

PRESIDENT & CEO REPORT
November 10, 2016
Board of Directors Meeting

Service Enterprise Initiative

Since June, the Agency has been participating in the Service Enterprise Initiative. Sponsored by Points of Light, the world's largest organization dedicated to volunteer service, and overseen in Arizona by the Governor's Office of Youth, Faith and Families, the Service Enterprise is an opportunity for organizations to more fully leverage their volunteers across all levels of the organization to successfully deliver on its social mission.

Research has shown that nonprofits that operate as Service Enterprises more effectively address community needs and run on almost half the median budget than those nonprofits that do not leverage volunteers across all levels of the their organization.

Currently the Agency has over 260 volunteers. The Agency was invited to be a part of the first cohort of Service Enterprise Organizations in Arizona through its affiliation with the state AmeriCorps program. Agency leadership and the staff who work with volunteers attended six community trainings which focused on topics that help an organization build their volunteer capacity.

The end goal of the Service Enterprise Initiative is for organizations to become certified as a Service Enterprise. This requires a site visit and the completion of tasks from a defined rubric which include a variety of different domains such as: planning and development, effective training, leadership support, tracking and evaluation, outreach, resource allocation, technology and communications, and onboarding and supervision. The Agency was also assigned a coach who has helped mentor staff and provided consultation regarding preparations for the site visit.

The rubric checklist contains 73 tasks that need to be completed prior to the site visit. Some examples of tasks that have been accomplished or implemented include: highlighting a volunteer program at the all Agency staff meeting, calculating the return on investment volunteers provide, creating one central flyer that outlines all of the Agency's volunteer opportunities, streamlining the onboarding and supervision process, and reviewing the Agency's policies that pertain to volunteers. Additionally, Mary Lynn wrote a letter to each volunteer that will be sent this month for Thanksgiving expressing gratitude for their service. The site visit is scheduled for December 1st.

The goal is for the Agency to become certified by the end of 2016. Results will be shared with the board.

Aging Mastery Program

The Agency was awarded \$7500 to pilot the Aging Mastery Program, developed by the National Council on Aging. The goals of the program are to help older adults and boomers build their own playbook for aging well through a fun, innovative, and person-centered education program that empowers participants to embrace their gift of longevity by spending more time each day doing things that are good for themselves and for others. The course is ten weeks long and will be held in the community. Topics will include: Navigating Longer Lives: The basics of Aging Mastery, Exercise and You, Sleep, Healthy Eating and Hydration, Financial Fitness, Advance Planning, Healthy Relationships, Medication Management, Community Engagement, and Falls Prevention. The grant requires 60 persons to participate in the course by May 2017 with a 75% completion rate. The other outcomes are that 75% of graduates will report improved health, improved economic well-being, and improved quality of life in other areas and that 80% of graduates will say the program was "a lot of fun," the quality was "excellent and good," and they would "definitely recommend AMP to a friend." The Agency will charge \$95.00 for the course. An Agency staff person or AmeriCorps Member will coordinate the course but experts from the community will teach the classes.

Needs Assessment / Area Plan

As required by the Older Americans Act, every four years Area Agencies on Aging are required to complete an Area Plan. The Area Plan is guided by a community needs assessment that must be conducted prior to developing the plan. The Agency has begun its needs assessment process in preparation for the next Area plan which is due to the state by May 1st, 2017. Once the needs assessment is completed and a draft of the plan is developed, the Agency must hold public hearings on the plan. A consultant, Wendy Wolfersteig, through the Southwest Interdisciplinary Research Center (SIRC) at Arizona State University has been retained to assist with this process. The Needs Assessment process will include focus groups, key informant interviews, surveys and secondary data review. Focus groups are planned geographically throughout Maricopa County and will take place the last week of November and first week of December. Groups are already scheduled at Burton Barr Library and Granite Reef Senior Center. Other groups including a Spanish group to be held at South Mountain Community Center are pending and will be finalized this week. One focus group will also be made up of Agency staff. Debby Elliott, Melissa Elliott and Jeff Dean are responsible for scheduling and coordinating the focus groups. SIRC/ASU will provide the questions for the group, the surveys and do the secondary data review. They will also train those leading the focus groups which include the Agency's leadership team and some staff. Once all data is gathered SIRC/ASU will review and analyze the data and provide a final report. It is anticipated that the data collection process and review will be completed by the end of 2016 so that a draft of the Area Plan can begin development in January.

Benefits Assistance

Medicare Open Enrollment began November 15th. To date the staff and trained volunteers have been managing the calls very well with returned calls within 24 hours – many within hours of calling. The improvement in returned call time is due to three factors, the first is Medicare forms available on the agency's web-site, including a pop-up with a dedicated Open Enrollment page with an embedded video that informs people about the basics of the enrollment process. With the video's information, the clients are prepared for the type of decisions to be made, which makes the call more efficient.

In addition, the program was able to include a medication counseling tool on the agency's web-site. This allows work regarding the prescription benefit (Part D) to be done, and often completed, in the same day rather than several days when it was done via mail.

The final factor in quicker responsiveness is staffing – an increase in the number of volunteer benefits counselors in the office and the invaluable addition of a full time staff person.

National Family Caregivers Month

November is National Family Caregivers month. The Area Agency on Aging published an article in the November issue of Lovin' Life After 50 Magazine highlighting caregivers and the extraordinary work they do. This publication reaches in excess of 80,000 people in the greater Phoenix area, is featured on the Lovin' Live website and on the Agency website. This article is also reproduced and available in the Lobby and for distribution at all expos, health fairs and other group meetings.

Residents Rights' Awareness

October was Residents' Rights Month for people in long-term care facilities with the theme of "My Vote Matters". The Ombudsman Program reminded our skilled nursing facilities and assisted living centers of this very important month with a letter outlining how they can honor residents. We also did a press release to raise awareness about residents' rights. The Administration for Community Living and the National Consumer Voice for Quality Long-Term Care recognized the efforts of the ombudsman program in raising awareness in the community about Resident Rights.

Care Directions

AIDS Walk AZ is an annual fund raiser and educational event coordinated by Aunt Rita's Foundation (ARF). The agency has been the recipient of annual funds from ARF for over 10 years. This year the agency's Care Directions' Trailblazers participated in the Walk on October 23rd in downtown Phoenix. The 22 team members (21 walkers and 1 runner) exceeded the fund raising goal of \$2,500. Presentation of participating agencies' checks from ARF fund raising events held all year long will be made at the Red Brunch in early December.

STATS

<u>Senior HELP LINE</u>	<u>FY-16</u>	<u>10/16</u>	<u>FY-17 YTD</u>
E-Mails Responded To:	159	9	54
ADRC Screening Tools:	311	15	59
Total Number of Calls:	38,269	3,833	15,021

<u>FOOD PANTRY</u>	<u>CY-15</u>	<u>10/16</u>	<u>CY-16 YTD</u>
Clients Served:	139	10	125
Food Bags Given:	164	8	114

<u>ELDER RESOURCE GUIDE</u>		<u>10/16</u>	<u>FY-17 YTD</u>
Total Sold:		55	321
Total Revenue:		\$275	\$1,605

<u>MARKETING</u>	<u>FY-16</u>	<u>10/16</u>	<u>FY-17 YTD</u>
Presentations:	253	53	108
Attendance:	13,744	2,743	4,995
Website Users:	55,751	5,254	20,513