



# HOOVER SENIOR CENTER

## Annual Report 2017/2018



Dear Senior Center Members,

What a historic year the Hoover Senior Center had in 2017-2018. Our team of volunteers, staff partnerships, and supportive city leadership helped advance our division of parks and recreation to a new level.

In June 2018, the Hoover Senior Center was named the **first senior center in the state of Alabama** to earn national accreditation through the National Council on Aging's *National Institute of Senior Centers*. There are only 115 centers out of 11,000 senior centers currently accredited across the nation, so this is a significant achievement. With that being said, we want the center's vision of being recognized as a model of excellence, providing programs and services for adults age 55+, to continue to thrive.

Speaking of thriving, our staff and volunteers paused this year to craft our CORE values. Prioritizing and putting our values in writing helped define another layer of our focus. The Hoover Senior Center's pillars are concentrated on the basis of the following values:

**R**            **R**espect  
**I**            **I**ntegrity  
**S**            **S**afety, **S**ervice, **S**ynergy  
**E**            **E**xcellence & **E**mpathy

As we move forward into our next fiscal year, let's glance back at October 2017- September 2018 to check out some of the highlights found in our annual report.

Sincerely,  
Dana H. Stewart  
Center Manager





**Mayor**  
Frank Brocato  
**City**  
**Administrator**  
Allan Rice

**Senior Center Staff**

Dana Stewart, Manager  
Tracy Vinzant, Assist Manager  
Scott Gloor  
Kimberly Wedgeworth  
Abi Willis

**New Horizons Board**

Ray Dugas, President  
Paul S. Brown  
Suzanne Challis  
Mae Lynn Hardy  
Venda Hooks  
Alice Loudermilk  
Harriet McQueen  
Gene Powell  
Tillie Powers  
Ginger Prisco-Schweitzer  
Odessa Usher  
Donna Wiltsey

**City Council**

John Greene  
John Lyda  
Casey Middlebrooks  
Derrick Murphy  
Curt Posey  
Mike Shaw  
Gene Smith

**Parks and Recreation  
Board**

Craig Moss-Director  
Lynn Cummings  
Bobby Humphrey  
Ben Lord  
Howard Payton  
Rickey Phillips  
Paul Sanford  
Steve Townsend

## **MISSION**

**Hoover Senior Center exists as a partnership to serve and empower senior adults by providing opportunities that promote quality of life through social engagement, physical well-being, community involvement, creativity, and life-long learning.**

## **VISION**

**The Hoover Senior Center will be recognized as a model for excellence in providing opportunities, programs, and services for older adults. Through a dedicated team, we commit to enriching the lives of seniors as we serve and empower them in a positive and safe environment.**

## **VALUES**

**Respect  
Integrity  
Safety  
Service  
Synergy  
Empathy  
Excellence**



**Fiscal Year**  
**October 1<sup>st</sup>, 2017-September 30<sup>th</sup>, 2018**

**Senior Center**  
**Total Budget- \$561,362.00 (unaudited)**

**Operating Budget (unaudited)**  
**\$291,124.00**

**Expenditures through 9/30/18**  
**\$253,089.32**

**Balance on 9/30/18**  
**\$38,034.68**

## Highlights

### **Milestone**

- The Hoover Senior Center became the first center in the state of Alabama to become nationally accredited and one of only 115 centers in the nation

### **Facility**

- Improvements to the facility included the installation of: 1) a de-humidifier, 2) an intercom system in the primary areas, and 3) blinds in one large activity room. Interior painting was also completed
- The pedestrian walk-way was painted from parking lot to front entrance
- The projector and motorized screen in auditorium was replaced
- The exterior parking lot area was repainted

### **Programming**

- Student volunteers taught social media workshops
- Added an intermediate exercise class that meets twice a week
- Beginning exercise class was split into two sessions to alleviate the overcrowding
- Writing group was established and meets twice a month
- Added 3 new classes
- Implemented "snack attacks"

### **Volunteers**

- The *Volunteer of the Month* program and an annual volunteer appreciation celebration was launched
- Developed a volunteer hours tracking system

### **Evaluation**

- Two member focus groups were completed
- Pre and Post tests were administered to a sample of classes
- Conducted member-wide satisfaction survey
- Completed individual interviews with members to evaluate specific classes

## Highlights, cont'd

### **Nutrition Program**

- The United Way Area Agency on Aging requested to incorporate examples of some of our best practices into their Jefferson County nutrition training programs
- Shelf staple meals for high risk congregate participants were increased to temporarily include weekend meals

### **Safety**

- Safety drills were completed throughout the year
- An emergency plan to deal with intruders (i.e. active shooters) was approved
- Safety Committee was established
- Established a daily police presence
- Staff met with Emergency Management Director for weather communication tips using Everbridge Communication

### **Assessments and Inspections**

- The Risk department performed annual risk assessment with the Fire Marshall
- United Way conducted a site visit to ensure that Alabama Department of Senior Services standards are being met
- Achieved a Health Department rating of 100 (2 site visits)
- The National Institute of Senior Centers conducted an on-site review for accreditation

### **Partnerships with Universities/Intergenerational Programming**

- Shades Mountain Elementary Singers performed
- A University of Montevallo student interned for approximately 20 weeks (20-25 hours a week)
- Bumpus Middle School students participated in school sponsored photography project at the senior center
- UAB nursing students volunteered over the summer

## Participation Summary

- TOTAL MEMBER VISITS: **31,529**
- TOTAL NEW MEMBERS: **332**
- TOTAL EXPRESS RIDES: **1,480 PASSENGER TRIPS**
- TOTAL CONGREGATE MEALS: **7,310 SERVED**
- TOTAL LUNCHEONS, DINNERS, AND LUNCH/LEARN ATTENDEES: **1,820**
- TOTAL TRIPS TAKEN: **34** (INCLUDES LUNCH BUNCH)
- EDUCATION & INFORMATION SEMINARS OFFERED: **16** EVENTS WITH **275** VISITS
- HEALTH & WELLNESS SEMINARS/CLASSES OFFERED: **14** EVENTS WITH **286** VISITS
- CREATIVE ARTS CLASSES OFFERED: **268** CLASSES TAUGHT WITH **1,431** VISITS
- MENTAL EXERCISES CLASSES OFFERED: **463** CLASSES TAUGHT WITH **4,054** VISITS
- TECHNOLOGY CLASSES OFFERED: **113** CLASSES TAUGHT WITH **113** VISITS
- PHYSICAL EXERCISE CLASSES OFFERED: **901** CLASSES TAUGHT WITH **23,934** VISITS

## PARTICIPATION TRENDS

EVENT	2016/2017	2017/2018	CHANGE
Member Visits	24,618	31,529	+6,911
New Members	282	332	+50
Hoover Express Rides	1,416	1,480	+64
Congregate Meals	7,288	7,310	+22
Meals Served at Luncheons	1,697	1,820	+123
Trips and Tours	24	34	+10
Hours of Volunteer Service	16,786	8,378	-8,408 Revised calculation method for accuracy
Creative Arts Classes	186 with 1,123 visits	268 with 1,431 visits	+82 classes +308 visits
Educational and Informational Seminars	15 with 283 visits	16 with 275 visits	+1 class -8 visits
Health and Wellness Events	14 with 437 visits	14 with 286 visits	+0 class -151 visits
Mental Exercise Classes	343 with 3,188 visits	463 with 4,054 visits	+120 classes +866 visits
Physical Activities	867 with 21,626 visits	901 with 23,934 visits	+34 classes +2,308 visits
Technology Classes	42 with 46 visits	113 with 113 visits	+71 classes +67 visits

## Report from Hoover New Horizons

- TRIPS & TOURS OFFERED MEMBERS **34** TRIPS/TOURS
- HOOVER EXPRESS TRANSPORTATION SERVICE PROVIDED **1,480** RIDES
- SONGBIRDS PERFORMED AT **25** VENUES, PRIMARILY RETIREMENT LOCATIONS & NURSING HOMES
- CELEBRATED HOOVER NEW HORIZONS 30<sup>TH</sup> ANNIVERSARY
- ASSISTED WITH HOOVER SENIOR CENTER ACCREDITATION PROCESS
- CO-SPONSORED 2018 VOLUNTEER APPRECIATION CELEBRATION

## Evaluation Summary

Members gave us feedback related to programming, classes, the staff, and the facility.

Evaluations methods included 1) a general member satisfaction survey, 2) focus groups, 3) individual interviews, 4) pre-and-post tests, and 5) the comment box.

After analysis of the 2018 satisfaction survey, using a rating scale of 1-5 where 5 is best, overall satisfaction responses included\*:

- Staff members are courteous and helpful to me- **4.97**
- Staff members provide a safe environment for members- **4.96**
- The senior center facility is clean- **4.95**
- I feel like a valued member at the senior center- **4.89**
- I am appreciated as a volunteer- **4.86**
- The senior center provides an exceptional variety of programming and activities- **4.77**

\*(A copy of all the 2017/2018 survey and evaluation feedback can be found at the center's front desk.)

“The senior center staff and instructors are very welcoming.”

“This is a **happy** place!”

“Very caring personnel.”

## Comments from Members

“Beautiful building!”

“Varied programs.”

“I appreciate the whole center.”



## Volunteers

Hours of service provided by volunteers: **8,378 hours provided by 148 volunteers**

The dedicated center volunteers are critical to the success of the Hoover Senior Center. The center would not be able to offer the programs, events, classes and services to members without the volunteers who give their time to support the center. There were a variety of volunteer roles during 2017/2018, including:

- Administration team
- Daily lunch entertainment
- Daily lunch helpers
- Hoover Express drivers
- Instructors/activity leaders
- Meals on Wheels preparation volunteers
- New Horizons Board members
- New Horizons Board committee member
- Songbirds
- Trips and Tours leaders

In addition to the member volunteers, the City of Hoover leadership also provided significant support in the form of funding, and assistance from city departments including 1) Mayor's office, 2) Parks and Recreation, 3) Finance, 4) Risk, 5) Human Resources, 6) Public Works, 7) Fleet, 8) Fire and 9) Technology.

Approximately 50 sponsors and partners also contributed to the success of the senior center this year. They hosted lunch and learns, offered educational presentations/materials on a variety of topics, conducted health-related screenings, provided funding for the nutrition program, and furnished food and prizes for center events.

### **Volunteer of the Month**

In mid- 2018 we began to give special monthly recognition to volunteers who made exceptional contributions to the senior center and center members.

The volunteers recognized were:

- Bob Wiltsey
- Rusty Campbell
- Helen Tankersley
- Balagee Govindan
- Carol Byrd

## Goals for 2018/2019

### **Programming**

- Add new classes based on member requests and identified needs
- Review class and event titles to determine if there is a need to change any names to make them more appealing
- Research programming and services offered by other centers and communities

### **Marketing/Outreach**

- Gather data to assist in determining our target market
- Develop methods to distinguish the senior center services and programming from other organizations
- Highlight programs and services through a variety of marketing techniques

### **Staff**

- Schedule quarterly cross-training sessions with the staff so that each staff member is familiar with the other staff members' job duties.
- With cooperation from the Recreation Center management; train Rec Center employees to identify senior members, making them aware of the senior center activities and adding them to our Hoover New Horizons mailing list.

### **Volunteers**

- Find new ways to utilize volunteers
- Create ways to market volunteer opportunities
- Develop a volunteer handbook