

TOWN OF MILLIS • COUNCIL ON AGING
FY24 GOALS • May 2023 Goals Supplement



FY24 GOALS AS DECLARED IN COA BUDGET PRESENTATION

1. Increase afternoon programming, incorporating ideas from PBC Senior Center Feasibility Study and other feedback (Town Halls, surveys), to achieve user growth. Develop more intelligence about how Senior Center users make decisions; measure YoY changes to determine how new programming is being received.
https://www.millisma.gov/sites/g/files/vyhlf901/f/pages/millis_senior_center_feasibility_study_-_final_report_april_2022.pdf
2. Implement one (1) new food insecurity program. Note: This was completed with the addition of Lovin' Spoonfuls.

PROPOSED SUPPLEMENTAL FY24 GOALS

3. Hire a dynamic, qualified, and inspiring Director, achieve smooth onboarding for staff and Board by creating a new orientation and welcome pkg.
4. Build the public case for a new Senior Center 2.0. Reboot the project scope w/ the PBC, develop an advocacy plan with a timeline, inform the plan with learning field trips to towns with recent COA project builds.
5. Execute a rebranding that keeps Millis on pace national and state shifts in language that redefines seniors.
6. Establish a grant writing capability that can be sustained with an annual calendar and fundraising goals. Measure YoY success against goals and efforts.
7. Keep abreast of legislative changes and aging industry trends. Explore ways to increase seniors' activism and Town Meeting attendance, e.g., Senior Civic Academy and Voter Valet service. Host one state legislator event for funding and COA policy advocacy.
8. Institutionalize more meaningful performance measurements (KPIs) to educate the community and funders about the value and demand for Senior Center services.
9. Long-term: Determine what is required to achieve Dementia-Friendly and Age-Friendly certifications (Natl. Institute of Seniors, Natl. Council of Aging) and if doing so increases our grant potential.