On March 17th our world changed

RE-IMAGINING YOUR SENIOR CENTER IN 2020

Pat Bohse
Executive Director, Social Communities Activity Network (SCAN)
Who am I?

Pat Bohse

45 years in the aging field

14 years as Director of Senior Services in New Jersey and New York City (1975-1990)

31 years as a management consultant, working with not-for-profits and government, specializing in the field of aging

12 years as the former Association Manager the 21 AAA’s in New Jersey

8 years as the Executive Director of a nontraditional social education center called SCAN (Social Community Activities Network), for people 50 years and older, located in a mall in New Jersey

RE-IMAGINING YOUR SENIOR CENTER IN 2020
New Opportunities Using Our Strategic Plan

The plan includes:

• Developing new key goals and objectives for going virtual
• Understanding who your competition is in programming and marketing to seniors. How are you different?
• Finding and identifying your virtual audience (present and future customers)
• Leadership and staffing
• Partnerships
• Virtual Programming and Services
• Funding
• Social Marketing Plan
Who is SCAN?

Social Community Activities Network, incorporated in 1988

SCAN’s Mission is to enhance the quality of life for all adults age 50+ in Monmouth & Ocean Counties through socialization, education, technology, and assistance with community resources.

SCAN’s Vision is to be known as the premier organization in New Jersey for Empowering, Informing, and Inspiring seniors statewide.

RE-IMAGINING YOUR SENIOR CENTER IN 2020
Who is SCAN?

SCAN at Monmouth Mall: Our Headquarters

The Monmouth Mall has been our headquarters for 32 years, where we have 4,000 square feet of space. At our Monmouth Mall headquarters, SCAN offers three 13-week semesters of educational and inspiring classes that include art, literature, technology, yoga, tai chi, music, TV production, and much more. The Mall location also features special events and workshops, as well as a SHIP counselor who provides Medicare consultations by appointment.

RE-IMAGINING YOUR SENIOR CENTER IN 2020
Who is SCAN?

SCAN in the Community

SCAN brings high impact programs, providing socialization, recreation, education, and technology opportunities, to seniors in their own communities in Monmouth and Ocean Counties.

Take Control of Your Health is a free 6-week evidence-based workshop that offers adults and caregivers strategies for managing their chronic health conditions.

Diabetes Self-Management Program is a free 6-week evidence-based workshop for people with diabetes who need to learn to effectively manage their health, nutrition, exercise, and medications.

Successful Aging & Technology (SAT) is a free innovative 10-week program providing technology training on tablet computers as well as information and resources on successful aging and maintaining and improving seniors health.
Who is SCAN?

SCAN in the Community: Pop-Up Centers

**SCAN in Freehold** — Bethel AME Church in Freehold hosts SCAN programs one day per week. Adults aged 50+ gather for lunch, to learn, socialize, to laugh, and share conversation.

**SCAN in Ocean County** — St. Andrew United Methodist Church in Toms River hosts special events such as SCAN’s Lunch & Learn Series.

**SCAN in Asbury Park** — Collaborating with the Salvation Army, SCAN provides our evidence-based programming and conducts special events.

**SCAN in Keansburg** — Working with the Bayshore Community Center, SCAN brings our evidence-based programming and conducts special events.

RE-IMAGINING YOUR SENIOR CENTER IN 2020
Who is SCAN?

SCAN TV : Produced by SCAN

Each month in our SCAN-TV studio, three cable TV shows are produced and broadcast on Comcast, Cablevision, FIOS, and our YouTube channel.

Welcome to SCAN provides general information on topics of particular interest to the senior population as well as highlighting educational opportunities and resources that SCAN offers.

Community Connections provides an opportunity for non-profit organizations, government agencies, individuals, and businesses to share their wealth of knowledge and experience.

Caregivers First provides strategies and resources for caregivers including topics such as legal, health insurance, physical wellness, and end of life issues. This show is hosted by AARP New Jersey.

RE-IMAGINING YOUR SENIOR CENTER IN 2020
Who is SCAN?

Benefits Enrollment Center: BEC

The BEC connects Medicare beneficiaries and disabled adults of limited income to the benefits they may be entitled to receive.

These benefits can represent a savings of hundreds of dollars each month!

SCAN’s BEC screens for eligibility and provides application assistance and referrals for:

- Medicare Savings Programs
- Prescription Savings Programs
- Medicaid
- SNAP (Food Stamps)
- Energy Assistance

*and much more!*

_RE-IMAGINING YOUR SENIOR CENTER IN 2020_
The Challenge

March 17th, 2020

By state government order, Monmouth Mall closed, and SCAN staff had to leave the office. Within 24 hours we packed up our computers and other essential supplies, headed home, and immediately began the process of transitioning to an online platform to deliver our classes and events to our Members and to the general public. We had to invent, develop and implement a new strategy of our own design in an expedited way in order to present stability in uncertain times.

Our priority: Keep seniors active, healthy, connected and to combat senior isolation.

Virtual SCAN @Home was unofficially born!
Reimagine...

The Center’s Operations
Leadership
Staff
Customers
Volunteers
Partnerships
Funding

RE-IMAGINING YOUR SENIOR CENTER IN 2020
“This pandemic has taken so much away from so many people. It will be a very long time before so many people will be able to start to heal from the fear, stress, trauma and losses. Thankfully SCAN is there to help us through.”

ROSEMARY G
SCAN became virtual!

Going virtual with our classes and events opened multiple doors of opportunity for SCAN. We are hoping to connect with homebound seniors, caregivers, and those without transportation. We plan to offer in-person and online classes in 2021.

RE-IMAGINING YOUR SENIOR CENTER IN 2020
SCAN has gone virtual!

We offered the ability of our members to remain engaged and connected. They could explore a diverse selection of SCAN classes at home on your computer or tablet—some classes also have a phone-in option—and participate in a virtual class and don’t worry about weather or transportation!

- Chair yoga
- Health & Wellness
- Financial Literacy
- Languages
- Music
- Tai Chi
- Literature
- TV Production

RE-IMAGINING YOUR SENIOR CENTER IN 2020
Virtual SCAN & Facebook Live

We created new opportunities to virtually engage our senior community.

We explained TeleHealth virtual technology to our audience and presented current, live programming on relevant health and wellness topics. We continued our Meet the Doctors, Lunch & Learn programming and added a weekly informational FYI segment.

To balance out the educational series we added the weekly Friday evening social program, Quarantine Cocktails.
Technology...

You can teach an old dog new tricks!

Virtual offices / Centers

Cloud Computing

Zoom

Resources:
Salesforce
Tech Soup
MailChimp / Constant Contact

RE-IMAGINING YOUR SENIOR CENTER IN 2020
How we accomplished it

It took approximately 2 weeks to convert our Spring/Summer semester to a 100% virtual platform.

- The unexpected gift of a **Zoom account** from the Grunin Foundation made this conversion possible.

- The Program Director and Program Coordinator quickly became fluent in Zoom.

- Instructors had to agree to offer their classes virtually.

- Several instructors needed to learn to use Zoom.

- We produced a Zoom/Email tutorial for our website (www.scannj.org)
How we accomplished it

• Established a relationship with a Zoom rep who gave us a 30-day trial account with all features included.

• We quickly found that we needed the Zoom Webinar feature in order to produce our Lunch & Learns and Meet the Physician events.

• Another Zoom subscription was purchased using a coupon from Tech Soup which saved us 50% off of the standard fees.

• Events (other than standard workshops) were moved to the Zoom webinar platform.

www.zoom.us    www.techsoup.org    www.salesforce.com

RE-IMAGINING YOUR SENIOR CENTER IN 2020
What we needed to purchase

- Zoom subscription with Webinar feature and 3 host accounts
- Microphones for laptops
- Webcams for older laptops
- Ring light for computer or smart phone
- Hot spots maybe needed for SCAN staff in case of power failure (no wifi if no power)

Software that was purchased:
  - Flipsnack for virtual ad journal and class listing
  - PDF Architect which allows us to have live links in PDF documents
  - MailChimp to integrate better with Salesforce

Re-imagining Your Senior Center in 2020
Existing Models

Centers of Excellence
Community Center
Wellness Center
Lifelong Learning/Arts
Continuum of Care/Transitions
The Next Chapter
Entrepreneurial Model
Café Model

New Models Taskforce Final Report, National Institute of Senior Centers

RE-IMAGINING YOUR SENIOR CENTER IN 2020
Can you imagine...

A Potential New Model: the Virtual Senior Center

Locations
Programming & Services
Food Service
Social Networking
Hours of Operation
Cost
Marketing Plan

Senior centers in most cases are the best kept secret in town and if you have seen a center you have only seen one senior center.

The Plan needs to include the 6 P’s of marketing: The New Public, Product, Production, Place, Promotion and Price

Why market?
• To increase your audience
• To educate the public about who you are
• To ask the public for their support
Marketing the new SCAN

Email • Facebook posts

SCAN FYI was created as a way to share valuable info with the public in a short online segment. We used Zoom to host the video call and moved the call to Facebook using built-in Zoom features.

Segments are recorded and archived on a SCAN FYI playlist on YouTube. The YouTube link is shared since we understand not everyone uses Facebook.

RE-IMAGINING YOUR SENIOR CENTER IN 2020
Reimagine your funding ...

“It is my belief that I can ask anyone, anytime for anything and they can say yes or no”.

PAT BOHSE

RE-IMAGINING YOUR SENIOR CENTER IN 2020
Reimagine...

Your role as an Advocate for seniors:

Be an advocate for digital inclusion.

Those that you serve who lost their voice through sickness, abuse and other reasons.

The development of future friendly livable communities so we all can stay at home for as long as possible.

The Caregivers who do not need a hand out but a helping hand.

RE-IMAGINING YOUR SENIOR CENTER IN 2020
“You need to put your needs and wishes out into the Universe and they will come.”

THANK YOU!

Pat Bohse
(732) 291 8038

www.scannj.org
Resources

Administration for Community Living (ACL):
www.acl.gov

National Association of States United for Aging & Disabilities: (NASUAD)
www.nasuad.org

National Association of Area Agencies on Aging (n4a)
www.n4a.org

National Association of Nutrition and Aging Services Programs (NANASP):
www.nanasp.org

Meals on Wheels America (MOWAA)
www.mealsonwheelsamerica.org

National Council on Aging (NCOA):
www.ncoa.org

National Institute of Senior Centers (NISC):
www.ncoa.org/national-institute-of-senior-centers

American Society on Aging (ASA)
www.asaging.org

RE-IMAGINING YOUR SENIOR CENTER IN 2020