

## **MINUTES**

Council on Aging - Marketing and Outreach Committee

December 2, 2016

Senior Center

230 Webster St.,

Marshfield, Ma 02050

**ATTENDANCE:** Martine Anderson, Bill Lyons, Maureen Rosenberg, Joan Weinman and Carol Hamilton.

**CALL TO ORDER:** The meeting was called to order at 10:35 AM.

**APPROVAL OF MINUTES:** Martine makes a motion to approve the minutes of August 10, 2015 and Joan seconds. One abstention and the motion passes.

**DISCUSSION:** There was a review and discussion about Marketing Plan as the group has not met since 2015. Carol will update the plan with any new activities that have taken place related to Marketing. The committee felt that the way the plan was set up with the two components; namely target partners and target consumers were very workable. While looking at target partners section of the plan one member felt that the clergy was perhaps our weakest link. The Board has made past efforts to engage the clergy with a clergy association meeting. Mark Huber has played a big role with the association and could be a possible contact. The church members are quite possibly the same population that we are seeking to reach. It was also brought up in the accreditation criteria that we need to take the information out to where seniors live. We could also have a table at a supermarket to give out information. The Marketing Committee has done presentations in the community a couple of years ago. They went to Winslow Village and Proprietor's Green.

One of the major ideas is to educate seniors about our services but taking the information to where they live. Another thought was to send out information through the school system. We have spoken with Ruth Ann Despier, Administrative Assistant for the School Department, regarding this activity. What is the type of information that should be disseminated? There are letters that go out to parents about upcoming events and one idea was to include information about the COA in these letters. Are these letters to parents more effective in the middle school and lower grades rather than in the High School? Parents now receive information about their children on google chrome books. Perhaps using social media is a more efficient way to reach people rather than a one door direct mailer. The committee looked at a sample of the one door direct mailer and thought that the message could be used on social media. Paul Winget who is part of this committee could be helpful in guiding us through this process. We will discuss this further at the next meeting. The town is redesigning a new website and perhaps a link to a face book page would be beneficial.

The committee also discussed the problems of ageism in relation to the name "Senior Center". The COA board has had many prior discussions about a name change but no firm decisions have been made. Does the motto "ever growing never old" help with dispelling ageism? Working with the Ventress Library on the Lifelong Learning has helped us greatly in reaching out to the community.

The Boosters are also key players in the public relations effort. When the Senior Center was built they helped the board lead the public relations efforts. One of the major marketing initiatives should be to provide basic information about the Senior Center in addition to the fact that our population and program needs have outgrown the current space.

Could we put a video together about the activities at the Senior Center? Fitness classes would be one category of programming that boomers and seniors would be interested in. It may be important to highlight our male instructors which may encourage more men to use the Senior Center. The Wood Carver's group is another activity to promote, as many men attend this group. This could be a part of the video. We could play this video on cable to reach a larger audience. This could also serve many groups to get the word out about the senior center programs and services. Could we approach the Comcast Studio and the students to help us put together a video about the Council on Aging Senior Center? We have to think about what the goal is and how we want to achieve it.

The School Department did a great job at marketing the new High School. Could we connect with individuals that were part of that marketing effort? Nancy Currie and Scott Borstel were instrumental in creating a marketing plan. Nancy worked on the school committee at that time and she may have firsthand knowledge of what the marketing process was. We could ask if she be willing to come to a Marketing Meeting to talk with us about this. Perhaps we could talk to Scott about process too and specifically about how to connect with Jonathan Grabowski at Comcast. Joan will contact Nancy Currie and let us know her availability for a future meeting. .

**NEXT MEETING:** The next meeting will be held on Thursday, January 12, 2017 @ 10:30 am.

**ADJOURNMENT:** The meeting was adjourned at 11:47 am.

Respectfully Submitted,

Carol Hamilton, Director Council on Aging