

Joint Committee on Senior Centers

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Mary Dolores Jablonski, RSM, Co-Chair

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MEMO

TO: Senior Community Centers and
Area Agencies on Aging

FROM: Sister Mary Dolores, Co-Chair *SMD*
Alan Smith, Co-Chair *A.S.*
Joint Committee on Senior Centers

SUBJECT: Senior Center Self Assessment

The Joint Committee on Senior Centers is pleased to report that the extensive planning and preparation for the major Senior Center Marketing Campaign that is set for this June is moving to the final phase. The marketing campaign is a positive and cooperative initiative among the Pennsylvania Association of Senior Centers, Pennsylvania Association of Area Agencies on Aging, the Council on Aging and the Department of Aging and it will clearly focus on raising public awareness and promoting participation in Pennsylvania's senior centers

It is recognized that there are many components that contribute to a senior center's success and acceptance in the community and a special effort is needed to insure that each center presents a warm, welcoming and positive image. The Joint Committee has developed the attached self assessment checklist and it is being shared as a good supportive guide and tool for taking a look at each center and also to provide ideas on enhancing programming and appearance of this very important part of our service delivery system. As noted we need to insure that our senior centers create a positive first impression and that the new participants attracted by the marketing campaign will return on a regular basis.

Also we remind you to use and promote the special senior center website, www.paseniorcenters.org, for ideas and important updates on the range of activities and programs that are being provided at senior community centers in Pennsylvania. The entire Joint Committee looks forward to the marketing campaign to highlight the qualities of the senior centers and to strengthen this valuable community resource for older persons.

SMD:AS:pd
Attachment