Develop communication methods for volunteer opportunities to volunteer their time and talents working with Volunteer Novi.
- ◆ Actively promote in Enhance and on Facebook.
 - ◆ Revised the volunteer application packet.
 - ◆ Press release – recruiting Meals on Wheels drivers.
 - ◆ Outreach Program – Novi Rotary, Oak Pointe Church and Fox Run.



- B. Research and implement three forms of communicating appreciation for hard-working volunteers.
- ◆ Annual Volunteer appreciation dinner held at the Sheraton Novi (2013-2014) and new format at Buddy's Pizza (2015).
 - ◆ Spotighting one volunteer of the month. Posting a picture of individual with description of what they do at Civic Center and Meadowbrook Activity Center. After the month, they are given the picture frame.
 - ◆ Highlight volunteers in Novi Today and Enhance.
 - ◆ Highlight volunteers on Facebook and city website.
 - ◆ Ribbon cutting ceremony and lunch for Novi Rotary Club gazebo volunteers.



- C. Build and enhance the volunteer program by helping to place five new permanent volunteers per year throughout city departments.
- ◆ Action step not attainable as Volunteer Novi program was terminated. During conception phase, complications and logistics became a bearer to its success.
- D. Utilize a marketing plan to enhance the Volunteer Novi program and communicate available volunteer positions within Older Adult Services.
- ◆ Restructuring the Volunteer Novi program that never materialized. However, as a department moving forward to better communicate available volunteer positions in conjunction with other departments (i.e. C.E.R.T., C.A.R.E. Days, Library.)

Strategic Action Items

3. Increasing program awareness through effective communication.

Goal: To increase program awareness using a variety of methods including current technology and social media.

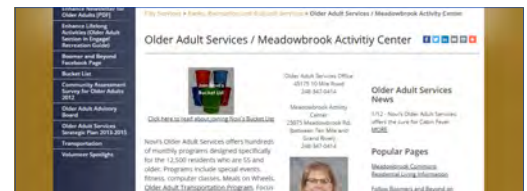
Completed strategies - 4 of 4 strategies completed.

A. Educate residents how to use the online option for program registration.

- ◆ Developed a "how to register" guide.

B. Increase the content of the Older Adult Services website to include photos, volunteers, marketing of specific classes and information about programs.

- ◆ Facebook and website changes done on an ongoing basis.



OAS Webpage • 2012-15
Increase awareness

C. Increase the number of social media interactions by 30% percent each year and devise methods of promotional incentives.

- ◆ Created e-blast for Novi Group Travel Program (2013 - 40, 2014 - 120, 2015 - 150).
- ◆ Giveaway- Fifth Third Michigan State Fair tickets on Facebook.
- ◆ September Senior Center Month – giveaways.
- ◆ Facebook - 2013 – 100 "likes," Oct. 2014 – close to 200 "likes," Dec. 2015 – 300+ "likes."



Senior Center Month
Increase program awareness

D. Collaborate with schools, hospitals and other non-profit organizations for off-site programming.

- ◆ Providence Park Hospital – Walking Program.
- ◆ MSU Tollgate Center – Walking Program.
- ◆ Novi Group Travel Program – Above & Beyond, Brookside Travel, Collette Travel, Ed & Ted's Excellent Adventures, Escapades Travel, Rybicki Tours, Step on Bus Tours, Shoreline Tours and Your Premier Travel.
- ◆ Oak Pointe Church - Boomer University.
- ◆ Riverbank Golf Course - Golf Program.
- ◆ Fifth Third Michigan State Fair – Senior Day.
- ◆ Novi Public Library.
- ◆ Fox Run – Open House.



Walking Program • 2012
Off-site programming

Strategic Action Items

4. Provide and promote social service focused programming.

Goal: To determine ways to identify target audience to better meet needs of community members.

Completed strategies - 5 of 5 strategies completed.

- A. Provide resources for staff to attend three workshops yearly pertaining to social services with focus on implementing new programs and services.
 - ◆ Area Agency on Aging 1-B – Solutions for Family Caregiver Expo 2013 and 2015, Maximizing SNAP Benefits Through the Medical Expenses Deduction, Think Bigger with Rebecca Ryan, Social Justice Support Staff Training, Encouraging Everyday Adventures, AAA 1-B Age Sensitivity Training, Judith J. Wahlberg Memorial Lecture: "Myth Busting Common Concerns About Aging," TEFAP Training 2014 and 2015, Michigan Association for Senior Centers Annual Conference 2013 and 2015.
- B. Work with social service agencies to develop a comprehensive list of senior centers and homeless shelters.
 - ◆ Completed 2014 – on file.
- C. Work with the City of Novi Police and Fire Department to cross promote programming to include public safety, fire protection and fall prevention.
 - ◆ 2013 - Offered a Fire and Fall Prevention Program at Meadowbrook Commons, registered 30, promoted on Common Knowledge show.
 - ◆ Hosted a Common Knowledge show with Det. Mince on neighborhood safety.
 - ◆ Offered Medication Take Back Program with Police Department.
 - ◆ 2014 to present - Fire Department provides Blood Pressure 2nd Wednesday at the MAC.
 - ◆ 2014-2015 – Fire Department Booth at Health Fair with screening.
 - ◆ 2015 – Det. Stempien presented "Identity Theft and Financial Crimes & Scams."
 - ◆ 2015 – Hosted Fire & Fall Prevention program at the MAC.
 - ◆ 2016 – Fire Department will provide glucose checks in the 2nd Wednesday of each month at the MAC.
- D. Research, develop and implement a program that helps to meet the growing needs of family caregivers that includes presentations on the subject of the needs of caregivers.
 - ◆ Partner with Area Agency on Aging 1-B to offer the Creating Confident Caregivers Training™ program – presented yearly.
- E. Expand partnership with Providence Park Hospital to utilize their medical equipment loan closet in conjunction with Older Adult Services.
 - ◆ Providence Park Hospital no longer offers a loan closet therefore they refer their patients to Older Adult Services.
 - ◆ Beaumont Hospital, Botsford Hospital and Henry Ford West Bloomfield also refer their patients to us.

5. Transportation

Goal: To provide a safe transportation option for Older Adult residents (55 and over), to stay active in the community, maintain their sense of independence and reach a variety of destinations.



Completed strategies - 5 of 6 strategies completed.

- A. Actively seek and apply for grants to support the program.
 - ◆ Awarded \$20,000 grant from Providence Hospital Mission Fund 2013, 2014 & 2015.
 - ◆ Received \$54,450 in SMART funding in 2013, 2014 & 2015.
 - ◆ Applied for \$15,000 in CDBG funding in 2015 and received \$10,000 for 2016.
- B. Research and implement training opportunities for transportation drivers.
 - ◆ Evaluated current training program and recommend the development of a defined continuing education program in 2016.
- C. Require drivers to participate in an annual driving test to ensure safe transport of passengers.
 - ◆ All drivers tested in annual driving test in June and August 2013.
 - ◆ Suggest every four years or earlier based on conditions.
- D. Develop a plan to utilize the Global Positioning System to its full potential to gather pertinent data for monthly reports such as maintenance done on vehicles, mileage, oil changes.
 - ◆ The fleet of eight vehicles were equipped with GPS, but upon AVL implementation and current vehicle reporting, other tracking methods are being used which more efficiently and conveniently gathered the necessary information for gas, mileage, maintenance, etc.
- E. Plan and implement a program to utilize the transportation vehicles for field trips when not in use which would then enhance services and generate increased revenue.
 - ◆ Villa Barr Tours, Detroit Zoo, Light Tour with Maple Manor, Ambassador Academy Tour Novi, provide shuttle services for community events; Memorial Day Parade and Easter Egg Hunt.
- F. Establish a yearly revenue goal of \$5,000 for the van transportation advertising program.
 - ◆ 2013 - Secured six advertisements for transportation vehicle program. (\$7,200)
 - ◆ 2014 - Secured two new advertisements and one renewal. (\$3,600)
 - ◆ 2015 - Revise program towards vehicle wraps.

Looking Towards the Future

Vision

Be the premiere community for empowering adults 55+ to live healthy lifestyles.

Mission

Promote healthy and active lifestyles that support independence and vitality for adults 55+, by providing opportunities and networks within the community for socialization, health and fitness, nutrition, education, and social services.

Strategies



Curate services for adults 55+ that residents want and value.



Operate a premiere 55+ Adult Services Office that develops and utilizes community resources efficiently and effectively.



Value and build desirable and vibrant community connections for adults 55+ now and into the future.



Invest time and resources effectively in being a safe, enjoyable and healthy community.

Action Plan

Created with the input from Leadership Team, City Council, Parks, Recreation and Cultural Services Commission, Older Adult Advisory Board, staff and with the Novi Community through Community Conversation Sessions scheduled in April 2016.

"The result of planning should be effective, efficient, and economical...that is, suitable for the intended purpose, capable of producing the desired results..."

Clark Crouch

"Someone's sitting in the shade today because someone planted a tree a long time ago."

Warren Buffet

"Strategy is about shaping the future."

Max Mckeown



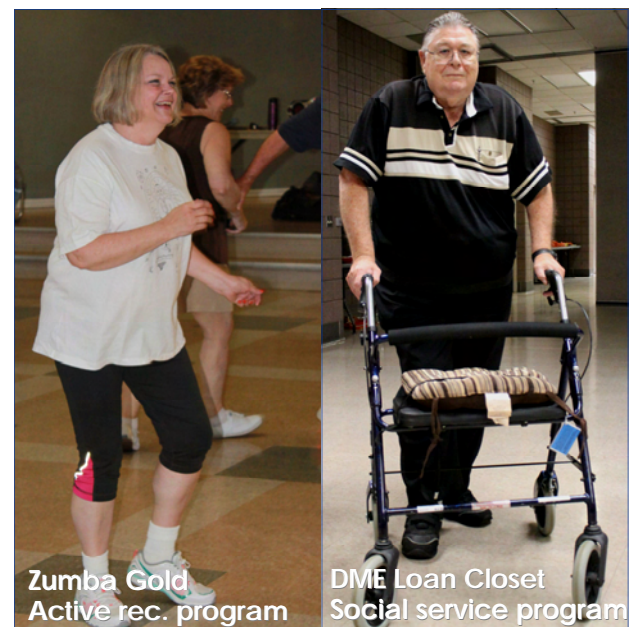
Morning Softball League
Active rec. program



Mah Jongg • 2014
New active rec. program



Health & Wellness Fair • 2014 and 2015
Intergenerational programming



Zumba Gold
Active rec. program

DME Loan Closet
Social service program



cityofnovi.org

Parks, Recreation and Cultural Services

Older Adult Services

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