



## Menasha Senior Center

The **mission** of the Menasha Senior Center is to maintain and enhance the quality of life of older adults by providing educational, recreational, social, and wellness programs and to meet the needs as requested by the community.

The **vision** of the Menasha Senior Center is to offer flexible opportunities for all to participate in healthy activities, services, and friendships.

We **value** opportunities; friendships; health; and learning.

### Goals

#### **Goal 1: Coordinate community-driven plans, programs, and events or other opportunities.**

Objective 1.1 By December 31, 2019 list current activities and programs (on Outlook)

- Health Screening 60+ programs
- YMCA programs at the Senior Center
- City programs
- VNA programs

Objective 1.2 By December 31, 2019, identify new activities and programs and annually thereafter.

Objective 1.3 By December 31, 2019, prioritize new activities and programs for planning and annually thereafter.

Objective 1.4 By December 31, 2019, analyze a talents and treasures member survey.

Objective 1.5 By March 31, 2020, revise committee structures as prioritized in the 2010 Community Needs Assessment and 2018 Survey.

- Fundraising
- Planning
- Social

Objective 1.6 By March 31, 2020, develop committee charges and procedures.

- Terms of committee co-chairs (staggered terms)

Objective 1.7 By March 31, 2020, implement a talents and treasures program.

Objective 1.8 By June 30, 2020, recruit program coordinator for activities and programs.

Objective 1.9 By June 30, 2020 develop volunteer and staff committee orientation and training.

- Orientation to include Senior Center policies and procedures Emergency Plan
- Ideally two volunteers at each event

**Goal 2: Increase partnership within our community.**

Objective 1.1 By June 30, 2020, identify current and future partnerships.

Objective 1.2 By September 30, 2020, align activities, programs and partnerships.

Objective 1.3 By September 30, 2020, identify opportunities for Senior Center members to volunteer.\*

**Goal 3: Increase advertising for programs and events.**

Objective 3.1 By December 31, 2020 plan, implement and evaluate media plan including:

- Developing a brand for the Senior Center
- Identifying spokespersons for activities and programs
- Training volunteers and staff

Objective 3.2 By December 31, 2020, develop a calendar of events to share with media outlets.

Objective 3.3 By December 31, 2020, invite newspaper and TV to activities.

Objective 3.4 By December 31, 2020, invite membership to share messages to promote events

\*Goal 2 Objective 1.3 examples of activities, opportunities and partnerships include honoring heroes in the community at a regular banquet and organizing a food pantry drive.

**Definitions:**

Quality of Life:

Maintain and grow cognitive functional levels

Brain fitness activities

Educational presentations

Cognitive games

Maintain and increase physical functional levels

Exercise classes

Strengthening programs

Maintain and increase social emotional functional levels

Provide social activities

Meal programs

Increase participation in peer group and community activities

Provide club activity

Provide awareness and increase understanding of issues that affect the lives of Seniors

Workshops, speakers

Eight Dimensions of Wellness:

- Social
- Emotional
- Spiritual
- Intellectual
- Physical
- Environmental
- Financial
- Occupational



**Source:** United States Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, 2019, retrieved on 10/16/19 from: <https://store.samhsa.gov/system/files/sma16-4953.pdf>