



## Director's Annual Report 2014-15

This has been another busy year at PSRC. Staff and board worked on several goals on the 2014 Strategic Plan. Here are some highlights.

**Fortieth Year**—We held a grand gala in October 2014 to celebrate our 40<sup>th</sup> anniversary. We honored Bill & Judy Scheide, Betty Wold Johnson, Bloomberg, the J. Seward Johnson Sr. 1963 Charitable Trust, Norman Klath, and Albert Stark. We had great support from board, friends, sponsors and staff, leading to a 40% increase in event revenue for the year.

I was also honored with a YWCA Tribute to Women award in March.

An additional cause for celebration was succeeding in having Princeton named an Age Friendly Community by the World Health Organization and AARP.

**New Data Base**—After several months of investigating options and selecting Salesforce for our new database. We began in summer 2014 to train staff and implement the database. It turned out to be more complex and messy than we had anticipated. A data coordinator was hired to manage the database and support staff. It is now fully operational for managing class registration and participants, donors and donations, mailing lists, social service records, and volunteers.

In addition to the Salesforce database, we are moving files to SharePoint as our “reference library” of commonly used templates, forms, lists, procedures and guides. This will help us move to a stylesheet so communications are consistent.

There have been monthly training sessions for staff to increase familiarity with using technology tools to support our work. Staff have also attended professional development workshops and fundraising and capital campaign training.

**Review of Program Fees**—It has been several years since fees were increased. Board, staff and Evergreen Forum Steering Committee reviewed and increased class fees. At the same time, the PSRC classes were restructured to start on a quarterly basis, reducing staff time for registration and streamlining processes.

In 2015-16 we will continue to explore additional ways to increase revenue, including advertising.

**Staff Compensation**—The new staff organizational chart and compensation were implemented, including adding new positions and increasing hours for several part-time staff.

**Communications**—Staff changes created an opportunity to create a new position, consolidating all external communications (Mature Princeton, electronic newsletter, e-blasts, press releases and flyers, social media). Recent changes will now have this position report to me and eliminate the Marketing Committee. Outreach and increasing PSRC's visibility in the community have been a key concern of the board this year.

We have increased use of electronic communications with twice-monthly electronic newsletters, increased use of e-blasts for special events, and twice-daily Facebook posts. We continue to have a print newsletter, flyers and press releases. Reach is currently 4753 print, 3030 email and about 100 on Facebook.

Outreach efforts are also made through community speaking engagements and memberships (Princeton Chamber of Commerce, Merchant's Association, Women in Development, Geriatric Advisory Council, Young Professionals, National Institute of Senior Centers, AARP Age Friendly Communities). PSRC also hosted the Elderlife Council, made up of direct service staff from all the organizations serving older adults in Princeton.

Board and staff have been working on how to describe PSRC to the public. We concluded that PSRC is many different things to different people. We created a sentence that embraces all that we are. *PSRC is the Princeton area's go-to place where older adults and their families find support, guidance, educational and social programs to help navigate life transitions and continue to be active, healthy and engaged in the community.* Continuing efforts will focus on creating an overall marketing plan, branding and redesigning the website.

**Programs:** We continue to review programming so that we can be responsive to new ideas, introduce new programs, and make space by discontinuing ones that are under-attended. This year we added a monthly speaker series and brain health classes. The Next Step coordinator position was cut, with some of the ongoing programs continuing under the program staff so that we can continue to offer retirement planning support.

This year we joined the Mayor's Wellness Campaign initiative on Healthcare Conversations. We added a group *Conversations on Being Mortal*, have held several workshops and individual sessions to help people complete their directives, as well as raising the topic in groups.

GrandPals has blossomed, growing to a group of 90 volunteers working with 15 classrooms of children in all 4 elementary schools (from 5 classes last year).

**Governance**—This year brought us the gift of an organizational consultant who is helping us be the very best we can be. Board committees were restructured and redefined, with clearer connections so that board and staff can work together. Staff changes also opened opportunities to restructure staff responsibilities.

Bylaws and the Employee Handbook have been reviewed and revised. The organizational policy manual is next. Insurance policies were reviewed. The board and staff also worked on locating additional spaces for programming as our programs continue to grow.

**Impact:** For several years this report has focused on the many programs and services offered at PSRC. By now you know that we offer an amazing array. This year I want to focus on how we make an impact.

PSRC Objectives:

1. *PSRC connects people to the resources they need to make informed decisions and achieve their goals.* Each person has a different goal so we personalize our assistance. One may be seeking transportation, another signing up for Medicare and another helping a recently widowed parent move to a new living situation. The Support & Guidance staff give 100% of the people who contact us at least one resource to help them on their journey. Every person is helped with the unique decision they are facing at that time, and they are at the center of defining that path. Often this involves linkage to local services, increasing awareness of new resources such as Access Princeton and Shredfest, or collaborating in events like Memory Screening Day and Healthcare Directives.

Another aspect of helping people be informed is through education. We provide information through *Mature Princeton* and Facebook as well as the classes. Our website is constantly being updated with new resources. The Fall Conference, Health Fair and twice-monthly Lunch & Learn programs also provide important information on a wide range of topics. This year the conference focused on technology that supports aging in place. *An average of 60 people contact PSRC each week for assistance. 175 attended the conference and 365 came to the health fair.*

2. *PSRC provides support and guidance for those facing life transitions.* Professionally facilitated groups, family meetings and 1-1 contacts provide peer and skilled support for individuals and families. Many groups are focused on a particular issue (caregiving, aging parents, widows, bereavement, transition to retirement). Family and individual consultations occur in the office, at home and in care facilities. *An average of 175 people attend 16 support groups each week.* The gratitude expressed by participants is heart-warming.

3. *Provide opportunities for peer support and social connection.* Building community occurs in every activity at PSRC, combatting loneliness and isolation and establishing new friendships. Program members get to know each other, often extending these connections outside PSRC. Birthday and get-well cards are seen frequently.

In addition to the community building in individual classes and groups, PSRC hosts several large events each year, including the annual Holiday Party, Chinese New Year, student art show, fall conference, trips, special speaker series, and this year, the Calo art show. These events bring the wider community to PSRC. Single-session events (like movies) are a great entry point for people new to the area. One person was heard to comment at the BBQ in June "I didn't know any of these people before tonight, but I am having a great time." *Large events draw from 30 to 200 people.*

4. *PSRC creates opportunities for lifelong learning.* Evergreen Forum continues to grow, with 24 classes each semester this year. TED talks also remains popular, and

there is demand for a second memoir writing class. Some enroll in an art class for the first time, while others seek to build existing skills. The special lecture series on topics like the New York Times science section add to people's understanding of a wide range of issues. *Nearly 600 people were enrolled in each semester of Evergreen Forum and over 215 enrolled in other ongoing classes.*

5. *PSRC provide opportunities for people to be active, healthy and engaged in the community.* There continue to be a range of exercise programs, classes, and groups that address all aspects of wellness: physical, emotional, social, cognitive, spiritual and having a sense of purpose. New programs are introduced each year and old ones are discontinued. *An average of 1300 people attend these programs weekly.* Ideas from participants are welcome and many activities are led by volunteers. *Nearly 450 volunteers* helped with events, instructing, office and other tasks this year. *More than 90 GrandPals* read with children in the elementary schools.

*Many programs fulfill more than one objective.* For example, a trip to an art museum educates and expands opportunities for friendship. HomeFriends and GrandPals provide opportunities to be purposeful while building intergenerational friendships, as well as helping a person remain in their own home or helping children gain confidence in reading. Attending a group stimulates thinking and engagement while combatting the isolation and loneliness common for aging adults.

Feedback from participants in all programs is very positive. Staff are often stopped by someone who wants to say how much they enjoyed a speaker or like a class, or how much PSRC plays an important role in their life.

Reflecting on the goals set last year, we have achieved most of them: implementing the data base, anniversary celebration, Age Friendly Community status, hiring a data coordinator, addressing space and funding needs, reviewing board governance, staff development, introducing innovative programs. There is still work to be done on the Legacy Society, review of organizational policies, marketing plan and expanding funding opportunities.

#### Goals for 2015-16

- Complete marketing plan and begin to implement, including new literature and website
- Create Capital Campaign plan, begin to implement
- Full implementation of Sharepoint site for critical documents
- Activate Legacy Society
- Create 3-5 year budget and fund-raising plans
- Expand fund-raising capacity
- Staff and board collaboration on strategic plan goals
- Continue staff development, especially in use of technology

Susan W. Hoskins LCSW  
Executive Director

**Princeton Senior Resource Center  
Programs & Attendance Statistics 2014-15**

**Health & Fitness**

Blood Pressure Screenings	20/mo
Flu shots/Pneumovax/Health Fair	360
Chair Exercise	22/twice weekly
Chair Yoga	10
Drumming	20
Wake Up Aerobics	26/daily
Aerobics (Rec. Dept)	65/3x wk
High Low Go	8/2x wk
Table Tennis	42/ 3x wk
Tai Chi	19
Yoga	10

**Education & Enrichment**

Art With Bob	14
Art With Hannah	16
Brain Games	16
Cosmology	22
Currents	27
Drawing	13
Healthcare Decisions	40, 24
Memoir Writing	18
TED talks	22
Total Brain Health	13
Word Play Poetry	14
Computer Lab (2x wk)	2-10
P.U. Special lab	29
Computer Classes	3-10
Intro to iPad (8)	5-30
More iPad (8)	3-10
Medical info on the internet (2)	15
Intro to iPhone (2)	30

**Next Step: Engaged Retirement & Encore Careers**

Speaker series at Library	365
Downsizing	75
Dating over 50	60
New to Medicare	20
Taxes in Retirement	42
Wills, Estates, Trusts	53
Can NJ Afford to Retire	25
Sex & Aging	40
Money in Retirement	16
Aging Athlete	34
Workshops –single session	
Intro. to Your Lifestyle in Retirement 2x	20,10
Encore Careers	18, 18, 19
Volunteer Opportunities 2x	13, 13
Voluntourism 2x	17, 13
Ethical Will	8, 10, 17
Mindful Aging	15, 26
Pre-retirement planning	14
Classes-4-session @PAS	5, 6
Groups- see groups	

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

**Social/Recreational**

Games: Social Bridge	55
Duplicate Bridge	261
Bridge Coaching/Lessons	50
Mah Jongg	8
Scrabble	6
Movies – monthly, weekly in summer	40 (10-30/wk)
Opera Videos	20 (10-15/wk)

**Support and Social Groups**

Bereavement	98
Widows Support	18
Caregivers	16
Conversations on Being Mortal	30
Children of Aging Parents	14
Grandparenting	17
Happiness Project	24
In Search of Active Wisdom	16
Knit Wits	17
Let's Talk & Let's Talk Too	6,12
Let's Talk in English & LTE Too	15,14
Men In Retirement	85
Nutrition Site Talk Group	9
Transition to Retirement	23

**Evergreen Forum (lifelong learning) 1171**

Instructor party 35, Annual Meeting 65

**Fall:**

Alice Munro  
Architecture  
Avian Artists  
Business/Economics  
Campaign Trail  
Downton Abbey  
Fatal Attractions  
Geographical Links  
Hamlet  
Jews/Romans  
Ulysses  
Klezmer  
Me Truly  
Modernism  
Science News  
Shakespeare Off Page  
Supreme Court  
The Future  
Tim Pan Alley  
Women, Money, Power  
Woody Allen

**Spring:**

Alice in Wonderland  
Anna Karenina  
Atomic Age  
Brahams  
Chaucer  
China  
Contemporary Art  
Cosmology  
Cultural Upheaval  
Disease & Drugs  
Far East  
Food Safety  
Founder's Faith  
Geographical Links  
Great Decisions  
Human Evolution  
Poetry  
Princeton  
Science News  
Shakespeare x  
Supernatural Opera  
The 70s  
Whose Law  
Woody Allen

Financial Assistance-34 grants were given for a total of \$1667.50

#### **Single Session Special Events**

New York Times lecture	113
Downton Abbey trip	55
Flu shots/health fair	365
Fall Technology Conference	175
Memory Screening Day	34
Holiday Party	130
Chinese New Year	60
Science News lecture	113
Art Show	45
Calo Art Show	175
Origami	3
Wreath Making	3
Secession lecture	11
Winter Solstice	22
Evergreen Forum Annual Meeting	75
VIP reception	65
Volunteer Appreciation	30
GrandPal Orientation	54
GrandPal lunch	80
Susie Wilson	55
Shredding	
Lunch & Learn Seminars	5-57
In the Cards	
It could happen to anyone (scams)	
Parkinson's	
Rheumatology-Integrative Medicine	
Depression	
Arthritis-Rheumatoid Arthritis	
Long Term Care Insurance	
Diabetes	
Osteoporosis	
Neurology-Parkinson's	
Intro to Yoga	
Memory Loss	
Geriatric Assessments	
New Hearing Aid Technology	
Life Settlements	
Osteoarthritis	
Macular Degeneration	
Identity Theft	
Posture/balance	
Nutrition	
Driven to Excellence-McCarter	

#### **Support & Guidance – Help with Life's Transitions**

Contacts	2990
Assessment	21
Information & Referral	578
Home visits	234
Case Management	763
Counseling	546
Caregiver support	522
Benefit Assistance	133

PIC-Princeton: Care Coordination 56 ongoing clients  
 Caregiver Resource Center  
 HomeFriends Volunteer visitors: 19 visiting 26  
 Resource Library  
 Aging & Caregiver education

Management of benefits and donations: Farmer's Market Coupons, Holiday baskets, Holiday gifts, Spring Baskets, concert and theater tickets, blizzard bags, plants.

#### **Assistance Programs & Services**

AARP Tax Assistance	99
Food Stamp Assistance	11
SHIP (Medicare)	27
Farmers Market vouchers	37
Gift Donation distributions	198
Stonybrook School, P.U. Development Office, Italian Women's Club, P.U. Dining	
Donated Brunch Baskets and BBQ tix	33, 31
Five Wishes	over 200
Comcast assistance	61
Concert tickets	44
Blizzard Bags	70

#### **Crosstown Transportation**

Active registered riders	403
Rides- year	3861

#### **Volunteers 464 #**

GrandPals (with children in 4 schools- 16 classes)	95
HomeFriends	20
Instructors	16
EF Instructors	23+24
EF Steering Committee	17
Board members	24
Office Assistants	14
Computer lab	6
Tax Aides	6
SHIP	2
Development	114
Holiday party	33
Technology Fair	12
Flu-Health	26
Next Step	10
Volunteer party	3
Age Friendly Community Task Gp	19
Groups:	

    Stony Brook Garden Club   Bloomberg  
     Stony Brook School       PU Students  
     Acorn Glen               Clare Bridge Hamilton

Staff: 5 Full Time, 10 Part Time  
 1 MSW Intern, 2 COPC students  
 Independent Contractor Instructors: 14

#### **Publications**

Community Resource Guide only online now  
 Mature Princeton Monthly Bulletin 4750 print monthly,  
 3030 electronic-bimonthly  
 PSRC Website: [princetonsenior.org](http://princetonsenior.org)  
 Facebook  
 E-news

11/6/2017

**Presentations**

Windrows-30

Community Without Walls

Geriatric Advisory Council

Elderlife Council – 25

Chamber of Commerce

Princeton Merchants Association

Unitarian Church Care Committee

Attendance at numerous other community events