

**City of Rocky Mount
Parks & Recreation Department
Division of Senior Programs/Senior Center Action Plan: 2014 - 2019**

OBJECTIVE	ACTIONS INVOLVED	RESOURCES NEEDED PERSONS RESPONSIBLE	TARGET DATE/ COMPLETION DATE
GOAL: Increase visibility of division and Senior Center to older adults; as well as, the entire local community			
<p>Increase usage of website, social media, and other forms of media to promote programs and services. This should include radio and television.</p>	<ul style="list-style-type: none"> • Conduct phone-in segments with local radio station's morning show to promote programs and services • Contract with local radio stations for advertising spots for special events. • Use local paper - Rocky Mount Telegram – for various advertising options • Continue appearances (with staff and special event recordings) on TV-19 and other local stations. • Use additional community websites to market programs • Develop and implement division marketing plan • Discuss with city's 	<ul style="list-style-type: none"> • City of RM • P&R Department Staff • Division Staff • Community agencies as needed • Local radio stations 	<p>Target:</p> <ul style="list-style-type: none"> • Phone-ins for local radio – radio station changed platform and show is no longer in production • Radio contracts – annual contract completed with Life 103.1; work with PIO for other one-time radio spots on other stations • Marketing Plan – completed • TV Show – completed and working with local WNCR-TV station for Health Matters Talk Show (September 2014 – present) • Internal digital signs – June 2015 • All other actions will be completed on a continuous basis <p>Completion:</p> <ul style="list-style-type: none"> • Phone-in segments - as needed • Radio contracts – Annually • Marketing plan – ongoing • TV show – ongoing • Internal digital sign – ongoing • All others will be as needed for program needs

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	<p>Public Relations office the feasibility of producing TV show dedicated to older adults</p> <ul style="list-style-type: none"> • Include website information on all media • Design and purchase banners to use at P & R Department Special Events • Research purchase and installation of internal digital signs 		
<p>Increase public awareness of current media methods</p>	<ul style="list-style-type: none"> • Place newsletters and other material in local doctor's offices, pharmacies, restaurants, and other establishments frequently visited by older adults • Build Facebook page fan base 	<ul style="list-style-type: none"> • City of RM Staff • P & R Department Staff • Division Staff • Community agencies and businesses as needed • Center participants 	<p>Target:</p> <ul style="list-style-type: none"> • All completed on a continuous basis <p>Completion:</p> <ul style="list-style-type: none"> • All - quarterly and as needed for programs and special events
<p>Create and/or maintain partnerships with community organizations</p>	<ul style="list-style-type: none"> • Contact local institutes of higher education about partnering for life long learning opportunities • Partner with 	<ul style="list-style-type: none"> • Division staff • Institutions of higher learning as needed • Community organizations as needed • School system 	<p>Target:</p> <ul style="list-style-type: none"> • Initial contacts for all potential partnerships listed by June 2015 and then completed on a continuous basis if feasible.

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	<p>continuing education programs at local community colleges</p> <ul style="list-style-type: none"> • Continue to develop college internship program • Continue current non-academic related relationships with local institutes of higher education • Continue partnerships with local high schools – internship and volunteer programs • Provide volunteer opportunities via division programs for community organizations 		<p>Completion:</p> <ul style="list-style-type: none"> • Ongoing • Add others as opportunities present themselves
<p>Develop ways to highlight division program offerings to facility visitors</p>	<ul style="list-style-type: none"> • Purchase center mascot to accompany participants on trips • Provide display case for signed trip souvenirs • Place blown up pictures of program activities throughout building 	<ul style="list-style-type: none"> • Division staff • Participants 	<p>Target:</p> <ul style="list-style-type: none"> • All completed by June 2015 <p>Completion:</p> <ul style="list-style-type: none"> • All are ongoing

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<p style="text-align: center;">Provide more information on programs and services to local faith-based organizations and churches</p>	<ul style="list-style-type: none"> • Work with Department of Human Relations • Create church contact list, mailing list, email list, etc • Attend meetings of local senior clubs with church affiliation 	<ul style="list-style-type: none"> • City of RM Human Relations • Division Staff • Local churches • Local senior clubs 	<p>Target:</p> <ul style="list-style-type: none"> • Human Relations – Start by July 2014 and then continuous • Create church contact list - December 2014 • Attending church senior clubs – Begin by January 2015 and then continuous <p>Completion:</p> <ul style="list-style-type: none"> • Human Relations – complete • Create church contact list – ongoing • Attending church senior clubs – ongoing
<p style="text-align: center;">Provide presentations to community organizations and resources to community expos</p>	<ul style="list-style-type: none"> • Develop presentation format to be utilized in promoting division • Develop newsletter and email list • Recruit and train volunteers to become presenters • Attend Community Expos for older adults 	<ul style="list-style-type: none"> • Division Staff • Center volunteers 	<p>Target:</p> <ul style="list-style-type: none"> • All will be conducted on a continuous basis <p>Completion:</p> <ul style="list-style-type: none"> • Completed as events arise
<p style="text-align: center;">Provide opportunities for staff, volunteers, and participants to serve on various committees</p>	<ul style="list-style-type: none"> • City • P & R Department • Community Partners • Older Adult Advocacy Groups – local, regional, and state boards and commissions 	<ul style="list-style-type: none"> • Division Staff • Community agencies as needed • Center volunteers • Center participants • Local, regional, and state boards and commissions 	<p>Target:</p> <ul style="list-style-type: none"> • Continuous basis as opportunities present themselves <p>Completion:</p> <ul style="list-style-type: none"> • Ongoing

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<p>Provide and promote opportunities for older adult involvement in community organizations and projects.</p>	<ul style="list-style-type: none"> • Provide opportunities for community organizations to present and recruit within the facility • Continue to work with NC Wesleyan and other community groups on various community service projects 	<ul style="list-style-type: none"> • Division staff • Community organizations as needed 	<p>Target:</p> <ul style="list-style-type: none"> • Continuous basis as opportunities present themselves <p>Completion:</p> <ul style="list-style-type: none"> • Ongoing
<p>Goal: Enhance the division and center’s potential for alternative funding; as well as, its ability to more efficiently and effectively use available funds</p>			
<p>Maintain state certification while obtaining National Accreditation</p>	<ul style="list-style-type: none"> • Maintain NC Senior Center of Excellence Status through the North Carolina Division of Aging and Adult Services • Complete National Accreditation process to meet and exceed national standards set forth by the National Council on Aging and the National Institute of Senior Centers 	<ul style="list-style-type: none"> • City of RM Staff • P & R Staff • Division Staff • Volunteers • Participants • Community agencies • City Council – governing board 	<p>Target:</p> <ul style="list-style-type: none"> • Initial National Certification by February 2015 and then continuous • Up for recertification in 2020 <p>Completion:</p> <ul style="list-style-type: none"> • Ongoing

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<p>Explore additional methods to reduce operating expenses without affecting program services</p>	<ul style="list-style-type: none"> • Recruit volunteer instructors • Work closely with community organizations for cooperative programming that meets the needs of both and reduces fragmented efforts • Provide programs that demonstrate financial sustainability 	<ul style="list-style-type: none"> • Division Staff • Community agencies as needed • Center Volunteers 	<p>Target:</p> <ul style="list-style-type: none"> • Continuous basis as opportunities present themselves <p>Completion:</p> <ul style="list-style-type: none"> • Ongoing
<p>Goal: Focus on quality of service and facility improvement</p>			
<p>Promote and increase training opportunities for staff and volunteers</p>	<ul style="list-style-type: none"> • Conduct quarterly volunteer training meetings • Create Ambassador Program – train volunteers to make community presentations and take on other leadership roles in organization • Conduct quarterly all staff meetings – full time and part time • Conduct 1-on-1 	<ul style="list-style-type: none"> • Division Staff • Center volunteers 	<p>Target:</p> <ul style="list-style-type: none"> • Volunteer Trainings – Begin by June 2015 • Ambassador Program – Begin by June 2015 • Division Staff meetings – continuous • 1-on-1 meetings w/ full time staff – continuous • Professional Development funding – continuous • Certifications <ol style="list-style-type: none"> 1. Instructors – continuous 2. CPR/First Aid – September 2014 <p>Completion:</p> <ul style="list-style-type: none"> • Volunteer meetings - Quarterly • Ambassador Program – Quarterly • Division Staff meetings – Quarterly • Full time staff meetings – Monthly

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	<p>meetings between manager and full time staff members</p> <ul style="list-style-type: none"> • Encourage and provide funding for Professional Development • Pursue certifications for all instructors and CPR/First Aid for all staff members 		<ul style="list-style-type: none"> • Professional Development funding – Annually • Certifications – ongoing with recertification as needed
<p>Address facility painting needs and other aesthetic needs</p>	<ul style="list-style-type: none"> • Address aquatics Center to include draining pool and resurfacing bottom • Address multipurpose Room • Update community and facility information display area • Create Information & Referral Board 	<ul style="list-style-type: none"> • Division Staff • Volunteers 	<p>Target:</p> <ul style="list-style-type: none"> • Aquatics Center – June 2017 • Multipurpose Room – June 2018 • All Others – June 2015 <p>Completion:</p> <ul style="list-style-type: none"> • All are ongoing
<p>Purchase new furniture and equipment for facility</p>	<ul style="list-style-type: none"> • Purchase fold out tables and chairs for multipurpose room • Update lobby areas: front lobby and vending area (includes TV update) • Expand resources and equipment in the Fitness and Aquatic 	<ul style="list-style-type: none"> • Division Staff 	<p>Target:</p> <ul style="list-style-type: none"> • Fold tables/chairs – June 2017 • Lobby areas – June 2017 • Others are continuous as funding permits <p>Completion:</p> <ul style="list-style-type: none"> • All are ongoing

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	Centers		
Address facility heating/cooling concerns	<ul style="list-style-type: none"> • Purchase and install heating/cooling unit for locker room hall way • Purchase and install heating/cooling unit for front stairwell • Purchase preventative maintenance (PM) plans for HVAC unit 	<ul style="list-style-type: none"> • Division Staff 	<p>Target:</p> <ul style="list-style-type: none"> • New units - June 2018 or sooner • PM plans – Dec 2014 <p>Completion:</p> <ul style="list-style-type: none"> • New units – ongoing • PM plans – included and approved with FY 2015 budget
Pursue major renovation projects	<ul style="list-style-type: none"> • Seek capital improvement funds for locker room areas • Create media center with video/dvd viewing station • Explore methods and ways to make facility more ADA accessible for participants. • Complete front desk reconstruction project and implement new facility membership” software to improve division participation statistics 	<ul style="list-style-type: none"> • P & R Staff • Division Staff • Community organizations as needed 	<p>Target:</p> <ul style="list-style-type: none"> • Capital Improvements – continuous • Media Center – December 2015 • Americans with Disability Act (ADA) – Continuous • Front Desk – September 2014 <p>Completion:</p> <ul style="list-style-type: none"> • Capital Improvement – annual submission to P & R administration • Media Center – ongoing • ADA – ongoing • Front Desk – ongoing

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<p>Conduct program evaluations to increase participant feedback</p>	<ul style="list-style-type: none"> • Conduct annual needs assessment survey • Provide program evaluations when feasible • Implement State of Senior Programs participant meetings • Create new suggestion/response board for front lobby area • Survey participants regarding facility name change 	<ul style="list-style-type: none"> • Division Staff • Participants • Volunteers 	<p>Target:</p> <ul style="list-style-type: none"> • Initial needs assessment by September 2014 and then continuous • Program evaluations – continuous • State of Senior Programs participant meetings – initial one by June 2015 and then continuous • Suggestion/Response board – December 2014 • Facility Name Change survey – June 2018 <p>Completion:</p> <ul style="list-style-type: none"> • Initial needs assessment – annual • Program evaluations – all programs annually • State of Senior Programs meeting – quarterly • Suggestion/Response board – ongoing • Facility Name Change survey – ongoing
<p>Address flooring issues</p>	<ul style="list-style-type: none"> • Replace fitness center carpet • Refinish gym floor 	<ul style="list-style-type: none"> • Division Staff 	<p>Target:</p> <ul style="list-style-type: none"> • Fitness Center – June 2018 • Gym Floor – June 2015 and then continuous <p>Completion:</p> <ul style="list-style-type: none"> • Fitness Center – ongoing • Gym Floor - annual
<p>Goal: Expand programming opportunities for local older adults</p>			
<p>Provide on and off site programming opportunities to older adult housing communities and assisted living facilities</p>	<ul style="list-style-type: none"> • Create contact list for assisted living activity coordinators • Create contact list for senior housing apartments 	<ul style="list-style-type: none"> • Division Staff • Community agencies as needed • Tar River Transit 	<p>Target:</p> <ul style="list-style-type: none"> • Contact list for activity coordinators – December 2014 • Contact list for senior housing apartments – December 2014 • Coordinate with Tar River Transit - continuous

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	<ul style="list-style-type: none"> • Coordinate with Tar River Transit Travel Smart Coordinator for specific older adult groups 		<p>Completion:</p> <ul style="list-style-type: none"> • Contact list for activity coordinators - ongoing • Contact list for senior housing apartments – ongoing • Coordinate with Tar River Transit – ongoing
<p>Develop programs that will increase participation from Rocky Mount residents in the Down East Senior Game</p>	<ul style="list-style-type: none"> • Conduct Pre Senior Games Bash • Offer more senior games related trainings/rules clinics and tournaments • Promote Senior Games • Provide opportunities for staff members to serve on planning committee • Encourage participants to serve on planning committee 	<ul style="list-style-type: none"> • Division Staff • Community agencies as needed • Senior Games Planning Committee • Volunteers • Participants 	<p>Target:</p> <ul style="list-style-type: none"> • Pre Senior Games Bash – March 2016 and continuous • Senior Games related trainings – March 2015 and continuous • Promote senior games – continuous • Staff on committee – continuous • Participants on committee – continuous <p>Completion:</p> <ul style="list-style-type: none"> • Pre Senior Games Bash – annually once implemented • Senior Games related trainings – annually once implemented • Promote senior games – annually • Staff on committee – annually • Participants on committee - annually
<p>Increase participation in Senior Softball League</p>	<ul style="list-style-type: none"> • Lower age to 50+ • Offer registration recruitment incentives (1 – 2 years) • Create travel team to play additional games at conclusion of regular season. • Host tournaments 	<ul style="list-style-type: none"> • Division Staff • Participants 	<p>Target:</p> <ul style="list-style-type: none"> • Lower age to 50+ - June 2014 • Registration recruitment incentive – June 2014 • Travel Team – June 2015 • Tournaments – June 2015 <p>Completion:</p> <ul style="list-style-type: none"> • Lower age to 50+ - completed in March 2014 • Registration recruitment incentive – completed in March 2014 • Travel Team – ongoing

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	and invite other teams		<ul style="list-style-type: none"> • Tournaments – ongoing
Partner with other P & R divisions for innovative programming opportunities	<ul style="list-style-type: none"> • Imperial Centre – Creative Arts • Neighborhood Programs – Trips and Summer Camps • Special Populations – Paws in the Park 	<ul style="list-style-type: none"> • P & R Staff • Division Staff • Participants • Volunteers 	<p>Target:</p> <ul style="list-style-type: none"> • Imperial Centre – September 2014 and continuous • Neighborhood Programs – September 2014 and continuous • Special Populations – April 2015 and continuous <p>Completion:</p> <ul style="list-style-type: none"> • All will quarterly and/or annually
Expand fitness offerings	<ul style="list-style-type: none"> • Provide screenings in collaboration with community health agencies • Continue blood pressure screenings with community college • Schedule annual Flu Shot Clinic • Work with interns to develop various classes • Create and recruit various volunteer fitness positions 	<ul style="list-style-type: none"> • Division Staff • Volunteers • Community agencies as needed • Institutes of higher education 	<p>Target:</p> <ul style="list-style-type: none"> • Provide various wellness screenings – continuous • Continue blood pressure screenings with community college – continuous • Annual flu shots – continuous • Develop new classes via interns – continuous • Create and recruit various volunteer fitness positions - continuous <p>Completion:</p> <ul style="list-style-type: none"> • Provide various wellness screenings – monthly, quarterly, annually • Continue blood pressure screenings – weekly during college semesters • Flu Shot Clinic - annual • Develop new classes via interns – during the college’s fall and spring semesters (summer if opportunity arises) • Create and recruit various volunteer fitness positions – ongoing