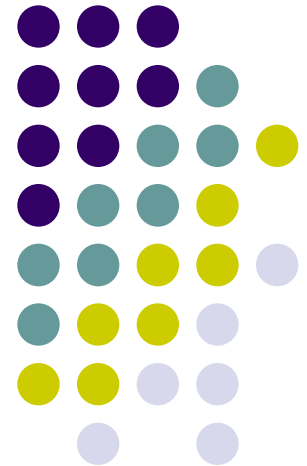
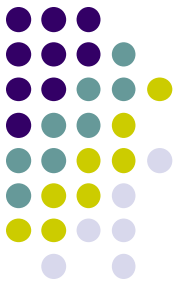


BRICKS & MORTAR + VIRTUAL = THE NEW SENIOR CENTER



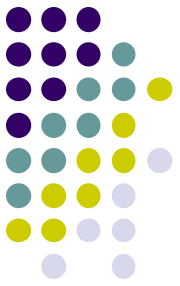
PRESENTED BY JEFF ROTHBERG, MBA
MYSENIORCENTER

LEARNING OUTCOMES



- Participants will learn strategies to combine physical programs (at the Center) and virtual programs (Online) to take their Center into the future.
- Participants will learn how to leverage virtual programming to expand their client and/or member base to reach more seniors especially more isolated ones.
- Participants will learn strategies for expanding the walls of the Senior Center to open safely using outdoor programs, virtual libraries and more.

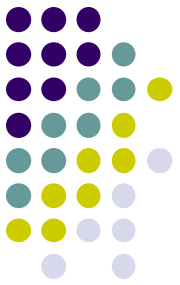
MySeniorCenter



- Founded in 2004
- MySeniorCenter is an automated check-in, scheduling and reporting system designed for senior centers and other senior serving agencies with input from senior center managers
- Replace sign-in sheets with state-of-the-art swipe station that allows members to check themselves in for activities.
- Innovation has been an integral part of helping us support “The New Senior Center”
- Creating tools to help Centers reach socially isolated Seniors

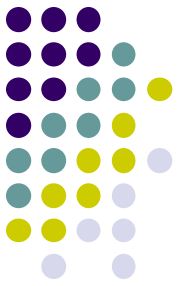
**Now working
with over
1300
Senior Centers!**

OVERVIEW



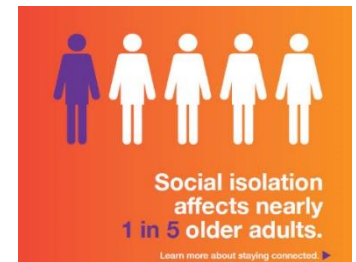
- We analyzed 2020/2021 survey data and participation/service data from over 1000 Centers
- We boiled it down into Fun Facts and graphs that show all of the amazing things that you do

THE SILENT PANDEMIC

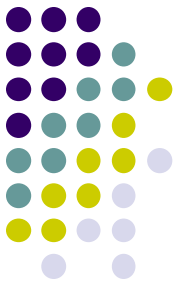


World Health Organization reports, social isolation can be as damaging to health as smoking 15 cigarettes a day. The problem worsens as we get older.

- Social isolation significantly increased a person's risk of premature death from all causes. A risk that may rival those of smoking, obesity, and physical inactivity.
- Social isolation was associated with about a 50% percent increased risk of dementia.
- Loneliness was associated with higher rates of depression, anxiety, and suicide.

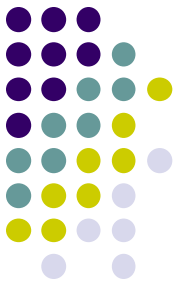


RISING TO THE CHALLENGE



“It’s been a tough year, ...But we’re going to make this thing work.”

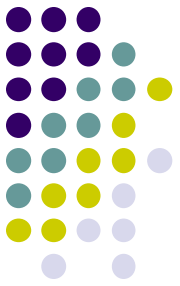
By George Morrison



NUTRITION

The rapid switch to take-out/drive-thru and expanded home-delivery has been impressive to watch

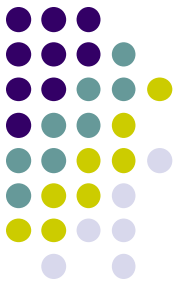




FOOD PANTRY/BANK

It's not just prepared meals:

- Mobile food pantry
- Drive-thru food bank
- Centers are having the role of food bank thrust upon them
- Commodity distribution



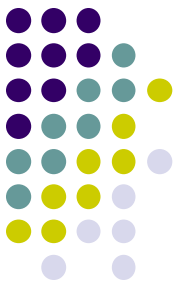
KEEP SOCIALIZATION ALIVE

LeT's Be

Alone

...

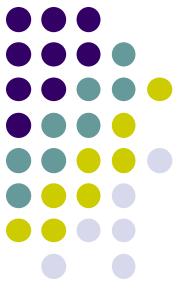
ToGeTHeR



KEEP SOCIALIZATION ALIVE

- Partnering with local cable TV
- Providing pre-programmed videos
- Publishing existing content:
 - Google Arts & Culture
 - Online Brain Games
 - Cincinnati Zoo





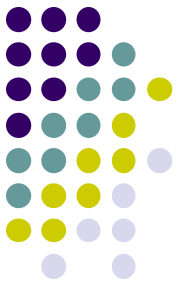
KEEP SOCIALIZATION ALIVE

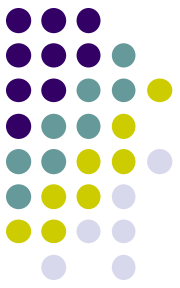
Conference Call Bingo!

- Put some cards in the lunch bag
- Virtual game using phone or video conference



PARKING LOT BINGO!





THE AGE OF ZOOM



Live-streamed classes

Northampton Senior Center

Activities Groups About

Activities

Filters

Showing 26 activities after Jun 8th in All categories

.ACCESSING ZOOM WITH IPAD

3:10 am - 2:10 pm (11 hours)

Unsorted

Description: Go to youtube: <https://www.youtube.com/watch?v=TmZVN98TmkA> for a video about how to access zoom classes with an IPAD

FREE

Details

.HOW TO USE ZOOM VIDEO

10:00 pm - 11:00 am ()

Unsorted

Description: Great video! <https://www.youtube.com/watch?v=9isp3qPeQ0E>

FREE

Details

.PLEASE READ - DONATION INFO

2:00 pm - 12:05 pm ()

Unsorted

Description: Please note that all of the online classes listed below are being offered at no charge to members of the Senior Center! However, if you would like to make a donation, you may write a check to NSS ...

FREE

Details

15 Minute Workout - Youtube

10:45 am - 9:50 pm (11 hours 5 minutes)

Unsorted

Description: Easy 15 Minute Work Out: <https://www.youtube.com/watch?v=Ev6yE55kYGw>

FREE

Details

Beginner Tai Chi On Zoom

3:00 pm - 4:00 pm (1 hour)

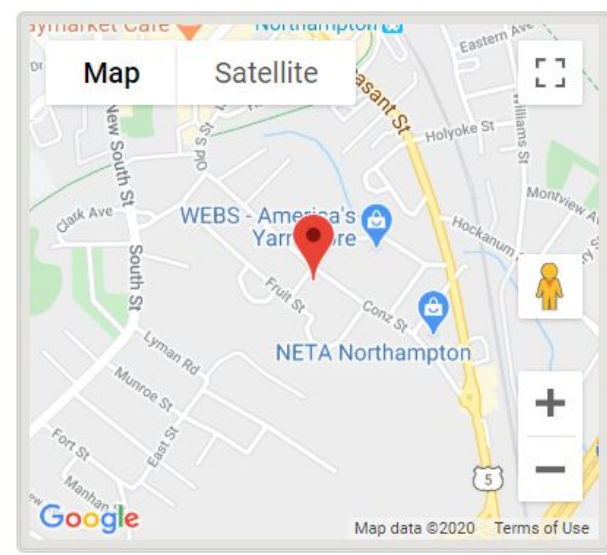
Unsorted

Description: Click here [Beginner Tai Chi password chi.class](#)

FREE

Details

Northampton Senior Center
 61.7 miles away (...)
 67 Conz St
 Northampton, MA 01060
 413-587-1231
 Web Site





Topic: Tai Chi with Cathi

Time: Apr 27, 2020 01:00 PM

Join Zoom Meeting:

<https://us02web.zoom.us/j/84843401592?pwd=SoM3YTQ5NHQzajVnZU5UY3FqOTVSQTog>

Meeting ID: 848 4340 1592

Password: 0Xn10k

Topic: Dance Aerobics with Alice

Time: Apr 28, 2020 09:00 AM

Join Zoom Meeting:

<https://us02web.zoom.us/j/85799438947?pwd=YmRacDJLUnBxNwZyWHV4eXkvRXdUUTog>

Meeting ID: 857 9943 8947

Password: 5VhhuJ

Topic: Sit N Fit with Alice

Time: Apr 28, 2020 10:00 AM

Join Zoom Meeting:

<https://us02web.zoom.us/j/81513250138?pwd=bnZCV2tNeEJKbXFvT3ZhOWxrY211Zz09>

Meeting ID: 815 1325 0138

Password: 6MNLN9

Topic: Line Dance with Alice

Time: Apr 28, 2020 11:00 AM

Join Zoom Meeting:

<https://us02web.zoom.us/j/81365926820?pwd=ZXRub2p2ZGo5SVFoFl6SFh5Ly8xZz09>

Meeting ID: 813 6592 6820

Password: 6Wj3uL

Topic: Yoga with Laura

Time: Apr 29, 2020 11:00 AM

Seniors' Centre Without Walls



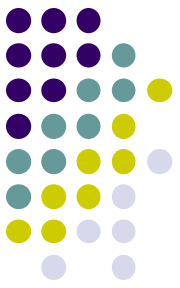
A senior centre from
the comfort of home.



For more information:

☎ 519-254-1108

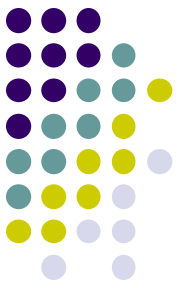
www.lifeafterfifty.ca



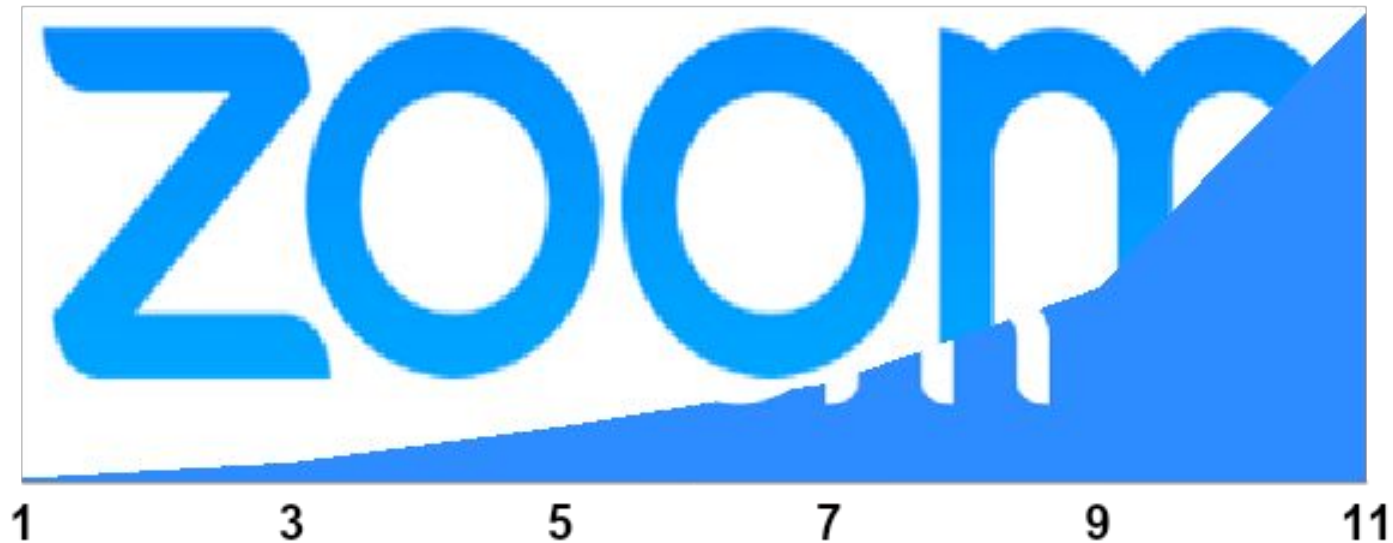
Full calendar:

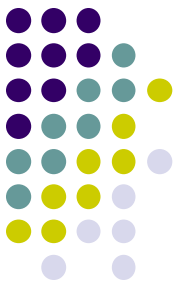
- Games
- Quizzes
- Meditation
- Health

Zoom Boom



Virtual Programming by Shutdown Month

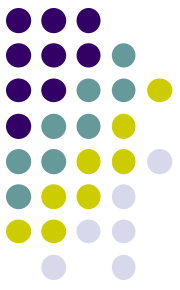




OUTREACH AND VOLUNTEERS

- Friendly caller
- Making masks
- Meal prep
- Meal delivery
- Pharmacy trips





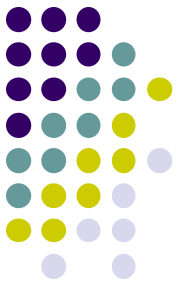
COMMUNICATION IS SO IMPORTANT

- Broadcasts
- Honk and wave
- Daily vlog/chat

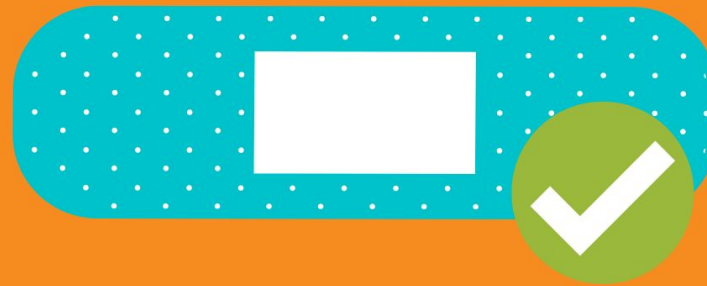
Actually, it's only quarantine if it comes from the quarantine region of France; otherwise, it's just sparkling isolation.

And then there's Stacy Frizzle from Brunswick, ME...

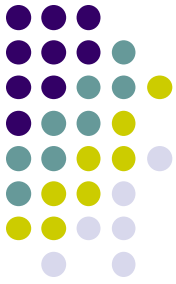
Is THE CENTER OPEN YET?



**I got my
COVID-19
vaccine!**



KNOCK KNOCK WHO'S THERE?




The Middletown Senior Center is proud to announce its reopening on Monday, May 17

Stop in to celebrate the next chapter of the center. The center staff is excited to see everyone back. All COVID-19 protocols apply. Open 9 am - 4 pm daily. Call 401-849-8823 for information.

GRAND ReOPENING

OF THE DeSoto Senior Activity Center

MONDAY JUNE 14TH 2021



HOURS OF OPERATION 8:00AM-1:00PM MONDAY-FRIDAY

75% CAPACITY LIMIT

NO TRANSPORTATION UNTIL FURTHER NOTICE

CALL FOR MORE INFO

204 LION ST. DESOTO, TX 75115
972-230-5825
972-230-5826

EBRCOA SENIOR CENTERS | STAGGERED REOPENING

EBRCOA SENIOR CENTERS | STAGGERED REOPENING

MONDAY • MAY 10th, 2021


REOPENING Senior Centers REOPENING

Revised Hours of Operation 9:00 AM to 1:30 PM

NO one may enter, if they have symptoms of respiratory illness.

Drive-thru lunch services will no longer be available. Seniors must come into the centers to eat lunch.

Mask are required. Social distancing will be enforced.



Young at Heart Senior Center

REOPENING TUESDAY, JUNE 1, 2021



THE EAST HAVEN SENIOR CENTER IS REOPENING!



WITH ALL NEW ACTIVITIES, EXERCISE CLASSES AND MORE!

High light activities and facility. Day care and health center. Food service. Exercise programs. Computer lab. Hair salon. and all more... and more!

Open Monday to Friday STARTING MAY 24, 2021

WELCOME TO THE EAST HAVEN SENIOR CENTER

Reopening for Activities June 1, 2021 Alamo Senior Center

Monday!

Due to the COVID-19 pandemic, the State is requiring a long-term Services Department (LTD) based periods and guidelines for the reopening of senior centers in most states. The Alamo Senior Center will be following the COVID-19 guidelines for all activities.

Each 50-60 Mask will continue Monday - Friday, 10:00am - 12:00pm

These activities are subject to change or required by Public Health Orders or other factors. Activities will be based on a first come, first served basis. Reservations may be implemented.

ACTIVITIES	Monday	Tuesday	Wednesday	Thursday	Friday
Signers	8:00 am - 10:00 am				
Swing Group	10:00 am - 12:00 pm				
Pool Room	1:00 pm - 3:00 pm				
Art	9:00 am - 10:00 am				
Bridge	1:00 pm - 3:00 pm				

EXERCISES

Activities/Classes	Monday - Thursday	Friday
30 Minute - Senior Fitness	8:00 am - 11:00 am	
30 Minute - Senior Fitness	1:00 pm - 3:00 pm	

All daily activities, classes, other activities, etc. are not being held at this time.

PLEASE REMAIN SEATED AT ALL TIMES

Geographic Dining will open July 1st. Mandated 50% "Maximum Capacity" guidelines will be followed. LBESS, Governor's Order allows 50% to reopen at 100%.



WE ARE BACK Re-opening

Senior Center

NICEVILLE ACTIVE RECREATION FOR 55 AND OVER

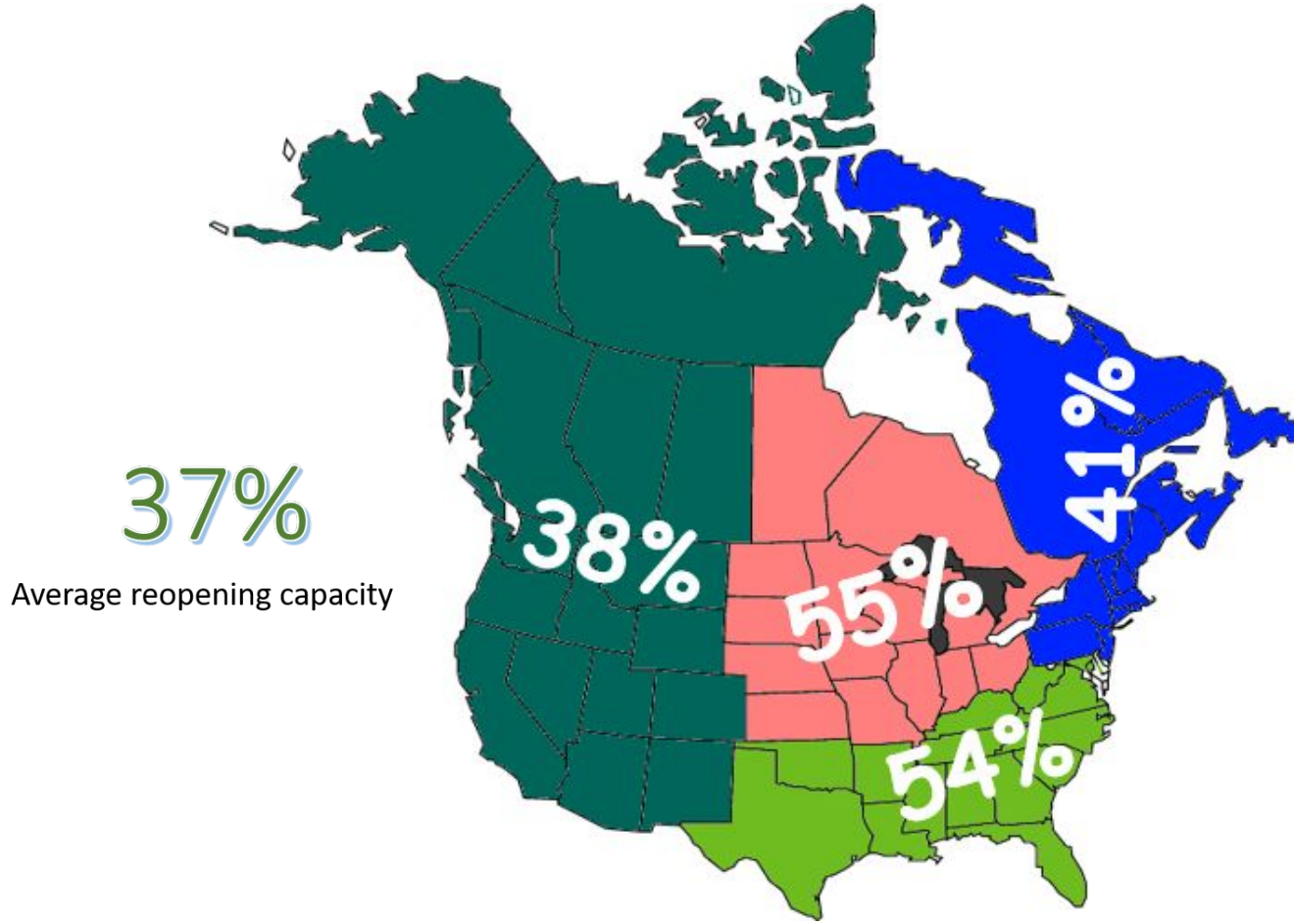
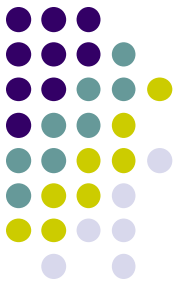



Grand Reopening!

Friday, July 2, 2021 • 10 am - 2 pm



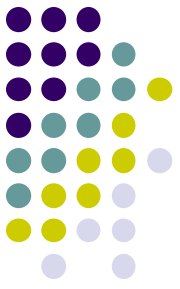
HELLO...ARE YOU OPEN?



37%

Average reopening capacity

OUTDOOR LIVING

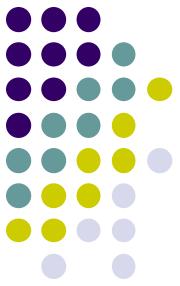


Outdoor Programs



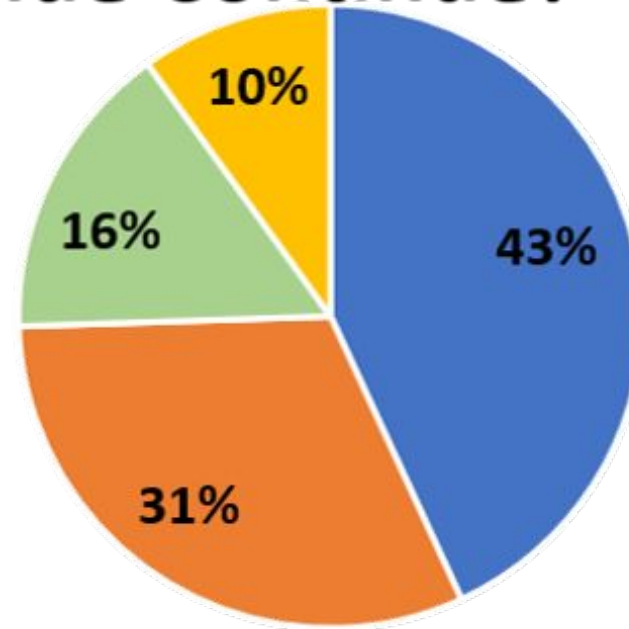
Since not everyone will be able to (or want to) attend indoor programming for a while, outdoor events will continue to be important and popular. As a matter of fact, it looks like the majority of respondents will have some outdoor activities for the foreseeable future.

CHEESEBURGER IN PARADISE

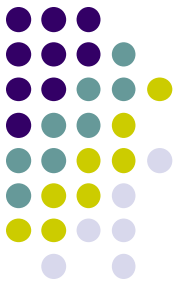


Will Curbside Continue?

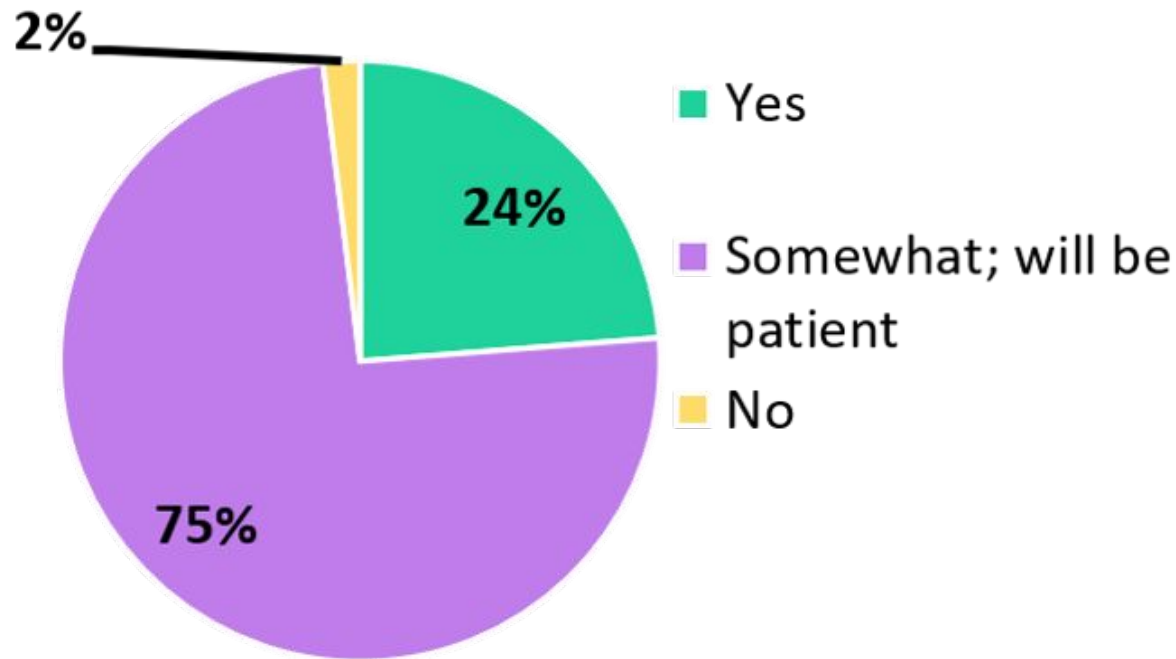
- Yes
- Maybe
- Probably not
- No



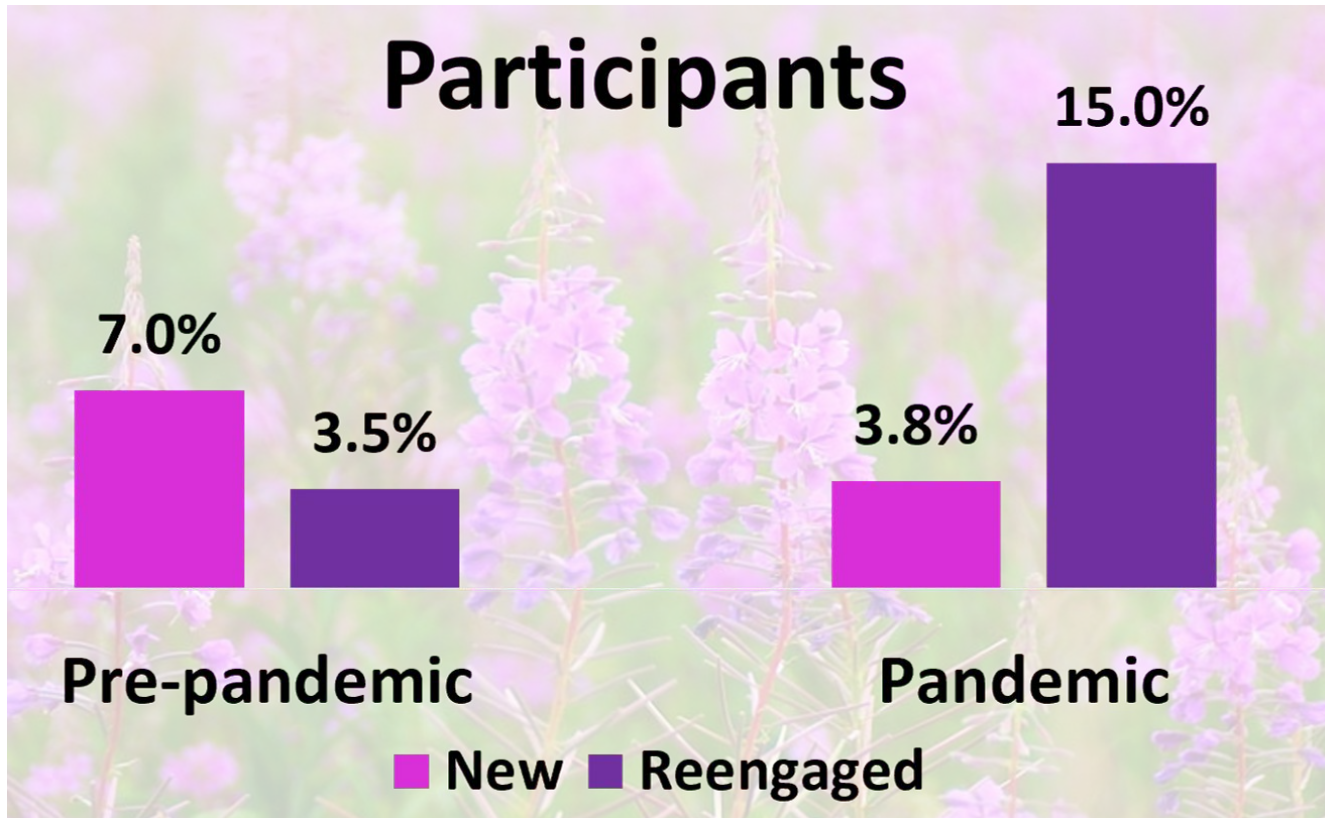
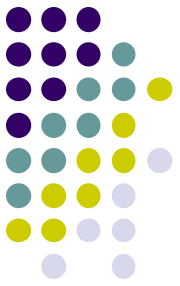
CHEESEBURGER IN PARADISE CONTINUED...



Will New/Expanded HDM End?

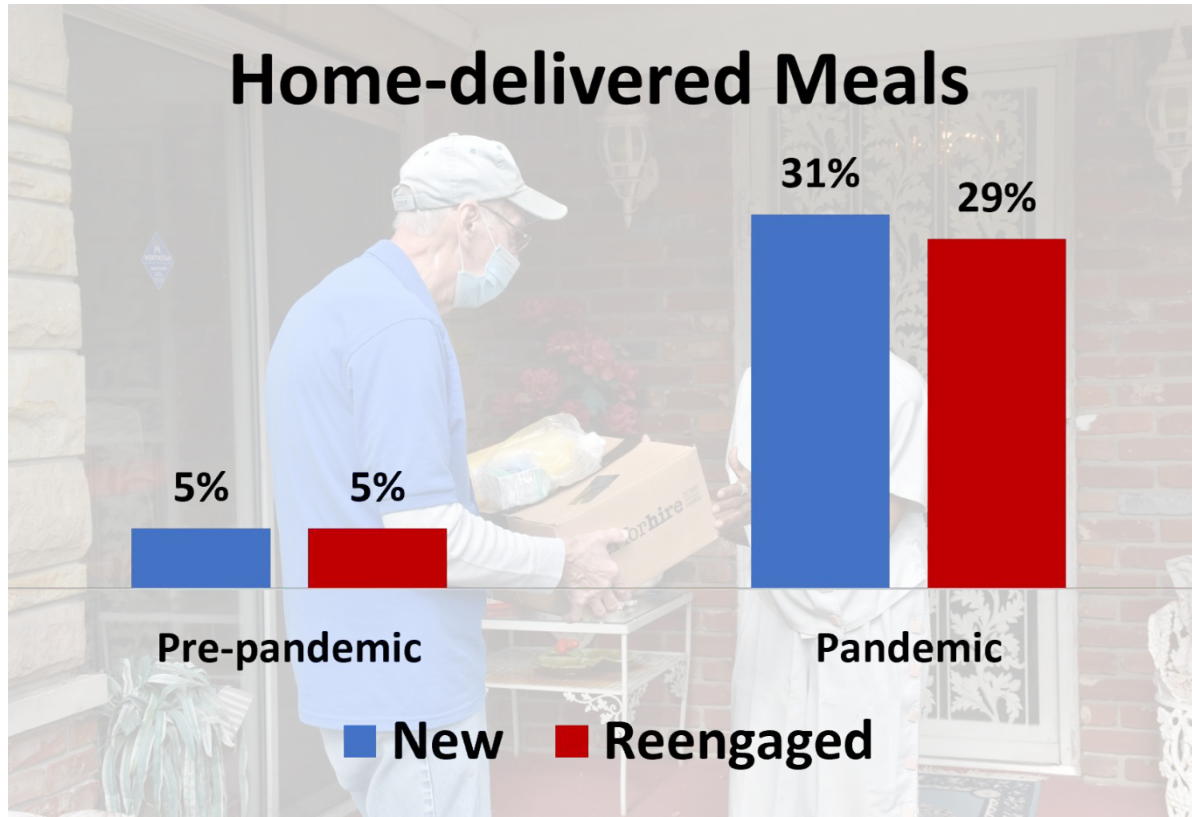


COME ON IN, THE WATER'S FINE



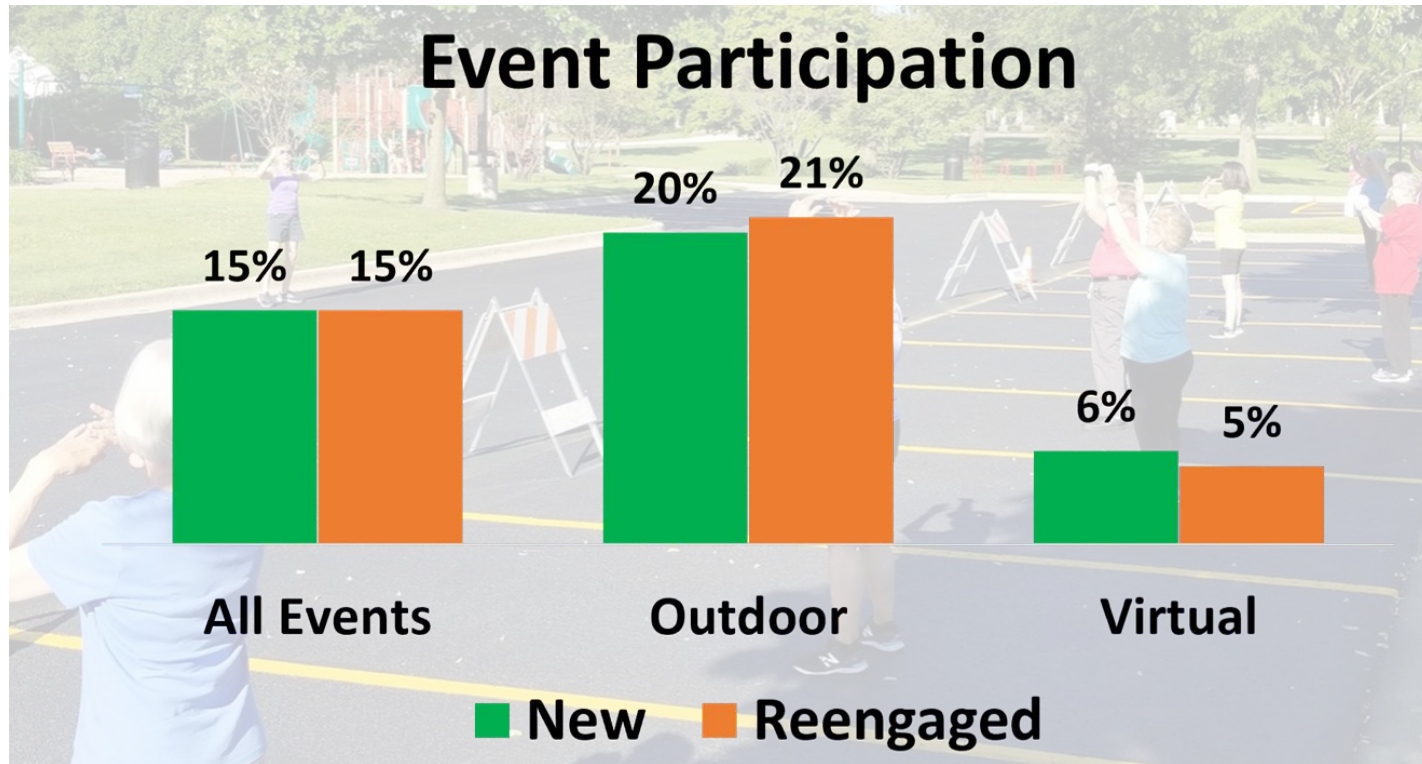
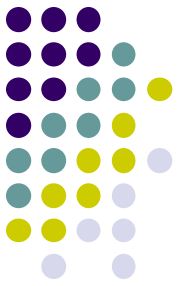
During the pandemic, the new members number was lower than normal, but **reengagement was up over 400%**

I WISH LUNCH COULD LAST FOREVER



A full 60% of meal delivery recipients during the pandemic were new or reengaged participants. Compared to 10% in a normal year, that number demonstrates that meals provide a great opportunity for increasing your reach to those people as you reopen to fuller capacity.

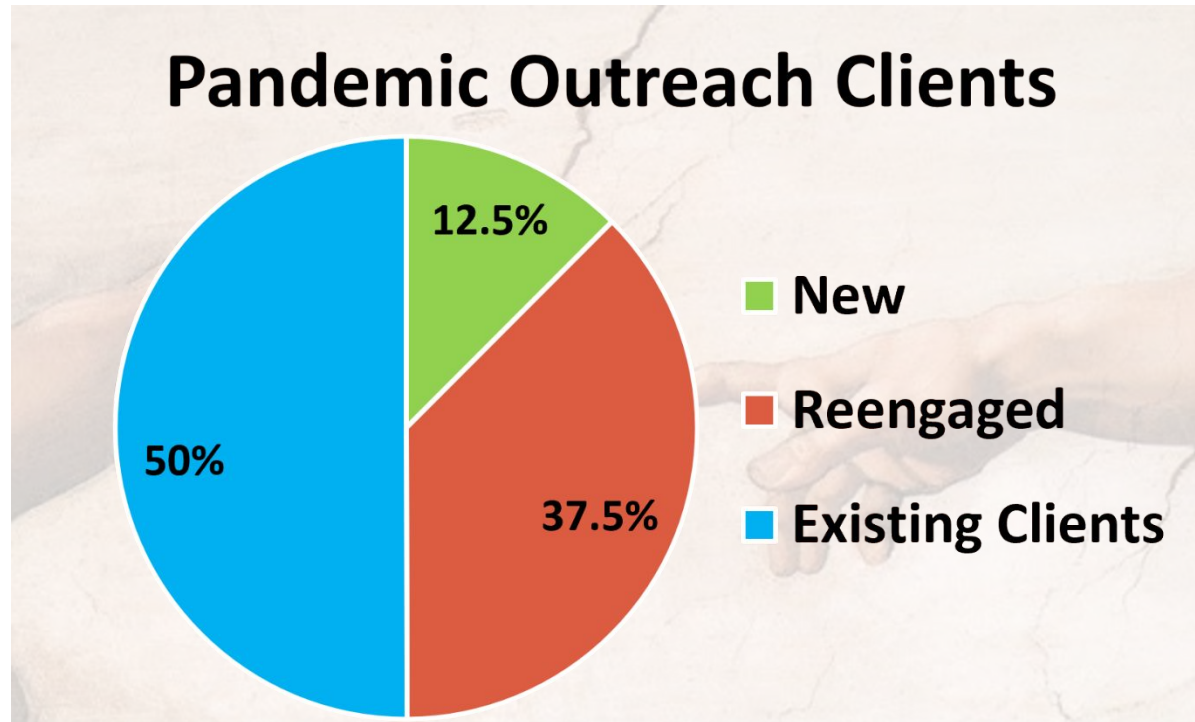
IN THROUGH THE OUTDOOR



Although the numbers for virtual programs appear small by comparison, they are still significant.

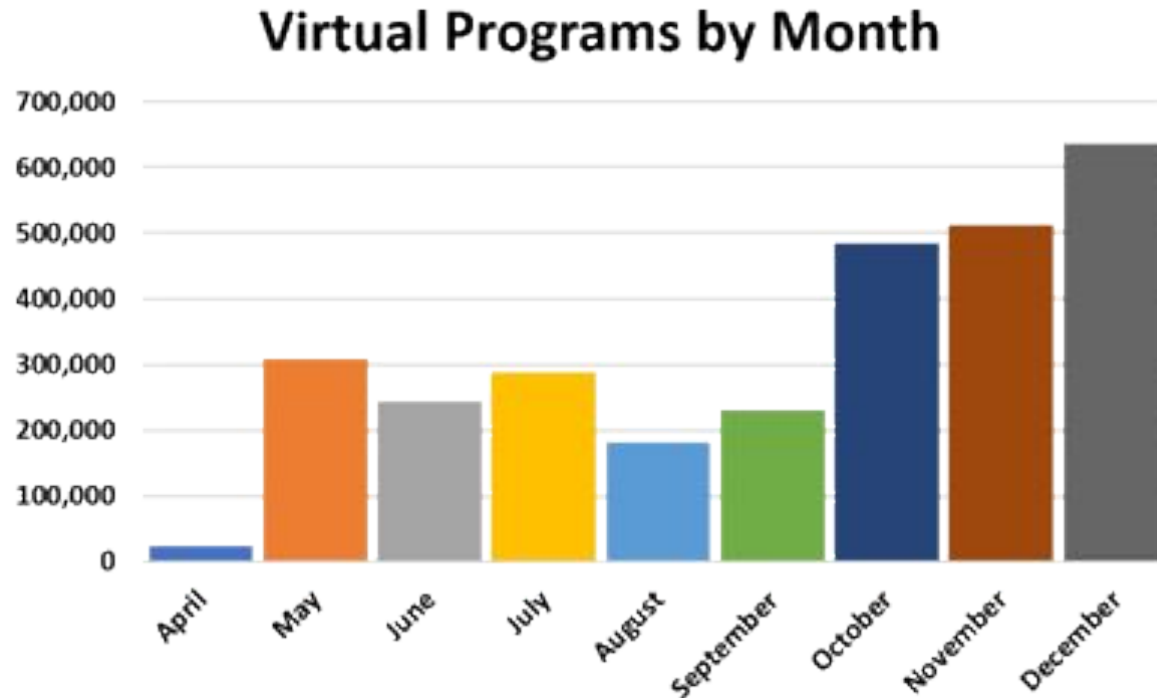
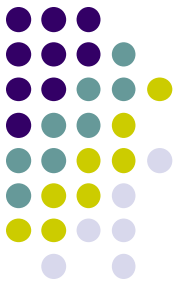


REACH OUT AND TOUCH



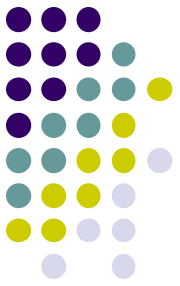
During the pandemic, 50% of all people served via Outreach were new or reengaged participants. These were people in your communities who turned to you during a tough time for knowledge, assistance, companionship or just a friendly voice on the phone.

VIRTUAL GROWTH!

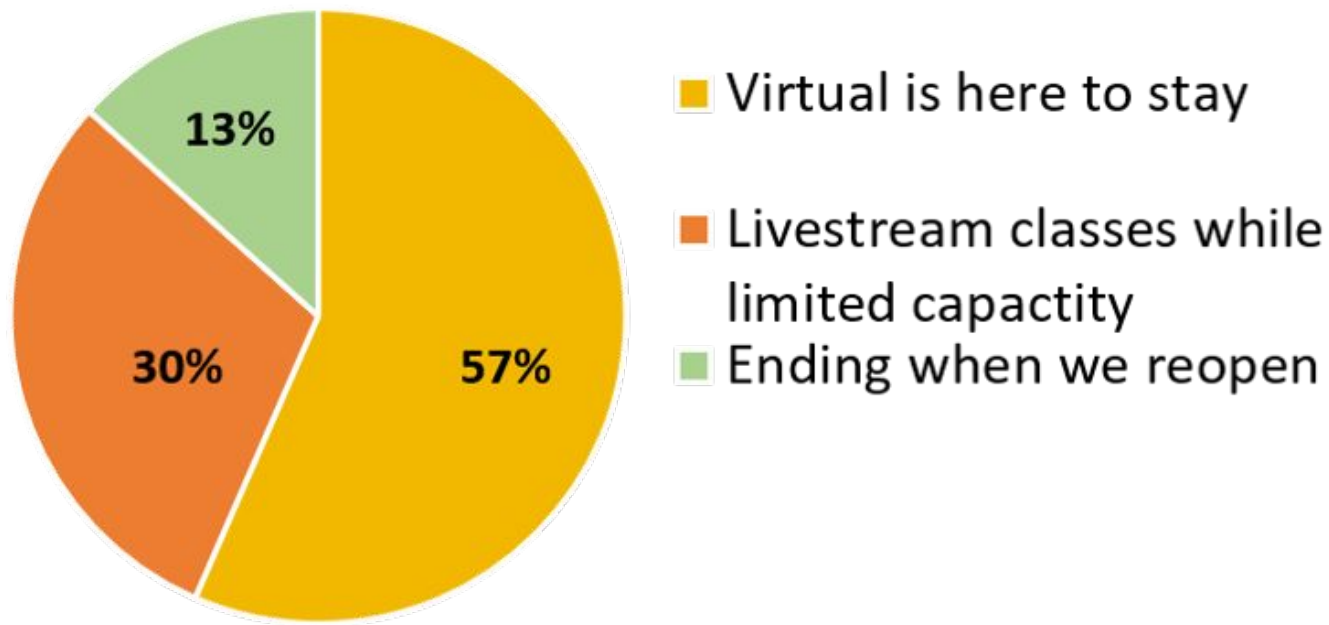


Virtual programs in 2020. This graph shows the number of programs by month across the Network.

VIRTUAL SUMMER

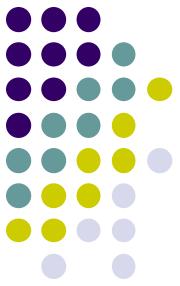


Virtual Programming Plans

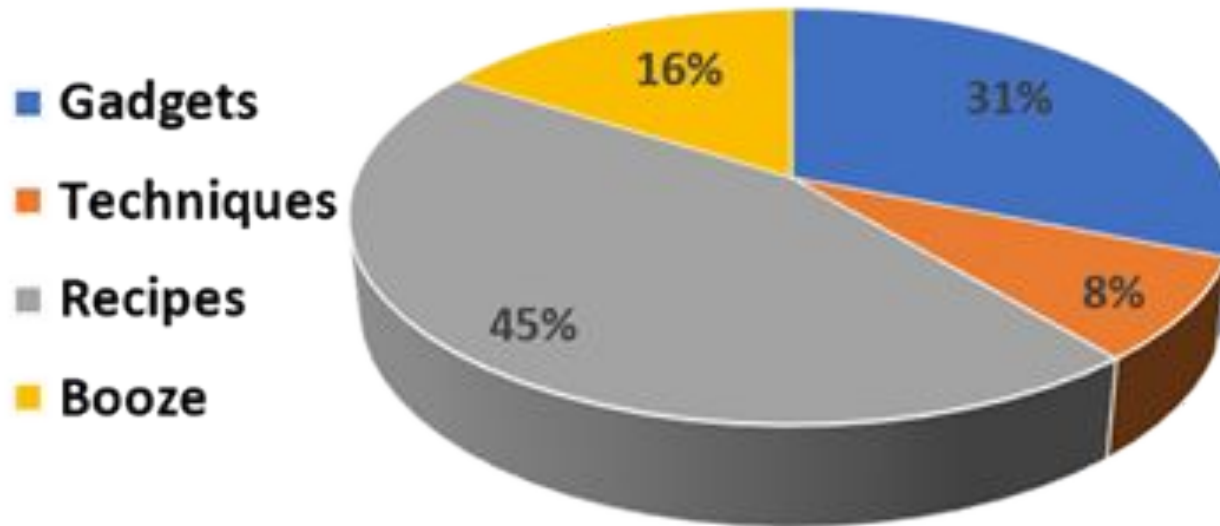


Many Centers have made investments in technology to support virtual programming.

BANANA PANCAKES



Cooking Classes by Type



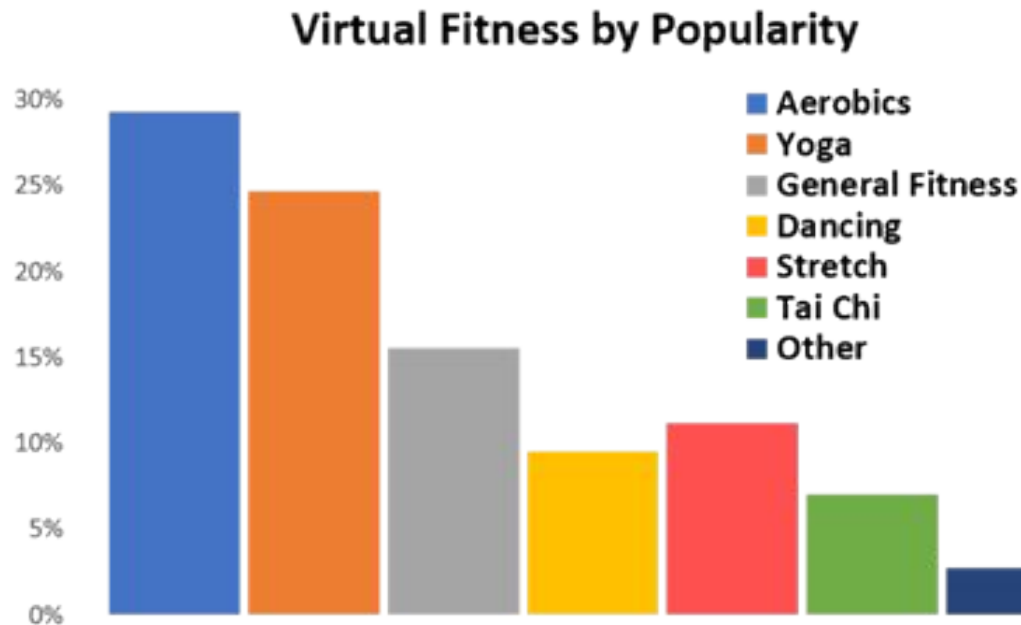
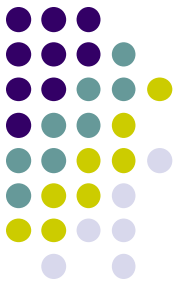
Recipes (45%) – Daily Meals, Baking, Brunch

Gadgets (31%) – Air Fryer, Bread Machine, InstaPot, Juicers/Blenders

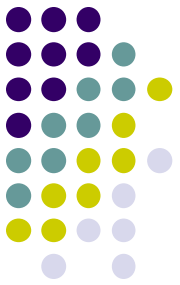
Booze (16%) – Wine Tasting, Daily Cocktails, Mocktails, Seasonal Beers

Techniques (8%) – How to roast, Meat temps, Steaming, Stir-Fry

VIRTUAL FITNESS BY POPULARITY



Aerobics and yoga make up over 50% of the virtual fitness spectrum. Makes sense given what's outlined in the CDC report!

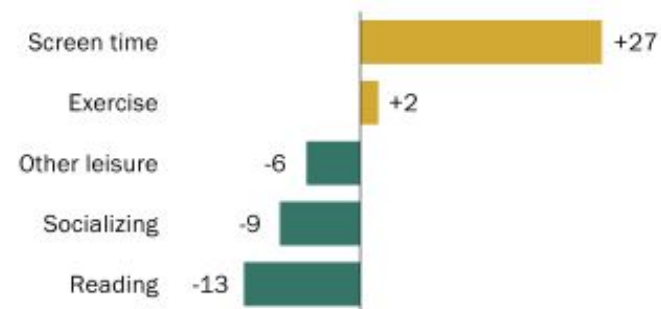


MORE SENIORS ARE EMBRACING TECHNOLOGY. BUT CAN THEY USE IT? ASK THEM. HELP THEM.

- Covid increase social isolation, but also created opportunities for reaching more seniors than ever before.
- Data suggests “Screen time has increased for those in their 60s, 70s, 80s and beyond, and the rise is apparent across genders and education levels.” Pew Research
- In 2000, 14% of those ages 65 and older were internet users; now 73% are.

For older Americans, leisure time looks different today than it did a decade ago

Change in daily time use 2005-2015 (minutes), for people 60 and older



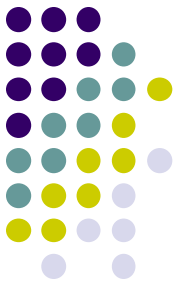
Note: Based on non-institutionalized people.

Source: Pew Research Center analysis of 2003-2006 and 2014-2017 American Time Use Survey (IPUMS).

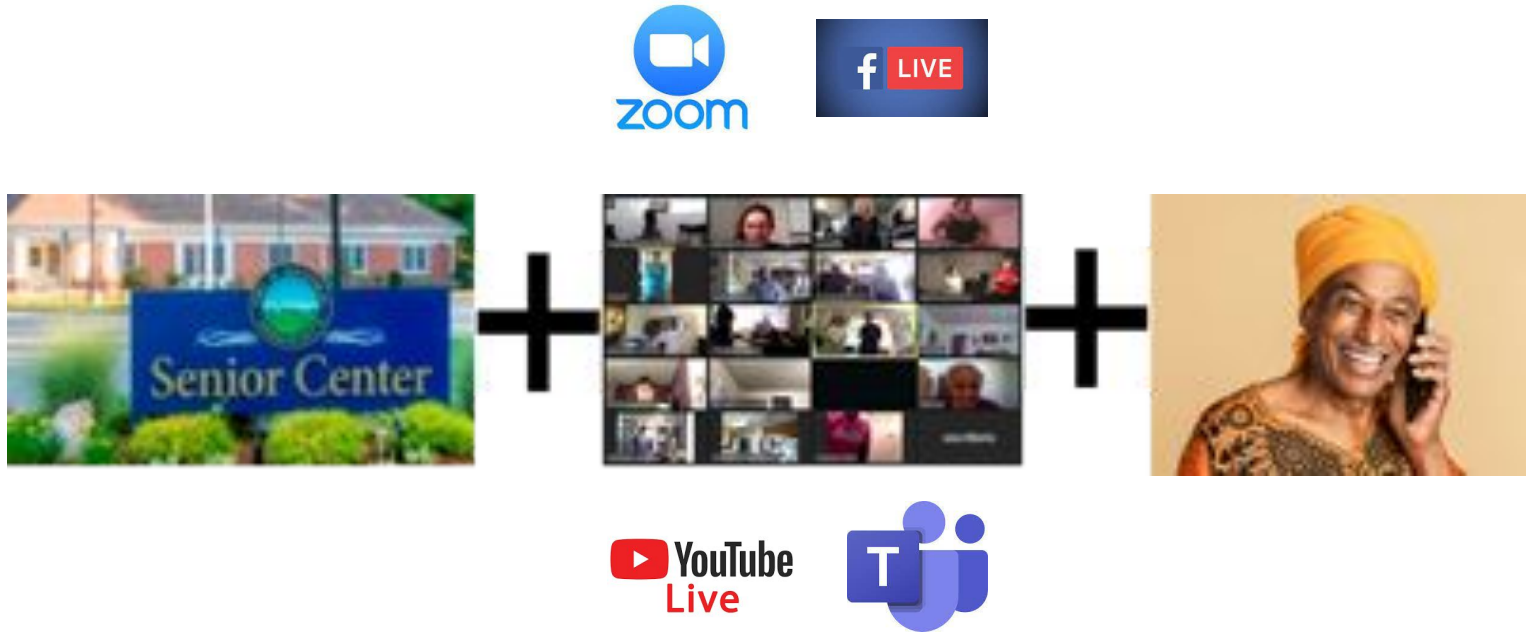
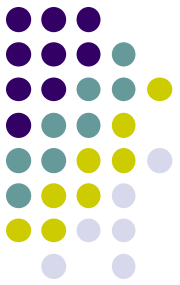
PEW RESEARCH CENTER

WHY GO VIRTUAL?

- Availability of streaming choices today! –Zoom, Facebook, YouTube
- Cheap!
- Easy to set up and get started
- Broadcast your own instructors

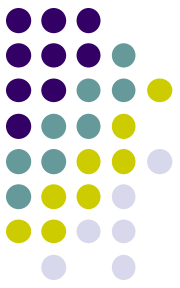


BRICKS AND CLICKS



Just as retailers have adapted to changing consumer habits, Senior Centers have too.

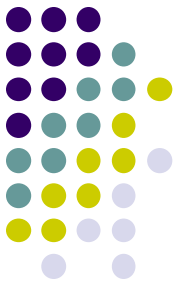
THE SENIOR CENTER OF THE FUTURE IS NOW



- Senior Center Without Walls
- Varies by Center & Geography
 - Indoor
 - Outdoor
 - Virtual Live
 - Virtual OnDemand
 - Phone
- Center Without Walls allows Seniors more access content and services than ever before.
- Centers can share content and programs across the MSC network and get credit for it.

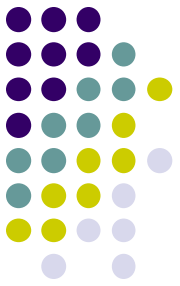


WE ARE CREATING THE FUTURE! (WITH THE HELP OF CENTERS)



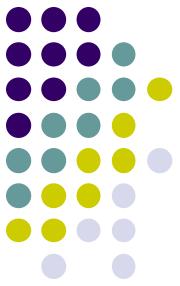
- Available Today!
 - Virtual Zoom Meeting
 - Conference Calling
 - Online Registration & Payments (Take donations too!)
 - Record and Send Voice Messages with Voice Connect
 - Instantly send emails including email reminders with Join
 - Automatic text and email reminders
 - Fun Facts – Sharing what we’ve learned
 - Contact Tracing
 - Ability to track programs outside of the Center (using Apps and Scanners)
- Coming Next!
 - Virtual Program Library – Ability to share content across network to expand reach and create a larger community

WE ARE GRATEFUL FOR YOU!



- We consider it a privilege to work with staff and volunteers like yours in Senior Centers throughout North America.
- Thank you for sharing some of your time with us today. We appreciate it and hope to serve you in the future.

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