

Annual Director's Report 2013-14

The Princeton Senior Resource Center (PSRC) continues to grow, reflecting the growth of the older adult population and the expanding awareness and popularity of our programs. Some people attend a variety of activities every week while others only read Mature Princeton. We frequently hear appreciation for what is offered; the range, variety and relevance.

It has been said that PSRC is like the Platt River, a mile wide and a foot deep. The benefit of this is being able to meet a wide range of interests and needs, but the danger is extending beyond the capacity of the organization to continue to do what it does well.

This year PSRC Board and staff focused on addressing capacity issues, inspired by doing a capacity-building analysis sponsored by the Princeton Area Community Foundation. PSRC has outgrown both our physical space and the resources of staff. This work may not be as sparkly and visible as a new program but it builds the bedrock upon which we create a thriving organization.

It is also timely as we celebrate our fortieth anniversary in 2014 and look ahead to the organization's future.

These are some of the things we have done:

- A. Reviewed and updated the Strategic Plan. Key areas identified were:
 - a. Improve facilities
 - b. Improve staff experience and retention
 - c. Expand programs
 - d. Be well respected and known in the community
 - e. Implement technology that supports the work
 - f. Implement best practices for governance
 - g. Financial stability
- B. Reviewed the organizational structure, staff responsibilities, titles and salaries. From this emerged a new clearer organizational structure, with a leadership team comprised of the three department directors. All staff received new job descriptions reflecting the new organization of tasks and responsibilities, as well as salary increases based on comparables with similar area non-profits.
- C. Reviewed the programs and space. The Suzanne Patterson Building is beyond capacity. New programs cannot be added without discontinuing others. We reviewed attendance records for growing and declining programs. PSRC is fortunate to have increased access to space in Monument Hall, as well as 25 community partners, many of whom provide space.
- D. Renewed efforts to ensure that PSRC meets the needs of this diverse community. We focused on offering more programs at the Nutrition Program and senior housing communities and held a Chinese New Year's celebration. PSRC is fortunate to have a Mandarin-speaking staff member. Both last summer and this summer, we offered programs on disease management and health, benefit programs, File of Life and Advanced Directives at all six locations. An ongoing chair yoga class has been added at Elm Court and chair exercise at the Nutrition Program. The social service staff work closely with on-site staff to address the needs of individual residents, as well as throughout Princeton. Programs are designed to fit different abilities and interests; as people age and become more frail, they come into the Center less and access more Partners In Caring support services.
- E. We continued development of the Partners In Caring Program to fit the needs of this community, focusing on providing professional, reliable information and consultations to individuals and families to

help them make informed decisions as they face aging issues. Many of these have been brief or episodic contacts rather than ongoing care management.

- F. PSRC is converting to a new relational database, Salesforce, for managing all contact data, program registration, and donor records. The process of customizing, converting and training is a multi-month process which will continue for some time.
- G. Reviewing and updating policies and procedures.

A catalyst for some of this work was participation in the Princeton Area Community Foundation's CCAT survey, a tool offered to area non-profits to examine capacity issues. All staff and board members responded to the survey. The results ranked PSRC as satisfactory in all areas (adaptive, leadership, management, culture, technical), and identified areas for improvement. These included capacity, sustainability, staff appreciation, technical capacity.

One outcome of this process was to re-affirm our mission, vision and goals, and to focus our attention on PSRC's priorities.

Mission: PSRC, the Princeton Senior Resource Center empowers older adults in the diverse Princeton community to make informed choices and live healthy lives. PSRC offers affordable services, programs, and opportunities that support, educate and engage older individuals and family caregivers.

Vision:

PSRC will be the primary resource for seniors in the wider Princeton community and their family caregivers. It will provide support and guidance to people aging in place and navigating life transitions.

PSRC will be a dynamic, welcoming place where people gather and participate in activities that promote healthy aging toward physical, cognitive, social, emotional, spiritual and vocational wellbeing.

PSRC will collaborate with participants and other community organizations to address needs and current concerns of older adults and their families as well as to be responsive to emerging needs in this diverse community.

Priorities: When planning programs, we attend to these priorities:

- Responding to ideas from participants and staff
- Offering an array across the six dimensions of wellness: physical, cognitive, emotional, social, spiritual and vocational (or having purpose).
- Ensuring variety that appeals to the diversity—educational, economic and ethnic—of this community. Also ensuring that programming addresses the interests of three generations of older adults with different expectations, interests and abilities.
- Ensuring that support services are person-centered and highly individualized, empowering individuals to be central in the planning process.
- Ensuring that PSRC provides needed information, education and support for aging concerns.
- Ensuring that community-building is at the core of what we do.
- Continued application of new trends in the field of aging and adding new resources to our database.

SUPPORT SERVICES

This year we developed the PIC Princeton program so that it enveloped all of the support and guidance services provided by PSRC. Feedback from participants indicated that PSRC is highly respected for information and linkage to area services. Most needs are met in a single consultation (or brief series), assessing the situation, outlining options and defining next steps. Many of these are with family caregivers and/or older adults. At the same time, we strengthened the care coordination component which provides support on an ongoing basis, clarifying what was included in these services and when we need to link clients to more intensive services. PSRC staff work closely with personnel of the senior housing communities to coordinate care for the tenants. Education and assistance with benefit applications are also core components of PIC. Staff continue to build a strong knowledge base of area resources and the field of aging. This year we also strengthened the HomeFriends program, offering volunteer visitors to home-based older adults. Support groups and distribution of donations (such as concert tickets) continue to be popular. Susan Friedman, Soni Pahade and Fran Angelone are praised for their compassion, professionalism and knowledge.

PROGRAMS

There continue to be about 1300 people who attend a PSRC program each week. Many are regular year-round attenders in classes or groups while others are attracted for a single educational event or speaker. PSRC continues to offer many programs without charge. 35 collaborative partner organizations and innumerable professionals help make this possible by donating programs, space and volunteers.

We continue to offer a wide range of programs. Growing programs include The Evergreen Forum, Next Step lectures and peer support groups, TED Talks and single-session lectures. Bridge and table tennis continue to draw high attendance.

Attendance at the Brain Health Fair (fall conference) was record-breaking. More than 200 people attended this fun event featuring 25 activities that promote brain health. Most of these physical, cognitive and social activities are offered at PSRC. This annual conference is a cornerstone of PSRC's community education and outreach. We also hosted an AARP Community Resource Fair and Health Fair with an increased number of health screenings and information tables.

Some classes lost attendance, particularly in the difficult winter months. It was surprising to have interest in computer classes wane. Participation in the computer lab has been strong most of the year, we are exploring some new offerings and we are grateful to the adult and student volunteers who help.

PSRC has clearly outgrown the Suzanne Patterson Building. This year programs were also held in Monument Hall, Spruce Circle, Redding Circle, Harriet Bryan House, Princeton Public Library, Elm Court, Princeton Community Village, Mercer County Nutrition Program, Wegmans, Pelliteri & Rabstein, Princeton University Museum, and Windrows. We benefitted from the municipal consolidation which enabled us to use more space in Monument Hall. Mauri Tyler, Olivian Boon, Julia Ibara, Ruth Lin, Jeanette Hooban, Emily Logue and the volunteers do a great job managing the great variety of programs at the Suzanne Patterson Building and other locations.

The Evergreen Forum continues to be very popular. The demand for classes continues to grow and to exceed capacity. Some of the capacity issues were mitigated by access to larger classrooms and adding lecture style classes. A record 491 people applied for 21 classes last semester. The Evergreen Forum Steering Committee has worked on governance policies this year and is doing a fabulous job of overseeing the program. Olivian

Boon has assumed the role of staff coordinator for Evergreen, essential to smooth operation and expansion of the program.

Next Step has seen a growth in attendance at the monthly lectures, held at the Library. Each lecture is offered by a professional addressing a key component of retirement planning. This year we found decreased interest in mid-life career transitions as the economy improved, fewer people were laid off, and more felt comfortable retiring. We are discontinuing the Encore Internship program, finding it hard to get qualified candidates. Also, without broader funding, the workshops will be offered less often to draw a larger attendance at each, and will focus on Princeton. A wonderful development this year was having one intern become a staff member and two people use internships to develop support groups within the Next Step program, which will continue into next year. There has been a high demand and appreciation for these groups. Carol King, coordinator, continues to find interesting new material to enhance the program.

Crosstown Transportation continues to play an important role for many residents who do not drive. We made it easier for people traveling to the Princeton Healthcare complex by not requiring vouchers for those trips. PHCS covers the rider cost. In addition, we find more people using the **FreeB** and that this may have reduced utilization of Crosstown. Fran is assuming the role of Crosstown Coordinator.

VOLUNTEERS

We again had more than 500 volunteers this year teaching, helping others, working in the office and on events and as GrandPals.

GrandPals doubled in size this year with the addition of 5 classes at Community Park School. Sallie Meade is overseeing Community Park while Olivian continues to oversee Littlebrook and Riverside and the overall program. There are now 70 volunteer older adults reading with Kindergarten, first and second graders, some doing as many as 7 sessions a week! After more than a year of mentoring, we turned the Trenton program over to its coordinators. It is heartwarming to hear the stories of how much this program means to the volunteers, children and teachers. This program exemplifies PSRC's core values of building community and social interaction, and finding purpose through the lifespan.

Office Volunteers are the public face of PSRC, ensuring that first contact is welcoming. They make it possible for staff to focus on other work as well as helping with essential tasks.

Development Volunteers are essential to the success of Brunch at Home, Capitol Steps and other work in the development office. We are especially grateful to Bloomberg volunteers who helped on the Brain Fair, Brunch at Home and the Holiday Party.

Instructors All of The Evergreen Forum instructors, several group facilitators and some of the other ongoing program leaders are volunteers. Their contributions help keep fees low and accessible.

DEVELOPMENT

Funding came from a wide variety of sources this year. In addition to the municipal contract, PSRC obtained grant funding for social services, programs, Next Step, and GrandPals. We were pleased to fully replace lost United Way funding. Both the Fall and Spring appeal went well as did the Capitol Steps and Brunch at Home events. Number of gifts was up 22%, dollars up 28%). Segmenting the appeal revealed better response from letters. We decided to cancel the Spring dance to focus on the upcoming Gala in September. We were also

happily surprised with memorial and legacy gifts. We have not drawn on our Endowment, which continues to grow for future use. This funding is critical for growth of the organization. Sharon and Barbara have been especially innovative this year, developing annual contracts for community sponsors, trying different appeal approaches, and having a speaker at the major donor tea.

Both board and staff are focusing great attention on celebrating PSRC's 40th anniversary: Fired Up for 40 More! This has focused on planning a grand gala for September with honorees, dinner, entertainment and auction. Other events throughout the year will also emphasize this anniversary year.

MARKETING

A Marketing Team was established to better plan and coordinate outreach efforts, including Mauri (Mature Princeton), Sharon (development), Julia (social media) and Susan Hoskins.

Mature Princeton continues to be PSRC's most successful form of outreach. Many people tell us how much they appreciate the information conveyed, as well as taking pride in the range of programs offered. It is now sent electronically as well as mailed. Press releases are also sent to all local papers for special events and PSRC has been featured several times.

The website(s) are also an important source of information and outreach. The princetonsenior.org site includes calendars that update daily. The Community Resource Directory is maintained only online and new entries are added frequently. Many people near and far express appreciation for this resource. There are separate, but linked, sites for Evergreen Forum and Next Step.

PSRC also has a growing social media presence, especially on Facebook, which was initiated by Julia and now maintained by Soni (temporarily).

PSRC had a table at Communiversity and I have spoken to community groups including most Community Without Walls houses, United Methodist Church and Windrows.

STAFF CHANGES

There are currently 4 full time and 9 part time staff, 10 paid and 42 volunteer instructors. We had 5 Next Step Interns and 2 COPC health interns this year.

As noted above, all positions were evaluated and new job descriptions were developed this year. Staff are to be commended for keeping momentum going through a difficult winter with many snow closings.

Barbara Prince joined the Development team, bringing her attention to detail to the record keeping, as well as her knowledge of Princeton and fundraising. Jude Cianfano has also joined the team temporarily for the Gala.

Jeanette Hooban joined the front office staff after completing an internship which helped her realize how much she enjoyed customer service. She is also Volunteer Coordinator. Emily Logue joined the Program team this summer to fill in for Ruth's maternity leave.

Julia Ibara has moved on to another job, so we are currently seeking a someone to fill a new position of "online system specialist", focused on the websites, data base and electronic communications.

Julia Sameth has returned to help the social service team for the summer.

ADMINISTRATIVE

The data base transition has been dominant this year, with design, data transfer and clean up, training, and ongoing modification. Equally important was the review and restructuring of the organizational structure, job descriptions and compensation. Additionally, the strategic plan was reviewed and updated, including review of the last plan, CCAT survey results, census data, participant and staff feedback.

In addition to redefining staff roles, a Leadership Team was established with the department managers meeting with me monthly on planning, coordinating and bigger picture issues. This has been very exciting.

GOALS

Goals for 2013-14 status:

- We have made the transition to the new data base and staff are building fluency in use
- A board-staff retreat was held in the Fall focused on board roles and increased understanding of PSRC activities
- Satisfaction surveys have been conducted in some, but not all, programs
- A staff marketing team was formed, meeting monthly
- Outreach to under-served populations was increased
- Joined Chamber of Commerce and Princeton Merchants Assoc.
- Planning for 2014 anniversary well under way
- Began “age-friendly community” designation process
- Website improvements have been postponed; the websites are functional

Goals for 2014-15:

- Complete transition to new data base, including adding contacts and cleaning data
- Successful celebration of 40th year
- Plan donor development activities
- Activate the Legacy Society
- Begin exploring solutions to space issues and funding
- Achieving Age Friendly Community status
- Hire new Online System Specialist
- Update policy and procedure manuals
- Create new marketing plan
- Review board governance practices
- Create succession plans for key positions
- Update websites, social media
- Create opportunities for staff development—training, mentoring
- Seek innovative program ideas and funding opportunities

Susan W. Hoskins LCSW
Executive Director

Fired Up for 40 More!

**Princeton Senior Resource Center
Programs & Attendance Statistics 2013-14**

Health & Fitness

Blood Pressure Screenings	20/mo
Flu shots/Pneumovax/Health Fair	391
Chair Exercise	15/twice weekly
Chair Yoga	12
Drumming	6
Wake Up Aerobics	20/daily
Aerobics (Rec. Dept)	38/3x wk
High Low Go	8/2x wk
Table Tennis	61/ 3x wk
Tai Chi	23
Yoga	18

Social/Recreational

Games: Social Bridge	55
Duplicate Bridge	381
Bridge Coaching/Lessons	50
Mah Jongg	12
Scrabble	6
Movies – monthly, weekly in summer	25 (12-35)
Opera Videos	30 (14-30/wk)

Next Step: Engaged Retirement & Encore Careers 1832

Speaker series at Library	6-70
Downsizing	
Retirement Planning	
Medicare	
Estate Planning	
Taxes in Retirement	
Grandparenting	
Pre-retirement Dream	
Gray Divorce	
Social Security Planning	
Money in Retirement	
Living with Purpose	
Ethical Wills	
Workshops –single session	
Intro. to Your Lifestyle in Retirement	2x 4-6
Job Search Strategies for Older Workers	3x, 4-18
Volunteer Opportunities	2x 12-20
Voluntourism	2x 8-20
Finding Purpose	3-28
Eating Healthy	3
Classes-multi-session	
Engaged Retirement	6-7
Groups- weekly ongoing	
Men in Retirement	10-24
Navigating Retirement group-RWJ	2-7
Active Wisdom	12
Happiness Project	11
Age for Change	3-12
Grandparenting	1-6

Evergreen Forum (lifelong learning) 784

Gay Rights
French Opera
Contemporary Business
Alone in the Universe
Downton Abbey
Food Safety
Women in Politics
Tin Pan Alley
Alice Munro
Angry Young Men
Armory Show
Wonderful Town
Geographical Links
Russians off the Page
New Music
Evil in Novels
Science News
Shakespeare Comedies

Great Art
Recognizing Randomness
Great Decisions 2014
Edith Wharton
Writing Poetry
Enlightenment
America in the 1960s
Biblical Women
Russian History
Films of Angry Young Men
Martyrs for Religion
Chinese Civilization
Ishiguro & Murakami
Scientists Against Time
Handel & Bach
Shakespeare off the Page
Challenges of the Future
Science News
Ancient Cultures
Children's Books
Cosmology

Education & Enrichment

Art for Caregivers	6
Art With Bob	16
Art With Hannah	13
Brunch for Your Brain	7
Cosmology	20
Currents	25
Drawing	14
Living Healthy Chronic Disease	8
Memoir Writing	16
TED talks	22
Word Play Poetry	10
Computer Lab (2x wk)	2-10
P.U. Special lab	20
Computer Classes (wkly ave 5-15)	
Gadgets	
Intro to iPad	
More iPad	
Managing files	
Introduction to MOOCs	
Digital Camera	
Introduction to Word	

Support and Social Groups

Bereavement	25 (ave 5/mo)
Widows Support	18
Caregivers	16 (ave 8/mo)
Children of Aging Parents	12 (ave 4/mo)
Grandparenting	4
Let's Talk & Let's Talk Too	8,16
Let's Talk in English & LTE Too	13,12
Knit Wits	21
(other groups listed under Next Step)	

Single Session Special Events

Flu shots/health fair	391
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Fall Brain Health Fair	240
Memory Screening Day	24
Help Portraits	
Holiday Party	120
Chinese New Year	35
Health Insurance Exchanges	13
One Princeton	
One Book Discussion	5
Attitudes About Aging	85
Five Wishes (x2)	18
Medical Information on the Internet	9
Art Show	60
Evergreen Forum Annual Meeting	80
Volunteer Appreciation	45
GrandPal Orientation	62
GrandPal lunch	44
Shredding	
Lunch & Learn Seminars	5-57
Alternatives to Long Term Care	
Stroke Awareness	
Health Advocacy	
Hospice & Palliative Care	
Life Insurance	
Help for Veterans	
Dental Care	
Balance	
Medicare Updates	
Motor Vehicle Services	
Vision health- dry eyes, cataracts	
Home Adaptations	
It could be Poison	
When to call 911	
Fire Safety & Emergency Preparedness	
Total Hearing Care	
Geriatric Care Management	

Social Services – Help with Life’s Transitions

Contacts	2431
Information & Referral	520
Home visits	138
Case Management	645
Counseling	546
Caregiver support	523
Benefit Assistance	82

PIC-Princeton: Care Coordination 48 ongoing clients
 Caregiver Resource Center
 HomeFriends Volunteer visitors: 20 visiting 20
 Resource Library
 Aging & Caregiver education
 Management of benefits and donations: Farmer’s Market
 Coupons, Holiday baskets, Holiday gifts, Spring Baskets,
 concert and theater tickets.

Assistance Programs & Services

AARP Tax Assistance	108
Farmers Market vouchers	41
Gift Donation distributions	70,25, 70, 40
File of Life distribution	50
Five Wishes	11
Appointments with SHIP	19
Comcast assistance	7/mo
Concert tickets	90

Crosstown Transportation

Active registered riders	362
Rides	2439/yr

Volunteers 505 #

GrandPals (with children in 3schools- 10 classes)	70
HomeFriends	32
Instructors	15
EF Instructors	37
EF Steering Committee	21
Board members	21
Office Assistants	12
Computer lab + class	10
Tax Aides	6
SHIP & Finance	2
Development	114
Holiday party	21
Brain Health Fair	42
Flu-Health	28
Next Step	5
Teen volunteers-office	7
Groups:	
Stony Brook Garden Club	8
Bloomberg	12
Stony Brook School	20
PU Students	16
Acorn Glen	6

Staff: 4 Full Time, 9 Part Time,
 2 COPC health interns, 5 Next Step interns
 Independent Contractor Instructors: 10

Publications

Community Resource Guide only online now
 Mature Princeton Monthly Bulletin 3500/mo
 PSRC Website: princetonosr.org
 Facebook
 E-news

Presentations

Windrows
 Community Without Walls houses
 United Methodist Church

Note: numbers indicate the number of individual people who have attended an activity this year.