



Director's Annual Report 2016-17

PSRC continued to implement the strategies outlined in the 2016 strategic plan which will help the organization be stronger as we move forward. Among these are:

- Built on last year's work with Social Impact Studio to design new marketing materials, improve electronic communications, and implement a marketing calendar tied to the event calendar.
- Implemented plans to move several Evergreen Forum classes to Lawrenceville to allow for growth and relieve pressure at Monument Hall.
- Transitioned all staff to new laptop computers and into Office 365, improving back up and Critical Documents library.
- Initiated an Advisory Council composed of past board members and other friends of PSRC who can help achieve our goals.
- Prepared for the Lifelong Learning Capital Campaign by naming a committee, outlining goals and plan, and drafting a case statement. We are excited to have a long-range vision of vibrant programs into the future.
- Commenced program evaluation, collecting feedback on ongoing programs, computer programs and single session events.
- Engaged a summer intern to collect information for Age Friendly Princeton.
- Both GrandPals and HomeFriends celebrate 20 years this year. GrandPals was honored with a luncheon, proclamation and press coverage in April. HomeFriends will be recognized in the fall.
- We renovated the Community Room and dedicated it to Al Stark for his dedication to PSRC. We also bought new furniture.
- There were two key staff transitions. Having a stable, strong, experienced, and collaborative staff makes a great difference in the daily operation of PSRC. The Department Heads work well together and independently oversee their departments, who work well as teams.
- Efforts continue in the search for creative ways to generate revenue. There has been a good response to offering special lectures and trips with fees.

PROGRAMS

There was a transition of Director of Programs mid-year. Donna Cosgrove has brought new ideas, a comfort with using technology, and a talent for organizing and team building to the position. Changes include moving to online scheduling, new contracts with all independent contractors, and online registration. Attendance and satisfaction are being tracked. She and her terrific team (Breana Newton and Beth Weiskopf) continue to seek ways to streamline processes for efficiency and accuracy and work well together. Computer programs, TED talks and Women In Retirement continue to grow and are great entry points for new participants. Special programs are also popular. At least 59 organizations and businesses collaborated on presenting programs.

Computer classes and lab are critical resources for people in a world that increasingly relies on technology for communication, information and entertainment. Several classes have been offered on various devices and applications.

Program Evaluations: This year we evaluated our programs with several objectives:

- Ensure a high level of satisfaction from participants
- Collect ideas for new programs
- Increase participant diversity
- Explore opportunities to increase program revenue

Evaluations indicate a high level of appreciation for both ongoing and single session programs, as well as computer lab. Participants like the content and instructors. Nearly all felt that the fee was appropriate and many would pay more. TED Talk participants were especially enthusiastic, reflected in attendance. New mindfulness and chair yoga classes are being planned in response to participant feedback.

Particular efforts were made this year to attract a more diverse population. Evergreen Forum offered programs on Slavery, Interfaith Communities and Latin American literature. TED talks covered a range of topics. Table Tennis continues to draw diverse participants. These efforts will continue. We struggle to find space and parking for the many good ideas that are suggested each year. We also strive to find the balance point between ongoing programs with high loyalty and introducing new programs.

The quarterly term system seems to be working well. We have created online registration for all programs (and continue to take in-person as well) and have fully implemented database attendance lists for all activities. We found that September is an odd month (classes on hiatus for summer return but not yet the October term), creating an opportunity for offering sample classes.

“The instructor is excellent; she gives very constructive feedback and guidance. It is a very friendly and supportive environment conducive to growth.”

The **Evergreen Forum** continues to thrive under the leadership of Abigail Meletti and the Steering Committee, growing to 28 classes and nearly 600 participants last semester. Feedback on use of the Presbyterian Church of Lawrenceville has been very good. The greatest challenge is having sufficient coverage for AV support, followed by overseeing a growing number of volunteers and moving parts.

“Thank you for offering this course by...We are fortunate to have someone of his caliber lead a course.”

Breana has capably mastered the audio-visual needs for our programs at both sites, as well as the rentals of the Suzanne Patterson Building.

GrandPals entered its 20th year with 110 volunteers and 250 children. There were 15 classes in four schools, as well as the summer enrichment program. New this year was the addition of an autism class. The program has become a national model for intergenerational programs. They have navigated personnel and curriculum changes, and GrandPals are often invited to other school events.

Much of the credit for the success of this program goes to Olivian Boon and Sallie Meade, who have built strong collaborative relationships with school personnel and are much beloved by the volunteers. Their attention to detail and organization makes it look effortless and be a successful experience for all. They will be much missed when they retire at the end of the coming school year, but characteristically, they have identified two interns who will shadow them this year and take over.

The GrandPals themselves are the best ambassadors, enhanced this year by articles in the newspaper and PSRC news.

“ The joy on the kids’ faces as they greet their GrandPals was priceless...My kids felt comfortable and loved...Their love for and understanding of literature grew during this time.” (teacher)

“I like the interactions with the children, the librarian and the other GrandPals.”

The **Engaged Retirement program** remains modest, especially during this year’s library renovation. It included monthly Men and Women in Retirement and Transition to Retirement group as well as a book discussion group. We have clarified that these groups are open to all. We repeated the panel on Your Financial Future and Introduction to Retirement workshop and collaborated with the Princeton Public Library with programs on Medicare, Sexuality and Dating.

“The group is helping me be less afraid of retiring and to explore new options.”

This year’s **Fall Conference** was on family caregiving with a keynote on having compassion for oneself and the care recipient. Workshops addressed practical strategies for caregivers, residential options, activities for dementia, estate and long term care planning, and staying organized. This annual event continues to be popular.

We have continued to explore the response to income-generating programs, a blend of programs and development at a higher price-point than regular programs. These local field trips and lectures have produced a good response and are not as labor-intensive as full fund-raising events. We continue to offer an array of programs without cost as well (support groups, games, TED, films, lunch & learns). Presenting the donation box at these activities has not generated much response.

SUPPORT & GUIDANCE SERVICES

Sharon Hurley, Dave Roussell, Fran Angelone and I are responsive to an amazing diversity of issues. We continue our focus on resources and providing consultations with individuals and families. Services include assistance with benefit applications, advocacy, coordinating care, as well as several support groups. We have maintained lists of government benefit eligibility, local food programs, and other local service providers, in addition to the online resource directory. Fran also assists with benefit applications and several gift distributions as well as Crosstown. Particular attention is paid to Spruce Circle residents, continuing our long-standing agreement with the Princeton Housing Authority.

One resident with increasing memory loss was assisted in transitioning into the LIFE St Francis Program, including ensuring that her daughter completed the Medicaid application.

Another resident was assisted in applying for Social Security benefits after her husband died and she nearly lost her housing for non-payment because she did not know she was eligible for benefits. She got over \$10,000 in back payments, enabling her to pay off all of her debts. She was also enrolled in Medicare.

Other residents were referred to Consumer Credit Counseling and other area social services. Many of these situations involved coordinating multiple organizations including the Housing Authority and Princeton Human Services.

This year there were over 3762 social service contacts, 88% from Princeton residents. Spruce Circle resumed hosting SHIP appointments (Medicare help) when Family Guidance moved to Hamilton. Our staff trained and began offering Memory Screenings by appointment and we can arrange other screenings when needed, discontinuing the monthly blood pressure screening.

Sharon, Dave and I participate in professional conferences local networking events to increase awareness of our services and build our knowledge of local resources.

HomeFriends: HomeFriends is now in its 30th year with 16 matches. Six new seniors entered the program and two are awaiting a match by Dave. It is always challenging to have a balance between available volunteers and recipients and to make good matches.

A retired woman visits an 80+ year old woman living in her own home, but limited by depression and mobility. They have become good friends and go to movies, the library and other activities together.

Crosstown: The Crosstown program continues to thrive under Fran's oversight, with services provided by Ride Provide. This year Princeton HealthCare agreed to reimburse for the full cost of the ride, helping to offset increased utilization costs from growing ridership.

Volunteers: We continue to be fortunate to have many volunteers who help in all aspects of our work, and to have Sharon Hurley bringing her expertise to our volunteer program. We are especially grateful to Bloomberg for their help on several events and office volunteers who conduct many regular tasks. We also had volunteer groups from Janssen and BOA/Merrill Lynch this year, as well as Princeton University students. Several individuals and groups stepped up to see Brunch at Home succeed. We are especially grateful to the computer lab volunteers who assist people 1-1 on a wide variety of devices, as well as offering classes and rescuing staff daily.

“You are providing such a valuable service. (the volunteer) was so thorough, patient and helpful.”

COMMUNICATIONS: Emily Logue has designed and printed new brochures for all programs, improving our marketing outreach. Building on last year's experiments, she has produced consistent informative weekly e-news and e-blasts and continues to edit the print Newsletter as well as managing the website and creating development materials for all events. A marketing calendar has been created which ties into a full year event planning calendar. This summer we are asking participants to either subscribe to the print newsletter or receive it online. Emily will be learning Adobe Creative Suite and we have distributed an RFP for redesign of the website.

TECHNOLOGY: We purchased new laptops and monitors for all staff and transitioned to Office 365, which proved more challenging than anticipated as we tried to use the tools for several purposes. All files are being backed up to (and are accessible from) OneDrive, and all mail goes directly to Outlook. We are still working on optimal file sharing. A technology inventory was created, and a replacement policy needs to be drafted. We owe a huge debt of gratitude to Don Benjamin for guiding this process.

Ken Peabody has been out several times, leading other staff to increase proficiency in use of Salesforce. His skills in Salesforce administration (ie writing reports and managing updates) are missed, and his absence reminds us of the need to have cross-training and manuals for every job.

All classes and events are now set up for online registration as well as in-person, and attendance record keeping have improved, leading to better tracking of turn out. Most instructors are using technology, but not confident in using it. We purchased more AV equipment and conducted training, but have found we need someone onsite, leaving staff over-stretched.

DEVELOPMENT: This was another huge year for the development team of Barbara Prince and Cheryl Gomes. In addition to the Capitol Steps fall benefit, they did a successful Tea and Silver event with Rago Auctions, Brunch at Home (huge effort), and several small tours and lectures. In addition, a VIP event was held honoring Albert Stark's many contributions to PSRC by dedicating the Community Room to him. Annual appeal letters went out in November and June, and we held a very special Give Your Love to PSRC matching campaign in February. This campaign had such a good feeling to it, bringing in many new donors from among participants, as well as 100% of board and staff. Efforts to conduct house parties for friend-development did not work well, so different strategies need to be pursued. We continue to seek new ways to attract corporate support and sponsorship.

The board has approved proceeding with a Lifelong Learning Capital Campaign Fund to create an endowment to support lifelong learning, staff, and rental space, and to renovate the Suzanne Patterson Building. A timeline, plan and draft case statement have been created.

ADMINISTRATION: We had yet another two changes in bookkeeper this year, and are very happy to have Cathy on board. Her past experience in a similar organization, eye for organization and process improvements have been valuable. We will transition to Quickbooks Online early this coming year.

The board updated the bylaws and will soon commence on the organization policies. These are key to best practices of governance.

Age Friendly Princeton – The plan was approved by AARP, and three items were included in the 2017 Princeton Plan, including a universal design guide for contractors, improving the affordable housing application process, and improving snow safety at public bus stops. Additional related items include improving the affordable housing application process and completing the Fair Share Housing plan.

Reviewing PSRC's accomplishments this year illustrate the incredible dedication of the staff to the mission and the people we serve. They work well together and help each other so that the organization can be proud. We could not do all that we do without them, our

volunteers, community partners, and supporters. We have a unique, vibrant and extensive array of programs and services to offer, often held as a model for other communities.

Goals for 2017-18

- Begin to implement lifelong learning capital campaign
- Complete policy review, including technology replacement
- Redesign website
- Implement Sharepoint file sharing, create file archive
- Convert to Quickbooks online
- Apply Adobe Suite tools to marketing
- Expand grant writing
- Create a financial plan that supports stability and achieving strategic goals

Susan W. Hoskins LCSW
Executive Director

See attached statistics



Programs & Attendance Statistics 2016-17

<u>Health & Fitness</u>	235
Chair Exercise	34/twice weekly
Drumming	53
Early Bird Aerobics	29/daily
Aerobics (Rec. Dept)	34/3x wk
Table Tennis	55/ 3x wk
Yoga	20
Walking	10

Healthy Hearing	20
Alzheimer's	
Ride Services	
Downsizing + Organizing	
Stroke Rehab	9
Pedestrian Safety, safe walking	
Mindfulness	50
Anxiety + Depression	34
CPR + Choking	18
Internet Safety	31
Funeral Estate Planning	6

<u>Education & Enrichment</u>	411
Art With Christina	17
Art With Hannah	11
Cosmology	22
Drawing with Alex	14
Memoir Writing	26
TED talks	56
Word Play Poetry	12
Computer Lab (2x wk)	50
Computer Classes	
Intro to iPad (9)	54
More iPad (9)	54
Texting, Messaging (3)	20
How to Use Uber/Lyft (2)	20
Word (1)	
Gadget Superlab (2)	21,29

Evergreen Forum (lifelong learning) 1033
 Instructor party 35, Annual Meeting 90

Bioethics	2017 NJ Election
Business/Economics	20 th Century Choral Masterpieces
Case of Judaism	America in the 1990s
Charles Dickens	Am. Indians + Christian Missions
CIA	Artistic Life of Birds
Cuba	Building Interfaith Communities
Death of Impressionism	Chinese Literature
Dialects and Acting	Contemporary Short Stories
Edith Wharton	Cosmology
Geographical Links	Dante: Purgatorio
Greek Plays	Enjoying Opera
Islam	Five Centuries Slavery to Grave
Italian Operas	Jane Austin at 241
Latin American Stories	Literature and Gastronomy
Medicine: Older Adults	Love is a Four-Letter Word
Modern Judiciary	Making Sense of the Economy
Outsider Art	More Shakespeare off the Page
Presidential Election	Science in the News
Quirky Shorts	Scientists against Time
Science News	Souls of Cinema: Music
Shakespeare	That's Not All Folks: Cartoons
Swann's Way	Topics in Human Evolution
What is Time	Walt Whitman & Emily Dickinson
Witty English Novels	What Makes Princeton Tick
	What's So Great About Art
	Women Portrayed in Art
	World War II at Movies

<u>Social/Recreational</u>	561
Games: Social Bridge	41
Duplicate Bridge	359
Bridge Coaching/Lessons	50
Mah Jongg	12
Scrabble	4
Movies – monthly	31 (10-45/mo)
Opera Videos	36 (10-15/wk)
International Films-summer	20 (9/wk)
Spruce Circle Films	8

Financial Assistance- 8 assistance grants for \$220.50 and 34 instructor waivers = \$2740

<u>Lunch & Learn Seminars (25)</u>	
Safe Driving	9
Energy Medicine	20
Varicose Veins	20
Reading Nutrition Labels	
Stroke Rehabilitation	
Medicare	
Understanding Aging	
Colon Cancer	
Stress Management	29
Dizziness + Vertigo	
Sleep Apnea	
Parkinson's Exercises	
Senior Housing Options	
Managing Financial Paperwork	

<u>Single Session Special Programs-no fee</u>	938
Mountain Lakes Hike	15
Travel Training	3
McCarter Theater-Driven to Excellence	5
Hoarding	14
Chinese New Year	52
Transportation Focus Gp	8
Art Shows	60
Food Choices & You	17
Health Fair/Flu Shots	300
Fall Conference	90
Your Financial Future	50

Memory Screening Day	10
Holiday Party	137
Chinese New Year	52
VIP reception	125

Engaged Retirement

Groups: Transition to Retirement, Women in Retirement, Men in Retirement
 Programs: Medicare, Dating over 50, Sexuality & Aging
 Introduction to Retirement
 Your Financial Future

Fund raising programs

Death of Impressionism lecture	40
Michener Museum tour	21
Antarctica	70
Tea & Silver	44
High Line Tour	15
Stony Brook Watershed Tour	8

Support & Guidance – Partners in Caring

Contacts	3762
Assessment	28
Information & Referral	1686
Home visits	160
Case Management	427
Counseling	509
Caregiver support	185
Benefit Assistance	65
Adults 1265/ Seniors 2461	
Female 3040/Male 686	
Princeton 3270/Outside 456	
Volunteer 369	
Crosstown 86	
Resource Library	
Aging & Caregiver education	
Management of benefits and donations: Farmer's Market	
Coupons, Holiday baskets, Holiday gifts, concert and theater tickets, blizzard bags, plants.	

Assistance Programs & Services

AARP Tax Assistance	107
Food Stamps	
SHIP (Medicare)	19
Medicaid	21
Memory Screening	9
Healthcare Decisions	10
Chore Day	50
Farmers Market vouchers	36
Gift Donation distributions	343
(Brunch @ Home, Italian Women's Club, P.U. Dining, Bank of America/Merrill Lynch)	
Comcast assistance	27
Concert tickets	96
Blizzard Bags	50
Elderlife Council Meeting	11
Other	4

Crosstown Transportation

Active registered riders	542
New registrations	93
Rides- year	6609

Support and Social Groups

	501
Bereavement	85
Widows Support	14
Caregivers	18
Children of Aging Parents	14
Grandparenting	20
Knit Wits	27
Let's Talk	7
Let's Talk in English (SC)	12
Let's Talk in English (RC)	17
Men In Retirement	98
Transition to Retirement	33
Senior Club	12
Women in Retirement	129
Prime Time Book group	11
Four Things that Matter Most	9

Volunteers

375

GrandPals (with children in 4 schools- 15 classes) 110 with 250 children	
Orientation 76, Luncheon 90	
HomeFriends	16 matches
Instructors	18
EF Instructors	24+28
EF Steering Committee	18
Board members	20
Office Assistants	19
Computer	9
IT	2
Tax Aides	6
SHIP	1
Development	34
Holiday party	15
Fall Conference	27
Flu-Health	26

Volunteer Groups:

Stony Brook Garden Club	Bloomberg
PU Students	BOA/Merrill Lynch
Home Care Assistance	J&J-Janssen
Grocery Haulers	Stuart School
Akin Care	AdVoCate
HomeWatch Caregivers	
Princeton Cross Cultural Education Services	

Staff: 6 Full Time, 9 Part Time

Independent Contractor Instructors: 13

Publications

Community Resource Guide only online now
 5308 Monthly Print Newsletter
 2866 weekly e-News
 PSRC Website: princeton senior.org
 Facebook

E-blasts

Community Presentations

Princeton HealthCare geriatric care team
Princeton Council
Princeton Clergy Association
Pennswood Village
Elm Ct/Harriet Bryan House
Tenacre

Community Involvement

Princeton Age Friendly Community Task Group
Princeton Transit Committee
Princeton Elderlife Council
Community Without Walls
New Jersey Foundation for Aging Conference
Caring Connections
Municipal Management Team
Princeton Healthcare Geriatric Advisory Council
Princeton Clergy Association
Mayor's Wellness Campaign
Conversations of a Lifetime
Welcome America - Princeton
Mercer-Princeton Executive Director's Collaborative
AARP Livable Communities

Collaborative Partners -organizations and businesses that helped with programs

AARP
Acorn Glen
Alzheimer's Association
Arthur Firestone
Bank of America-Merrill Lynch
Bear Creek Assisted Living
Bloomberg
Buckingham Place
Capital Health
D&R Greenway
Dave Saltzman Insurance
Digital Doc
Family Guidance Center – SHIP
Financial Answer Place – Elly Szymanski
Gayle Crist
Greater Mercer TMA - Ride Provide
Homewatch Caregivers
Hopewell Memorial Home
Insight Financial
Jane Gore
John George PhD
Judith Robinson
Lekha Tull DDS
Linda Madane
Linda Rickard
Lyft
Mayor's Wellness Campaign
McCaffrey's
McCarter Theater
Mercer County Nutrition Program
Morris Hall Meadows
Morven
Municipality of Princeton

New Jersey Center for Sexual Wellness
New Jersey Healthcare Quality Institute
Oasis Senior Advisors
Presbyterian Church of Lawrenceville
Princeton Community Housing
Princeton Friends of Open Space
Princeton Friends of Opera
Princeton Health Department
Princeton HealthCare Systems
Princeton Housing Authority
Princeton Public Library
Princeton Public Schools
Princeton Recreation Department
Princeton Symphony Orchestra
Princeton Theological Seminary
Princeton University
Princeton University Concerts
Pro Bono Partnership
Progressions Physical Therapy
Scott Bloom Law
Senior Care Ministry
Senior Club of Princeton
Stony Brook Garden Club
Stony Brook Millstone Watershed
Trinity Counseling
Van Dyck Law –Fiona Van Dyck
Ying Hua International School

Foundation Grants

Berkshire Hathaway Fox Roach
Bloomberg
Curtis W. McGraw Foundation
David Mathey Foundation
Janssen
PNC
Princeton Area Community Foundation
Rummel Foundation
Unitarian Universalist Congregation Princeton
Wellcare

Annual Sponsors

Acorn Glen
Bear Creek Assisted Living
Buckingham Place
Homewatch Caregivers
LIFE St Francis
Merwick-Windsor Healthcare
Oasis Senior Advisors
Progressions Physical Therapy

Corporate Sponsors of Events

AW Martin Construction, Inc
AARP NJ Office
Acorn Glen
Akin Care
Always Best Care
Artis Senior Living
Baxter Construction
Bear Creek Assisted Living

11/6/2017

Border Perlman Salisbury & Kelly
Brandywine Senior Living LLC
Buckingham Place Adult Day Care & Home Care Services
Care One Management LLC
Carpe VITA Inc
Community Without Walls Inc
Dave Saltzman Insurance
Drinker Biddle & Reath LLP
EKS Associates
FR Maddalon Plumbing & Heating
First Bank
Fox Rothschild LLP
Glen Eagle
Gordon & Llura Gund Fund of PACF
Griswold Home Care
Haldeman Lexus of Princeton
Homewatch CareGivers
Independence Home Care
Lear & Pannepacker LLP
LIFE St Francis
McCarter Theater
McNeely, McGuigan & Esmi, LLC
Mercadien Consulting LLC
Mercedes-Benz of Princeton
Merwick Care & Rehabilitation Center LLC
Milvidskiy Willis LLP
Morris Hall Meadows/St Lawrence Rehabilitation LLC
Mrs G's
NJ Pure
North East Executive Abstract
Oasis Senior Advisors
PARS Environmental Inc
PNC Bank
Princeton Care Center
Princeton Design Guild
Princeton Fitness & Wellness Center
Princeton HealthCare Systems
Princeton Home Care & Hospice
Princeton Portfolio Strategies Group LLC
Princeton Radiology
Princeton Windrows NJ Holdings LLC
Private Wealth Management Group of Princeton
Progression Physical Therapy
Professional Home Services
Rago Arts & Auction
Saul Ewing LLP
Secure at Home
Senior Bridge
Silver Century Foundation
Specialized Physical Therapy
Springpoint at Home
Start & Stark
Stifel Nicolaus
Studio Hillier
Team Toyota
The Bank of Princeton
The Financial Planning Answerplace LLC
Trent Center Apartments (CCIG)
Van Dyck Law

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