



At the Center of it All

FY17 Annual Report

“THE TIMES THEY ARE A CHANGIN” BOB DYLAN

MCOA History: The Massachusetts Association of Councils on Aging and Senior Center Directors was incorporated as a 501c3 non-profit in 1979, though its origin can be traced back at least to 1974 when the first known statewide gathering of Councils on Aging staff and board members occurred in Northampton, Massachusetts. Currently 350 communities have established a COA municipal department.

Mission: Building strategic partnerships to educate, empower, and advocate for professionals who work with older adults.

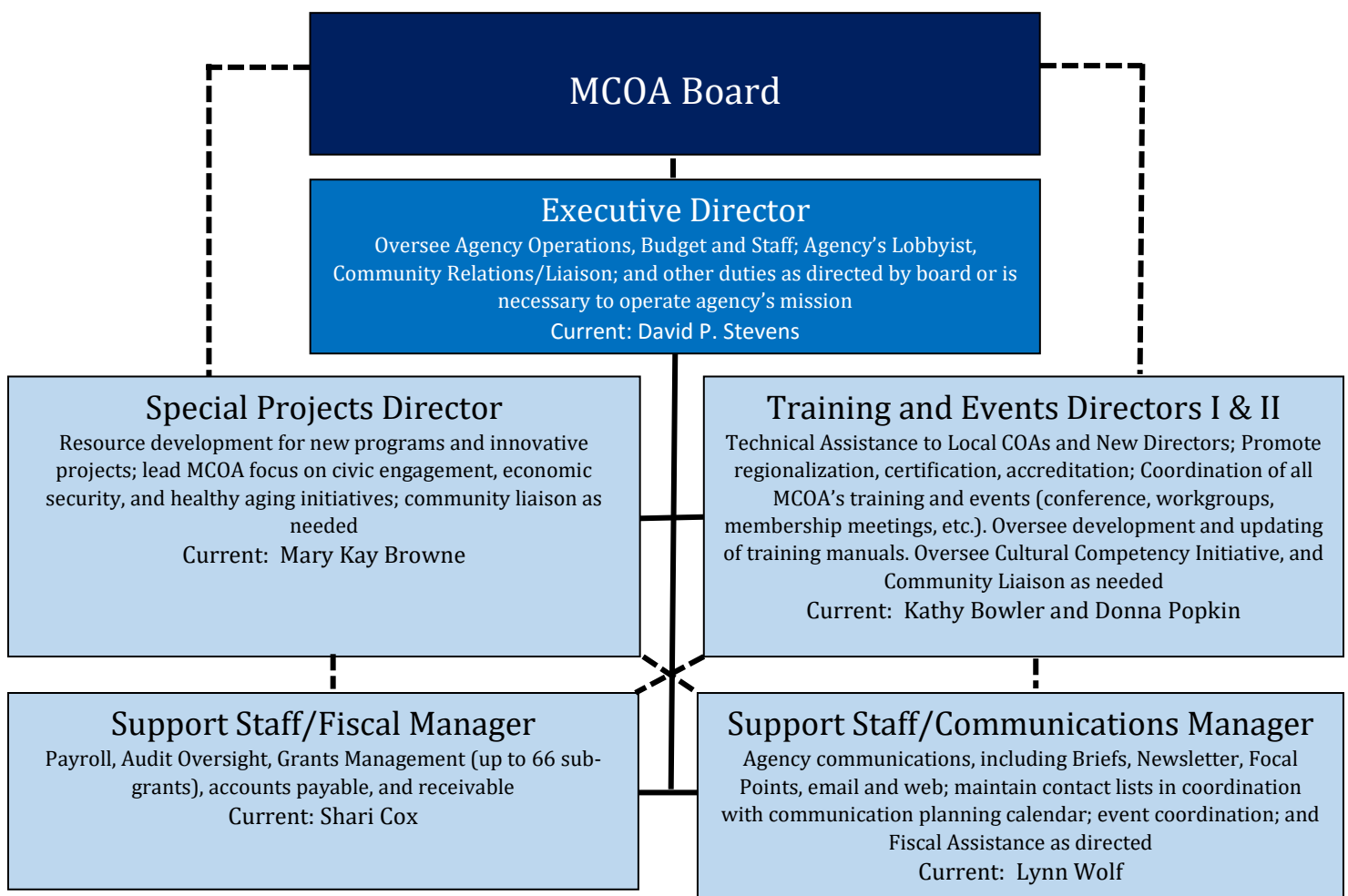
Vision: Statewide collaboration to advance the quality of life for older adults.

Positioning: MCOA will be the principal statewide organization to support municipalities, membership, and other organizations that serve older adults through advocacy, networking, professional development, consumer education, and resource opportunities.

Three Value Words: Educate. Advocate. Collaborate.

Major Focus: Healthy Aging, Economic Security, Outreach to Underserved Populations, and Training and Technical Assistance

Additional Focus: Mental Health, Nutrition, Transportation, Housing, Healthcare



A Message from Our Board President

As I look back on my first year as President of MCOA, I find myself in awe of the people who comprise this great association. Whether it be the talented professionals who work for us all and carry the MCOA banner out into the community or the COA membership from across the Commonwealth, we are clearly a tremendous asset for everyone in Massachusetts. Together we grew new programs, enhanced existing choices, and saw participation in senior center activities expanding everywhere.

It has been a wonderful year. We have boosted our profile across Massachusetts, adding new friends and opportunities everywhere. We forged new partnerships with new associates including DTA and DMH, participated in the creation of innovative entities such as the CEES supporting elder economic security, and encouraged and cheered the creation of new Age Friendly Communities across the state.

We launched a marketing effort looking at who we are, and where we want to go, and, in the process, created a marketing manual for COAs to adopt and use in their hometowns.

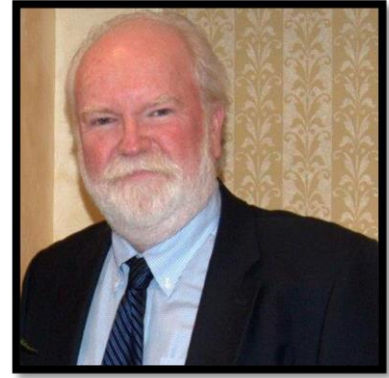
We provided support for senior centers and their staff, assisted new directors to gain their footing, and provided nuts-and-bolts educational opportunities on a local level for all at senior centers across the state. An increase in COA Formula Grants and strong Incentive Grant programming added to the mix.

When needed, we stood together in adversity against that which would damage elders or their resources. We advocated for the creation of new housing, transportation, health care, and tax relief opportunities.

We even added a brand new COA when New Ashford joined us as the newest COA in Massachusetts.

On a personal note, I have been appointed to Governor Baker's Commission to Study Aging in Massachusetts; a great honor and a great opportunity to participate in the creation of a new and forward-looking agenda for all of us here in the Commonwealth.

Yes, it has been a great year full of momentum, excitement and growth. We're expecting more of the same in the coming months. We know that there are now more adults aged 60 and older in Massachusetts than there are children under the age of 20. What we do, what we will continue to do, will resonate in Massachusetts for a generation. I think we're heading in the right direction, don't you? We don't know what the future will bring, we cannot predict the future here in Massachusetts, nor can we predict what the next year will bring from Washington to our borders. Regardless, we will be here doing what we do best, creatively supporting our elders in their communities wherever they may be. That is a guarantee.



Brian O'Grady,
MCOA Board President



At the Center of it All

MCOA Board

Brian O'Grady, President
Becky Moriarty, Vice-President/
Conference Chair
Joanne Moore, Past President/
Co-Certification
Cindy Hickey, Secretary
Madeline Noonan,
Assistant Secretary
Vicki Lowe, Treasurer
Emily Shea, Assistant Treasurer
Jayne Colino, Legislative Chair
Barbara Farnsworth,
Co-Certification
Amy Waters, At Large
Pam Hunt, At Large
Marge McDonald, At Large
Terri Marciello, At Large
Stacey Minchello, At Large
Jodi Zepke, At Large
Karen Alves, At Large

MCOA: FY17 Highlights

Advocacy

- In FY17, MCOA Membership voted to pause our campaign to raise the COA Formula Grant from \$8/elder (FY15) to \$12/elder by FY20. We will resume this effort next year by asking for \$15.6 million for FY19 in Line Item #9110-9002, which will allow for \$11/elder and then \$17 million in FY20 (\$12).
- Proposed a package of updates and changes to existing Property Tax Relief Legislation.
- Joined the Massachusetts Aging and Mental Health Coalition to increase funding for elder mental health programs and training.
- Along with our key partners, MCOA co-founded the Elder Economic Security Coalition to advance the economic security of older adults; our first three priorities are to close the SNAP Gap, expand access to the Medicare Savings Accounts, and to update legislation and regulations that govern Property Tax Relief programs for older adults.
- Sought increased funding for Protective Services and Nutrition Programs because of increased demand.
- Reviewed proposed Assisted Living, Home Care Program, and Protective Service Regulations and provided input on their implementation.

Healthy Aging

- Supported 20 local Keep Moving walking groups.
- Sponsored the 3rd Annual Statewide Go the Distance 1-Mile Walk Challenge.
- Purchased state license so any member may offer the Aging Mastery Program.
- Awarded grants to 4 new host sites for the Aging Mastery Program.
- Supported Live Your Life Well programs at 13 local COAs.
- Awarded grants to 3 communities to develop Dementia Friendly practices in their communities.
- Funded 8 new Memory Cafés.
- Contracted with a JFCS dementia specialist to produce a Memory Café Operations Manual, available online for a national audience to use, in both English and Spanish.
- Served on the Management Team for the Dementia Friendly Massachusetts Initiative.
- Served on the Executive Steering Committee for the Age Friendly Massachusetts Initiative.
- Participated in Coalition to promote Age Friendly throughout the Commonwealth, and secured funding for staffing and infrastructure.
- Maintained relationship with the Mass in Motion Communities to explore future collaboration.

Economic Security

- Sponsored the Benefits Counseling and Application Assistance program that provides comprehensive application assistance for older adults living in Berkshire, Franklin and Hampshire counties.
- Funded 6 regional biweekly job search skills training and networking groups for job seekers 50+.
- Worked with the SNAP Gap coalition to increase the outreach and enrollment efforts for the SNAP program.
- Attended NCOA's Annual Benefits Conference.
- Purchased a state license of NCOA's BenefitsCheckUp eligibility screening software.

Outreach to Underserved Populations

- Hosted cultural competency training as part of the Creating a Welcoming Place initiative for 65 individuals to develop skills and strategies to identify and serve traditionally underserved populations.
- Produced training films focused on the needs of LGBT communities and people living with dementia as part of the Creating a Welcoming Place initiative.
- Funded assistive listening devices for persons with hearing loss at 41 sites.
- Funded 3 new regional assistive technology training centers for individuals with visual impairment and loss. A representative from MCOA attended the American Foundation for the Blind's Annual Conference to share the pilot model with other states.
- Funded 1 regional support group for Grandparents Raising Grandchildren Commission.
- Signed MOU formalizing the relationship between Grandparents Raising Grandchildren Commission and MCOA.

Capacity Building

- Developed 19 trainings for COA staff including the following topics: workplace safety, protective services, government regulation essentials (ethics, open meeting, procurement, political activity, CORI), transportation, social media, marketing, grandparents raising grandchildren, SNAP application assistance techniques, and housing affordability, maintenance and suitability issues and hoarding. More than 300 hours of training were offered in FY17.
- Offered a range of support to directors, staff and board members including: mentoring, organizational problem solving and resource materials (toolkits, manuals, sample forms/policies/job descriptions).
- Welcomed 19 new COA Directors to our network and conducted onsite orientation visits.
- Developed 8 new manuals/toolkits and in the process of updating an additional 10 manuals/toolkits.
- Held workgroup meetings for staff in Supportive Day, Programming/Activities, and Outreach. Focus in FY18 to expand into in the areas of Board/Friends, Wellness and Volunteer Coordinators.
- Activities Work group developed project goals that include convening meetings, sharing providers and resources, and create a contact list of COA activity staff.
- Developed a database in collaboration with UMass-Boston to compile details about the programs and services provided by COAs locally.
- Hosted three-day Annual Conference attended by 386 participants who participated in 81 workshops and 3 plenary sessions.
- Updated online File Cabinet to include additional resources of interest to COA staff.
- Partnered with CADER & MAOA to promote on line and in person Mental Health training opportunities.
- Supported Bridges Together trainings that served 54 communities to initiate intergenerational activities in their communities.
- Established a committee to review MCOA Certification and explore alignment with NISC Accreditation.

Mental Health

- Launched 3 regional elder mental health outreach teams to deliver timely, enhanced access to mental health treatment for individuals from 16 communities.
- Served on the MA Mental Health and Older Adults Coalition.
- Supported legislation to increase funding for community-based geriatric mental health services.
- Funded 8 regional biweekly bereavement support groups.
- Co-sponsored Buried in Treasures facilitator trainings for 40 individuals.
- Co-sponsored the Annual Aging and Dignity Conference on preventing and responding to substance abuse and related problems in older adults.

Nutrition

- Hosted five comprehensive SNAP enrollment trainings for staff of 77 COAs.
- Partnered with DTA to develop SNAP enrollment centers at local COAs in FY18 to facilitate enrollment of older adults.
- Partnered with EOEa on the Annual Nutrition Forum to improve the quality of meals served at our Senior Centers.

Transportation

- Advocated extensively with Mass. Senior Action Council and the Boston Center for Independent Living around the issue of the MBTA's service reduction proposal of "The Ride."
- Facilitated communication between COAs and DMV for the "RMV Near Me" Initiative launched by the Baker-Polito Administration; the new program trains local COA staffs to offer assistance with online transactions.
- Supported the Brookline-Newton COAs TRIPPS Assist Program, an innovative program funded by MassDOT to guide seniors in alternative means of transportation.
- Collaborated with MassMobility on exploring innovative alternative transportation options.

Housing

- Hosted 2 housing forums to review key housing issues.
- Developed Property Tax Relief fact sheets for use in local outreach.

Healthcare

- Advocated for continuation of funding for the SHINE program.
- Monitored the impact the repeal of the Affordable Healthcare Act will have on Massachusetts Seniors.

Corporation Infrastructure

- Collected the highest percentage of membership dues in FY17 (98.3%).
- Completed Annual Audit for FY16 on time without an extension; earliest on record. No major findings.
- Implemented Disability/Life insurance package for employees.
- Began an agency-wide 403-B Retirement Plan. Eligible employees will be able to make contributions starting next fiscal year.
- Strengthened connections with the Regional Representatives and met with 30 COA directors across the Commonwealth to address issues of mentoring, advocacy and coordination of regional meetings in order to boost attendance.
- Convened MCOA marketing committee to update MCOA's mission, positioning, and values statements. Retained two consultants to facilitate a refresh of the MCOA website and to guide us on the marketing project. Also, we increased our social media presence on Twitter and Facebook and we developed a new social media policy approved by the MCOA Board.
- With the assistance of another consultant and in cooperation with NISC, we developed a Marketing Manual for local COAs.
- Tabled Charity Campaign: After several years of raising funds for Disaster Relief and the Alzheimer's Association, MCOA has put this effort on hold.

MCOA Presence

Active Coalitions: Healthy Living Center for Excellence, Massachusetts Healthy Aging Collaborative, Massachusetts Aging and Mental Health Coalition, Department of Public Health Preventive Services Advisory Committee and the Community of Practices Workgroups for Built Environment and Healthy Eating, Department of Transitional Assistance Advisory Committee/Chelsea Office, Massachusetts Asthma Coalition, Coalition of Elder Economic Security, Falls Prevention Commission, LGBT Aging Commission, MA DOR 360, Driver Safety, AARP Stakeholders Group, and the Massachusetts Multi-Cultural Coalition, SNAP Coalition, the DTA/EOEA Elder Working Group (SNAP) and the Governor's Commission to Study Aging.

Partnerships: Massachusetts Municipal Association Human Service Coalition (MMAHSC), Alzheimer's Association, WalkBoston, Massachusetts Public Health Association, Massachusetts Senior Action, Massachusetts Home Care, Home Care Aide Council, AARP, Grandparents Raising Grandchildren Commission, Bridges Together, Operation Able, Mass ALFA, Massachusetts Adult Day Services Association, MassNAELA, Greater Boston Legal Services, Mass Law Reform Institute, ARDCs and Mass Options, and Jewish Family & Children's Services, and Honoring Choices Massachusetts.

Academic Partnerships: UMASS Boston/Gerontology Institute, Boston University/CADER, and Brandeis University/Heller School.

Active Relationships with State Agencies: Executive Office of Elder Affairs, Department of Public Health, Department of Transitional Assistance, Department of Mental Health, Massachusetts Commission for the Blind, Massachusetts Commission for the Deaf and Hard of Hearing, Department of Developmental Services, Registry of Motor Vehicles, MassMobility, Department of Fire Services, Office Consumer Affairs and Business Regulation (OCABR), Office of Campaign and Political Finance, Office of the Attorney General, Secretary of the Commonwealth, Ethics Commission, MASSBuys, Labor and Workforce, Veterans, and Housing and Community Development.

Building Relationships: Massachusetts Association of YMCA's, Association of Building Managers, Massachusetts Park and Recreation Association, Massachusetts Department of Transportation, Department of Public Safety, Massachusetts Library Association, Village to Village, Friendship Works, the Boston ENCORE Network, Lasell College Village, ReServe, and LeadingAGE Massachusetts, and the Massachusetts Association for the Blind and Visually Impaired.

MCOA actively supports these Regional Affiliates: Northern Hilltowns Consortium, Southern Hilltowns Consortium, Cape COAST, WMACA, Berkshire, CEMACA, Large City Task Force, and the Small and Rural Coalition.

National and New England Affiliations: American Society on Aging, National Council on Aging/National Institute for Senior Centers, National Foundation for the Blind, New Hampshire Association of Senior Centers, Rhode Island Senior Center Directors Association, and the Connecticut Association of Senior Center Personnel.



Mergers: MCOA is actively pursuing a merger agreement with the Massachusetts Association of Older Americans.

The highlights outlined above, could only be accomplished with the help of an active membership, a resourceful Advisory Council and our governing Board of Directors- my profound gratitude to all of these volunteers. I wish to also thank our highly-skilled staff: Mary Kay Browne, Kathy Bowler, Donna Popkin, Shari Cox and Lynn Wolf.

David P. Stevens, Executive Director

MCOA by the Numbers

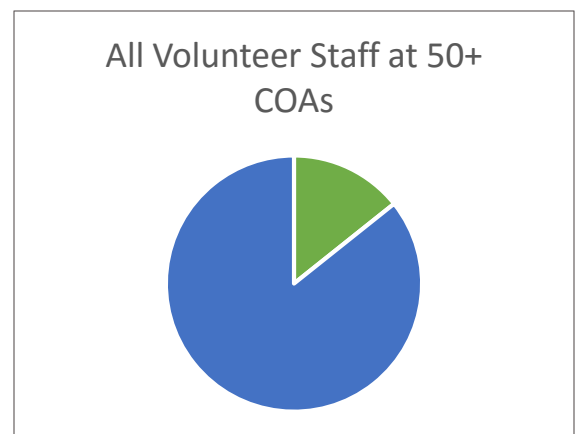
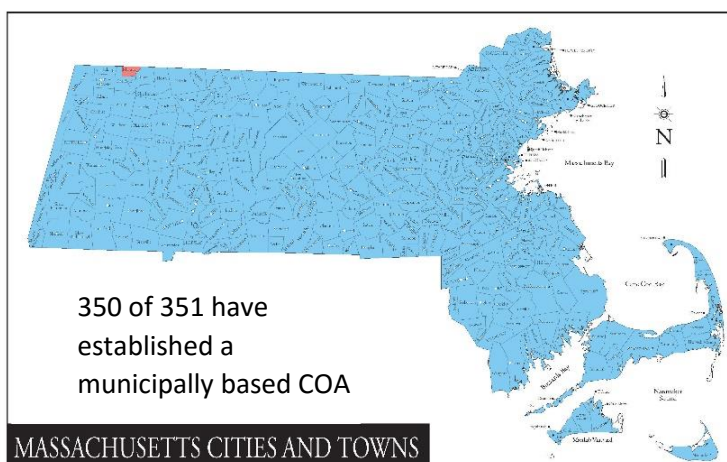
**Municipal COAs need to continue to grow
to meet the needs of the expanding 60+ population**

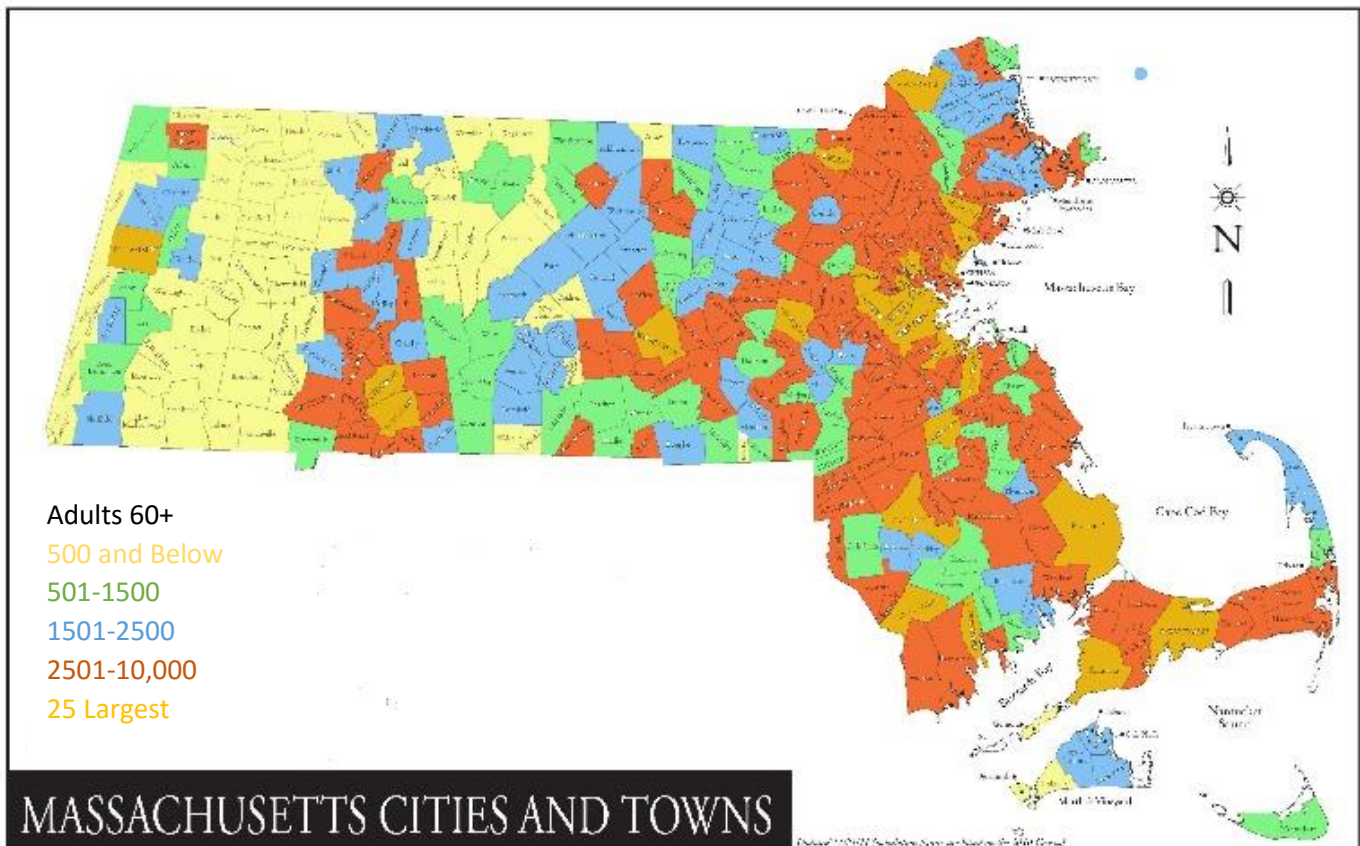
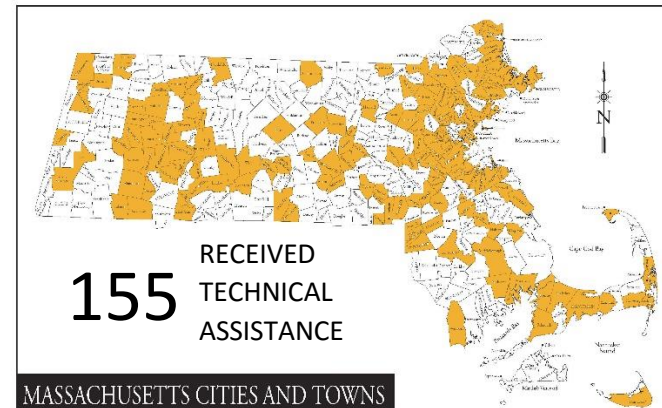
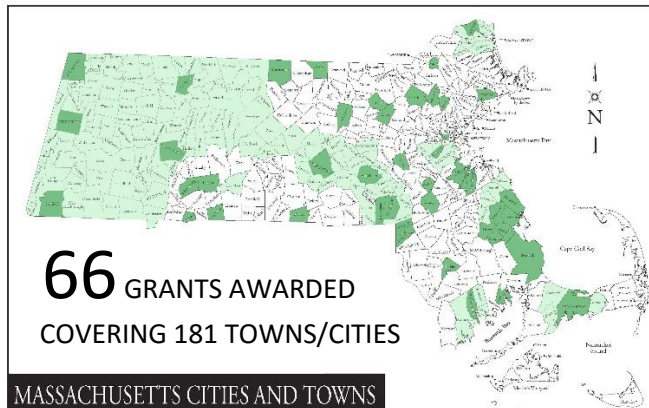
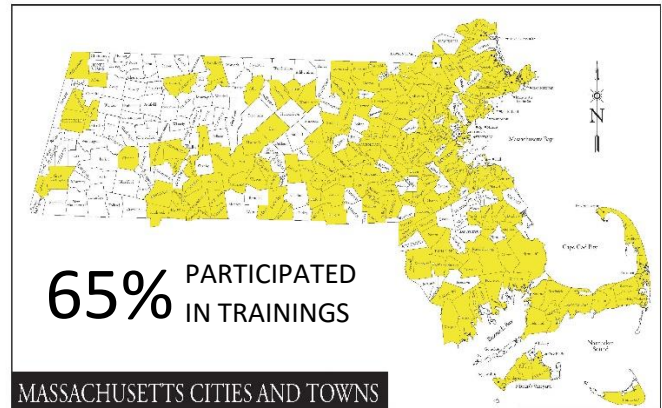
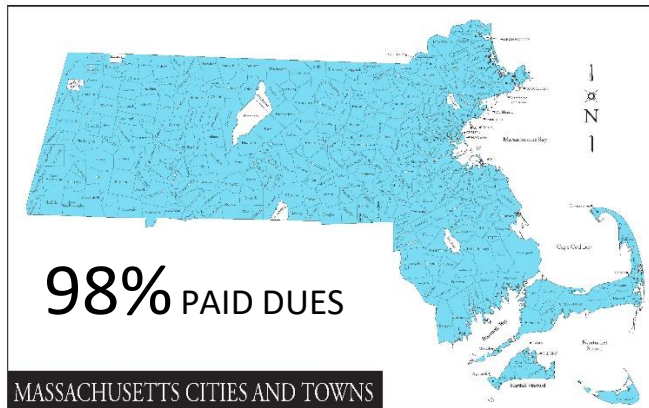
Source: Donahue Institute, UMASS/ Amherst

	2010	2015	2020	2025	2030	2035
60+	1273271	1493156	1721462	1925417	2049347	2098125
0-19	1621143	1575847	1567780	1560991	1563211	1564122
20-59	3653215	3723588	3632485	3619470	3618568	3657222
total	6547629	6792591	6921727	7105878	7231126	7319469

4 Takeaways from this chart:

1. The 60+ population has increased by an estimated 315,000 adults since April 1, 2010, a 24.6% growth.
2. On December 31st of 2016, for the first time in Massachusetts history, the number of people in our Commonwealth age 60 and over became greater than the population under 20.
3. Over the next 20years
 - ❖ overall population growth in Massachusetts will be 11.8%;
 - ❖ but the age 60+ population will grow at a phenomenal 64.8%.
 - ❖ The 20-59 age cohort will remain steady
 - ❖ However under age 20 population is projected to decrease slightly.
4. Are we ready? This is a question that should be asked over and over as our Commonwealth ages. By 2035 nearly 29% of our residents will be age 60+. Do we have the infrastructure in place to meet this need? In addition, other projections indicate that the 85+ population will also see a dramatic increase as residents live longer. Most will want to stay in their community; what are the implications for COAs?





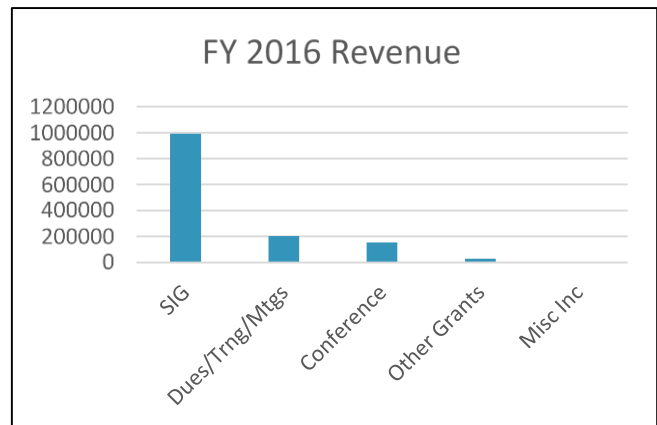
Financial Position

at Year End of

FY 2016

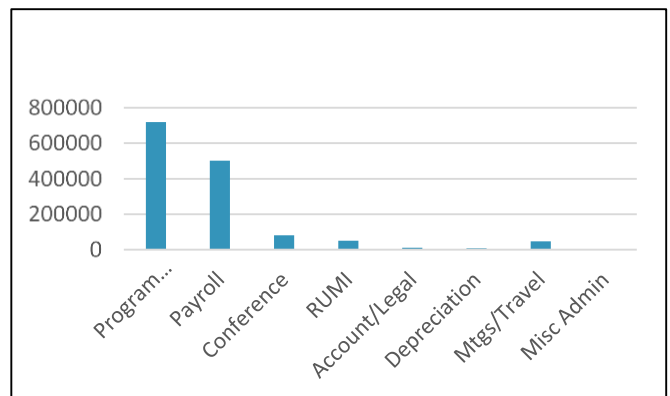
REVENUE

SIG:	\$992,500
Membership Dues/Trainings/Mtgs:	\$202,259
Conference:	\$154,548
Other Grants	\$ 29,827
Misc Income (CEU's, Int):	\$ 1,159
Total Revenue	\$1,380,293
Restricted Funds Used	\$ 51,455



EXPENSES:

Prgrm Subcontracts:	\$720,373
Payroll:	\$502,542
Conference (Salary not included)	\$ 81,390
RUMI:	\$ 50,670
Account/Legal	\$ 11,350
Depreciation	\$ 6,584
Meetings/Travel:	\$ 46,772
Misc Admin Exp:	\$ 3,697
Total Expenses	\$1,433,376



- Payroll increased due to the hire of 1 1/4 FTE's
- Membership dues rate did not increase in FY 2016

	Unrestricted	Restricted*	Total
Beginning Net Assets	\$147,747	\$148,825	\$296,572
Ending Net Assets	\$146,119	\$97,370	\$243,489

MCOA would like to thank the following grantors for their support in 2016:

Executive Office of Elder Affairs
 Tufts Health Plan Foundation
 Blue Cross Blue Shield of MA
 National Council on Aging
 MA Department of Public Health

*Board directed to spend down Restricted Assets

MCOA Honor Roll

MCOA Certified Senior Center Directors

Karen Juhl, *Sherborn* 2016
Kathleen Bowler, *Holyoke* 2015
Bethany Loveless, *Dracut* 2015
Pamela Woodbury, *Spencer* 2014
Eileen Clarkson, *Gardner* 2014
Nancy Hammond, *Manchester* 2014
Annmary I. Connor, *Amesbury* 2013
Jayne Colino, *Newton* 2013
Vicki Lowe, *Foxborough* 2012

Theresa Woodbury, *West Newbury* 2012
Karen Alves, *Franklin* 2011
Laura Dillingham-Mailman, *Merrimac* 2010
Colleen Ranshaw-Fiorello, *Georgetown* 2010
Elizabeth Pettis, *Salisbury* 2010
Rebecca C. Moriarty, *Hampden* 2007
Sharon Anne Mercurio, *Pepperell* 2007

Joanne Moore, *Duxbury* 2006
Barbara Farnsworth, *Hingham* 2006
Sharon Lally, *Needham* 2003
Joanne Collins, *Woburn* 2003
Sandra Lapollo, *Chicopee* 2002
Carolyn Brennan, *Hampden* 2001
Diane Bertolino, *Rockport* 2001
Kelly Burke, *Sterling* 2001

MCOA Certified Program Managers

Susan Curtin, *Norwell* 2016
Jennifer Young, *Plymouth* 2015
Beth Hadfield, *Plymouth* 2015
Theresa Greer, *Plymouth*, 2015
Magdaly Martinez, *Holyoke* 2015
Laura Stewart, *Nantucket* 2015

Donna Ciappina, *Duxbury* 2012
Angela Smith, *Carlisle* 2011
Sheila Ronkin, *Bellingham* 2010
Violet Suska, *Chicopee* 2009
Judy Tanner, *Woburn* 2002
Christine (Tina) Gorman, *Westfield* 2007

Marlene Troupes, *Hopkinton* 2006
Dorothy Blain-Hamel, *Holyoke* 2005
Amy Wilson Kent, *Hopkinton* 2003
Lynne Waterman, *Mashpee* 2003

*The intent of MCOA certification is to provide a statewide standard that can be used as a measure of professionalism by interested agencies and individuals. It is further intended that certification will encourage the continuing professional growth and development of certified Council on Aging personnel. **The current process is being re-evaluated and is now on hold.***

National Institute of Senior Centers

Nationwide, more than 250 Senior Centers have gained Accreditation since 1999

Those Accredited in Massachusetts are:

Callahan Senior Center	Framingham	MA
Danvers Council on Aging	Danvers	MA
Duxbury Senior Community Center	Duxbury	MA
Groton Senior Center / Groton Council on Aging	Groton	MA
Hingham Senior Center - Hingham Elder Services	Hingham	MA
Needham COA Stephen Palmer Senior Center	Needham	MA
Plymouth Council on Aging	Plymouth	MA
Rochester Senior Center and Rochester Council on Aging	Rochester	MA

National Accreditation is the official recognition that a senior center is meeting its mission in a nationally accepted professional fashion. It is based on compliance with nine standards of senior center operations developed by National Institute of Senior Centers (NISC), a unit of the National Council on Aging (NCOA).

For more information, go to:

<https://www.ncoa.org/national-institute-of-senior-centers/>

A Special Thank You

We would like to thank the following Volunteers for their help at our fall conference:

John Alden, Barnstable
John Jope, Barnstable
Brenda Swain, Falmouth
Carol Lyonnais, Falmouth
Sue Gallagher, Falmouth

Jean O'Connor, Falmouth
Ernie Cornelssen, Mashpee
Peggy Corriveau, Palmer
Nancy French, Spencer
Nancy Lovendale, Falmouth

Anna Valtsakis, Barnstable
Susan Weliky, Falmouth
Jane Desilets, East Longmeadow
Joanne Sheehan
Eileen Clarkson

Thanks to our conference Exhibitors & Sponsors. Without you, we couldn't do what we do:

2Sisters Senior Living Advisors
AARP Massachusetts
Advocates
AGIS Network, Inc
Alert Sentry Group
Alzheimer's Association
Atria Woodbriar
Basement Technologies
Blue Cross Blue Shield of
Massachusetts
Bridges Together Inc.
CapTel Outreach
CaptionCall
CaregiverUSA Home Care Services
Centers for Medicare & Medicaid Services (CMS)
Comedy for the Ages
Compassion & Choices
Department of Fire Services
ESC of New England Discovering What's Next Program
Fallon Health
Funeral Consumers Alliance of Eastern Massachusetts
Funeral Consumers Alliance of Western Massachusetts
Home Care Aide Council
Home Care Alliance of Massachusetts
Home Instead Senior Care
Home Modification Loan Program
HopeHealth
Jewish Family & Children's Service
Liturgical Publications Inc.
MA Health Promotion Clearinghouse
Maplewood at Brewster
Mass relay/Hamilton Relay
Massachusetts Association for the Blind and Visually

Impaired
Massachusetts Commission for the Blind
Massachusetts Rehabilitation Commission
Massachusetts Senior Medicare Patrol
Massachusetts State 911 Department
MassPACE
Mirick O'Connell
Modeltech International
MySeniorCenter
NEWPRO
Next Day Access
Perkins Library
Philips Lifeline
Plan of Massachusetts and Rhode Island
Precision Fitness Equipment
Promo Warehouse
Purple Umbrella Jewelry
Regional Center for Poison Control & Prevention –
MA & RI
ReServe Greater Boston Community Work Service
Secretary of State Office
Senior Living Residences
Senior Whole Health
Seniors Helping Seniors
Social Security Administration
Spano & Dawicki, LLC
Talking Information Center
The Commission on the Status of Grandparents Raising
Grandchildren
The Northbridge Companies
Tufts Health Plan
United Healthcare Community Plan
Visiting Angels

2016 Award Winners



Laura DeMattia, right, receives the Director of the Year Award from MCOA President Joanne Moore.



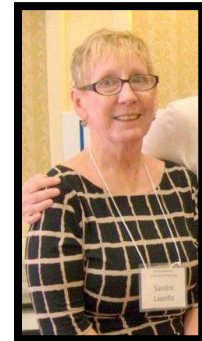
Lisa Ushkurnis, right, from Framingham, receives Innovator of the Year Award.



Beth Soltzberg, left, of Jewish Family & Children's Service receives the Community Advocate of the Year Award from Jayne Colino



State Representative Denise Garlick is awarded Legislative Advocate of the Year. Pictured: Jayne Colino, Jamie Gutner, Janet Claypoole, Joanne Moore, State Representative Denise Garlick, David Stevens.



Sandra Lapollo, Chicopee, receives the Lifetime Achievement award.



Karen Juhl, Sherborn, receives Director Re-Certification from Certification Co-Chair Laura DeMattia



Judith Tanner, center, from Woburn, and Angela Smith, right, of Carlisle, receive their Program Manager Re-Certifications from Certification Co-Chair Barbara Farnsworth

Congratulations to Our 2017 Award Winners

- Director of the Year Award -
Theresa Woodbury, West Newbury
- Innovator of the Year Award –
COME 2 B Dementia Friendly
- Innovator of the Year Award –
Treehouse Communities
- Innovator of the Year Award –
Bridges Together
- Legislative Advocate of the Year Award
(posthumously) – Senator Ken Donnelly,
4th Middlesex District