

PROVIDING INNOVATION & MARKETING

TO INCREASE THE SUSTAINABILITY OF
SENIOR CENTERS & NUTRITION SITES

Topics:

- Discuss Modernization
- Understanding Marketing & Branding
- DIY Analysis

PRESENTING INFORMATION & SHARING RESOURCES FOR
SENIOR CENTER AND NUTRITION SITE STAFF



PRESENTERS:

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Based Program Manager
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Data Analyst/Wellness Coordinator
Amber Price
Communications Coordinator



Scan the
Zoom QR
Code to Gain
Access



South Carolina
**DEPARTMENT
ON AGING**

Learning Objectives:

After participating in the session, attendees should be able to...

- Examine internal operations and current programming to explore increased opportunities for innovation and modernization
- Describe the differences between branding and marketing
- Formulate an individualized marketing plan



The Pathway to Innovation and Modernization

Innovation and Modernization

Innovation is defined as the practical implementation of ideas that result in the improvement of goods and services.

Modernization is defined as the process of adapting something to modern needs or habits.

Examples of modernization which drives innovation:



Modernization of Senior Centers

Generational Shift

TABLE 1 – Generational Differences and Translation to Senior Center Programs*

Greatest Generation Born 1901–1924	Silent Generation Born 1925 1945	Boomers Born 1946 1964
<ul style="list-style-type: none"> • Youngest are now 98 • Valued collective organization, patriotism, neighborliness • Experiences include: WWI, Great Depression, America’s first Boy Scouts and Girl Scouts, worked easily in groups • No television 	<ul style="list-style-type: none"> • They are 77-97 now • Value more individual focus, rules and policies, price conscious • Experiences include post WWII, Cold War, Korean Conflict, Civil Rights • Television 	<ul style="list-style-type: none"> • They are 58-76 now • The largest cohort in the U.S. ever. Best educated. Most affluent. Healthiest • Value choice, quality, making a difference. • Experiences include Vietnam War, Beatniks/ Woodstock, Civil Rights • Television, video, dawn of personal computers
<p>Translation</p> <ul style="list-style-type: none"> • Potlucks • Sing-alongs • Games • Pitching in 	<p>Translation</p> <ul style="list-style-type: none"> • Congregate meals • Organized clubs • Free classes 	<p>Translation</p> <ul style="list-style-type: none"> • High quality programming • Short-term/focused commitments • Demonstrated impact • Choices in everything

*Source: National Institute of Senior Centers, 2022

Tips for Innovation and Modernization

1. Plan for the future
2. Resources
3. Expand Online
4. Update Technology



4 Steps to Innovation

1. Understand (asking questions and listening)
 - a. Who
 - b. Why
 - c. What
 - d. How
2. Identify
3. Brainstorm
4. Test





SHOUT OUT



Meals on Wheels
of Greenville

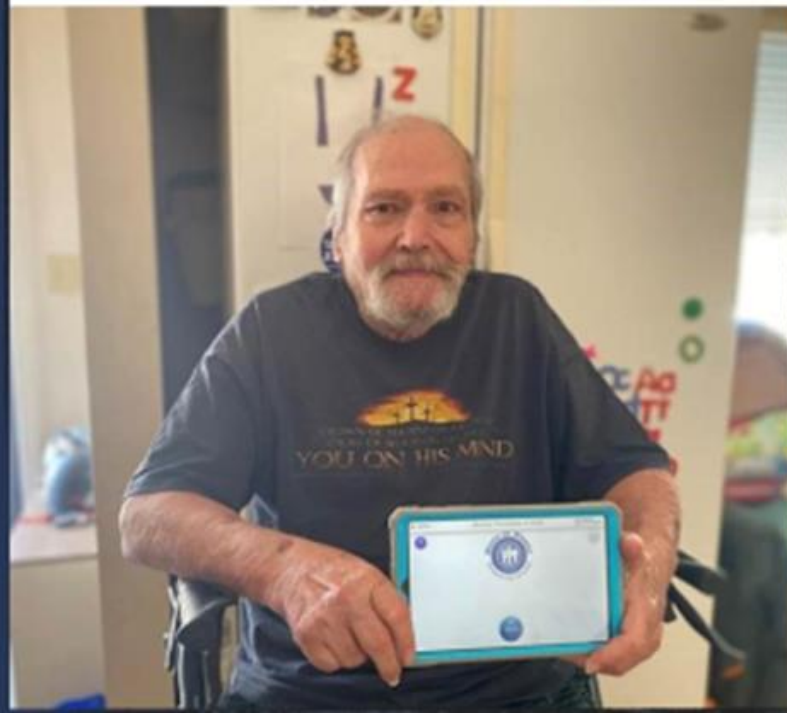


Meals on Wheels of Greenville

Dec 28, 2023 · 🌐

Your generosity gives homebound neighbors like Buster the gift of connection. Buster is currently one of 43 active clients enrolled in our Companion Charlie tablet program which uses technology to improve the lives of clients at home.

Continue to provide Buster with #MoreThanMeals, by making a year-end gift. No amount is too small to change homebound lives. <https://bit.ly/3gh511b>



MARKETING AND

BRANDING

PRESENTER: AMBER PRICE
COMMUNICATIONS COORDINATOR,
SCDOA



WHAT IS MARKETING?

Marketing- the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives



“What separates good content from great content is a willingness to take risks and push the envelope.”

PREREQUISITES FOR MARKETING

- Two or more parties with unsatisfied needs
- Desire or ability of one party to meet the needs of another
- Parties must have something to exchange
- Purpose
- Socialization
- Community
- Opportunity to exercise
- There must be a means to communicate parties, need to know each other exist

“You can’t buy engagement. You have to build engagement.”



MARKETING VS. BRANDING

MARKETING



What do we do to actively promote a program or service



How we communicate to our audience



Promotion of the brand

BRANDING



Values



What you represent & stand for



How do you want your program to be identified



Creates emotional reactions in customers

AGEISM

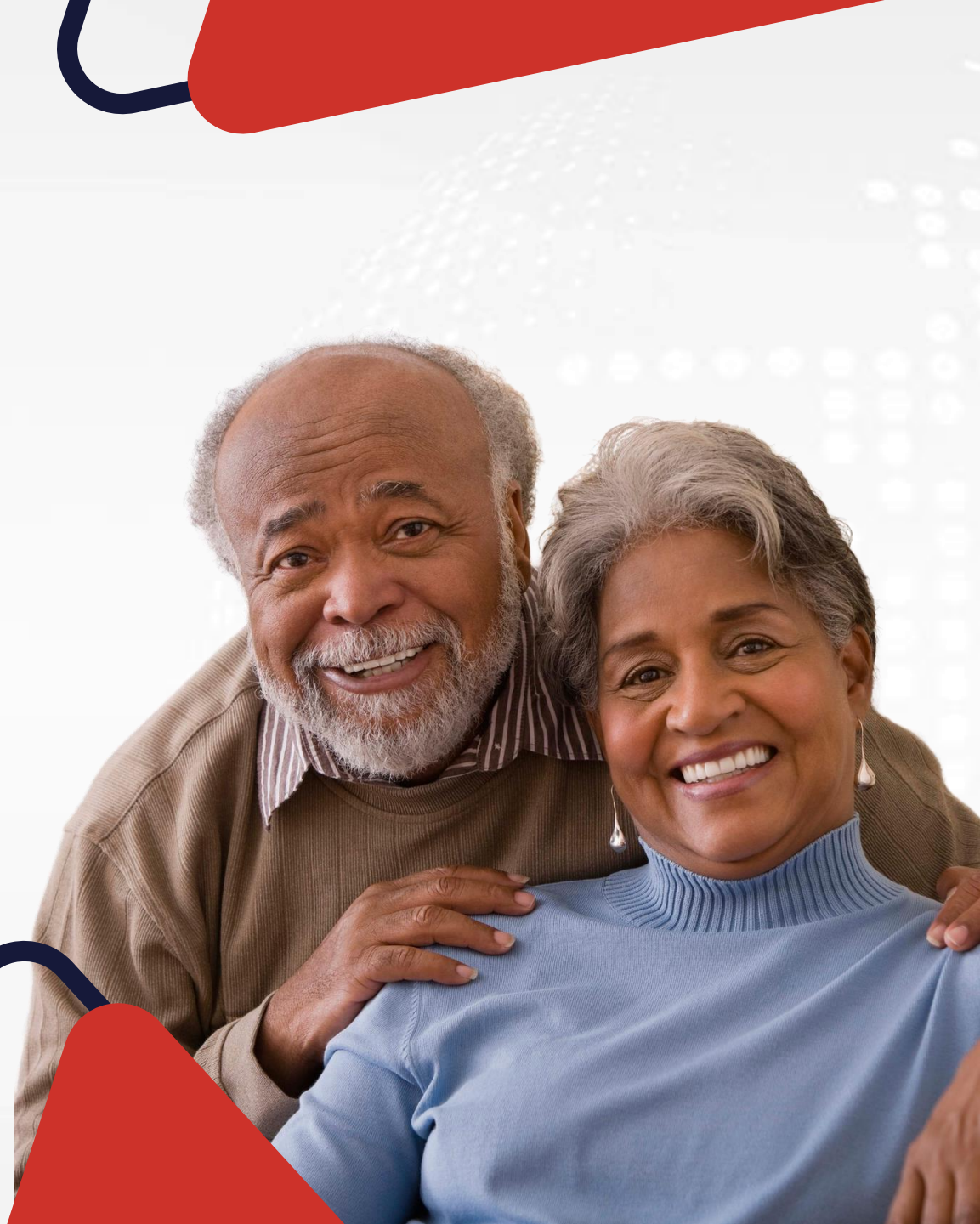
- Ageism refers to stereotypes, prejudice, and discrimination directed toward people on the basis of age
- Ageism impacts our society at large and people as individuals in many ways, affecting our health, employment, financial security, and self-perceptions

Terms to **Avoid**

- People over 65
- Tidal Wave, Tsunami
- Choice, planning, control
- Struggle, battle, fight

Terms to **Use**

- Participants ages 65 to...
- While Americans live longer and healthier lives..
- Access to social and health services contribute to our ability to stay in our homes as we get older...
- Aging is a dynamic process that leads to new aspirations, abilities and knowledge we can share with our communities



MARKETING TOOLBOX

- Special Events ie. Older Americans Act Senior Nutrition Month Celebration
- Flyers/Posters
- Community Networking
- Community Partnerships
- Newsletter
- Your Services
- Public Recognition/Awards
- Radio/TV Advertising/Press Releases (Promotions)
- Social Media
- Consumer Surveys
- Calendar





SHOUT OUT



Meals on Wheels
of Anderson



TRUST

- Credibility
- Reliability
- Support

DESIGN

- Color scheme
- Fonts
- ADA (Americans with Disabilities Act) Formats
- Emotion
- Promotion

VALUE

- Goals
- What is your reason behind what you are doing
- Voice

IDENTITY

- Your name
- Who/What/Where/When/Why/How
- Credibility

BRANDING TOOLBOX

STRATEGY

- Plans
- Actions
- Direction

ADVERTISING

- Quality
- Effectiveness

MARKETING

- Recruitment
- Research
- Promotion

LOGO

- Products
- Services
- Programs
- Representation

Logo Tools:

- Fiverr
- 99Designs
- Canva
- Tailor Brands
- Looka
- BrandCrowd
- Squarespace
- PlaceIt

Community Exploration Tool

Marketing Planning Process

Resources

Rowan Goodrich, MS, RD, LD
Senior Nutrition Programs
Evidenced-Based Programs

Property Analysis

Community Analysis

On the homepage,
select the *Community
Analysis* tab

Select a Community

You won't find a more hospitable or business-friendly climate than South Carolina. That's not just our opinion. Area Development magazine consistently ranks South Carolina as one of the top five states to do business in the nation. We are proud to offer a good value equation to all businesses - enterprise or entrepreneurial.

CITIES

Select City

Cities

- Abbeville
- Aiken
- Allendale
- Anderson
- Andrews

COUNTIES

Select County

REGIONS

Select Region

Heat Map Displaying Concentration of Aged 65+

STEPS: "Smart Tools"

Select
Mapping

Select
Demographic
Data

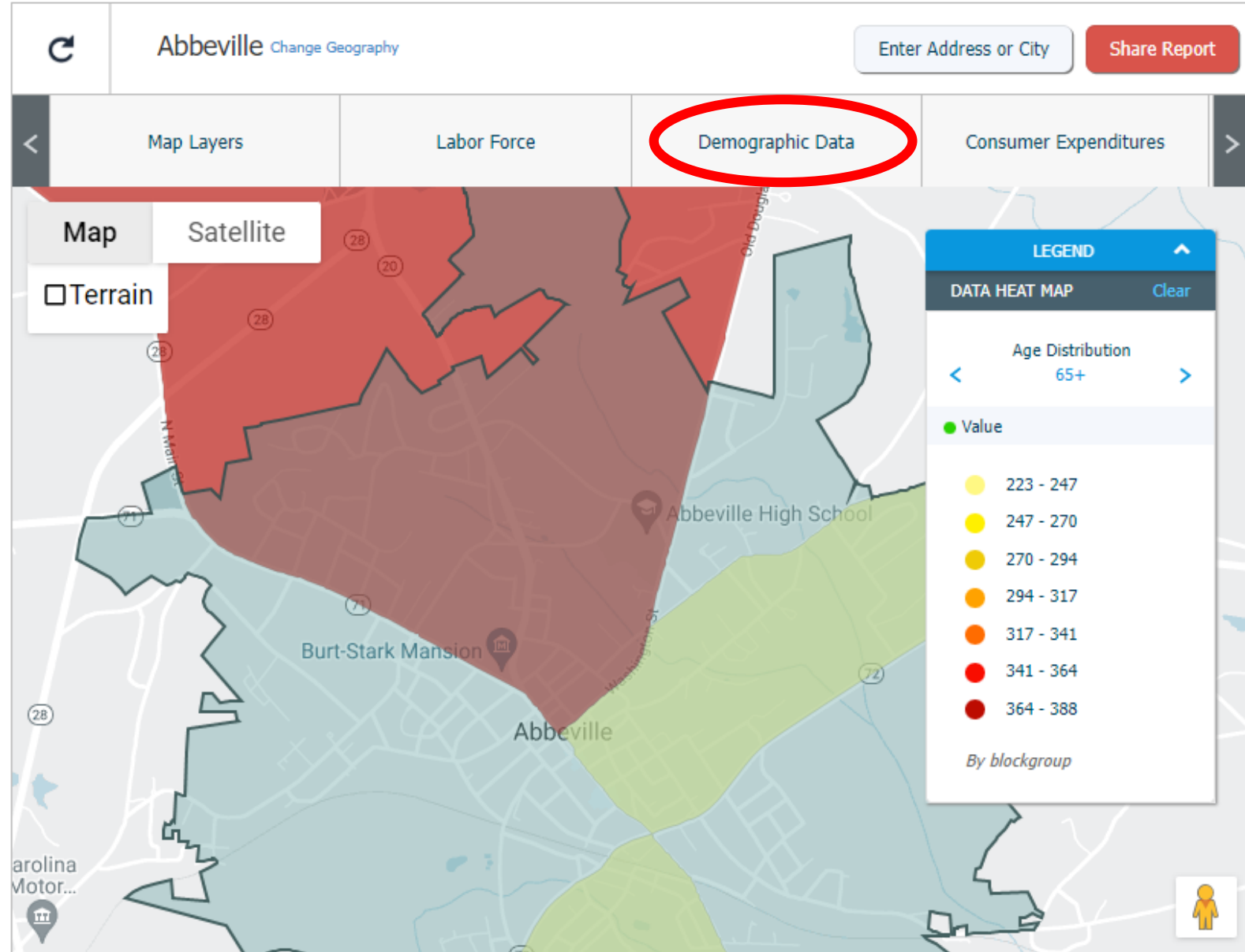
Select
Age
Distribution
65+

- Community Profile
- Demographics
- Businesses
- Mapping**
- Compare
- Talent Pool
- Find Properties

- 1** **SELECT FROM THE MENU**
- Click the tabs at the top to select Map Layers, Demographic Data, Consumer Expenses or Labor Force.



Abbeville.



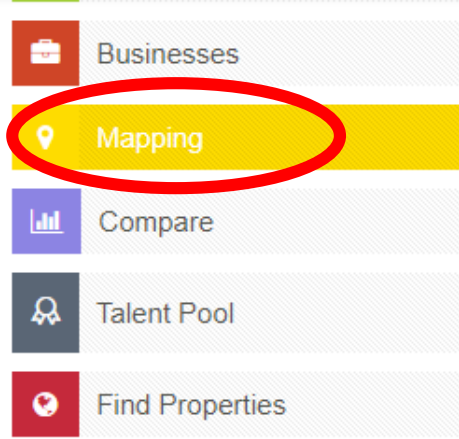
Heat Map
Displaying Those
with incomes
<\$10K

STEPS:
"Smart Tools"

Select Mapping

Select
Demographic Data

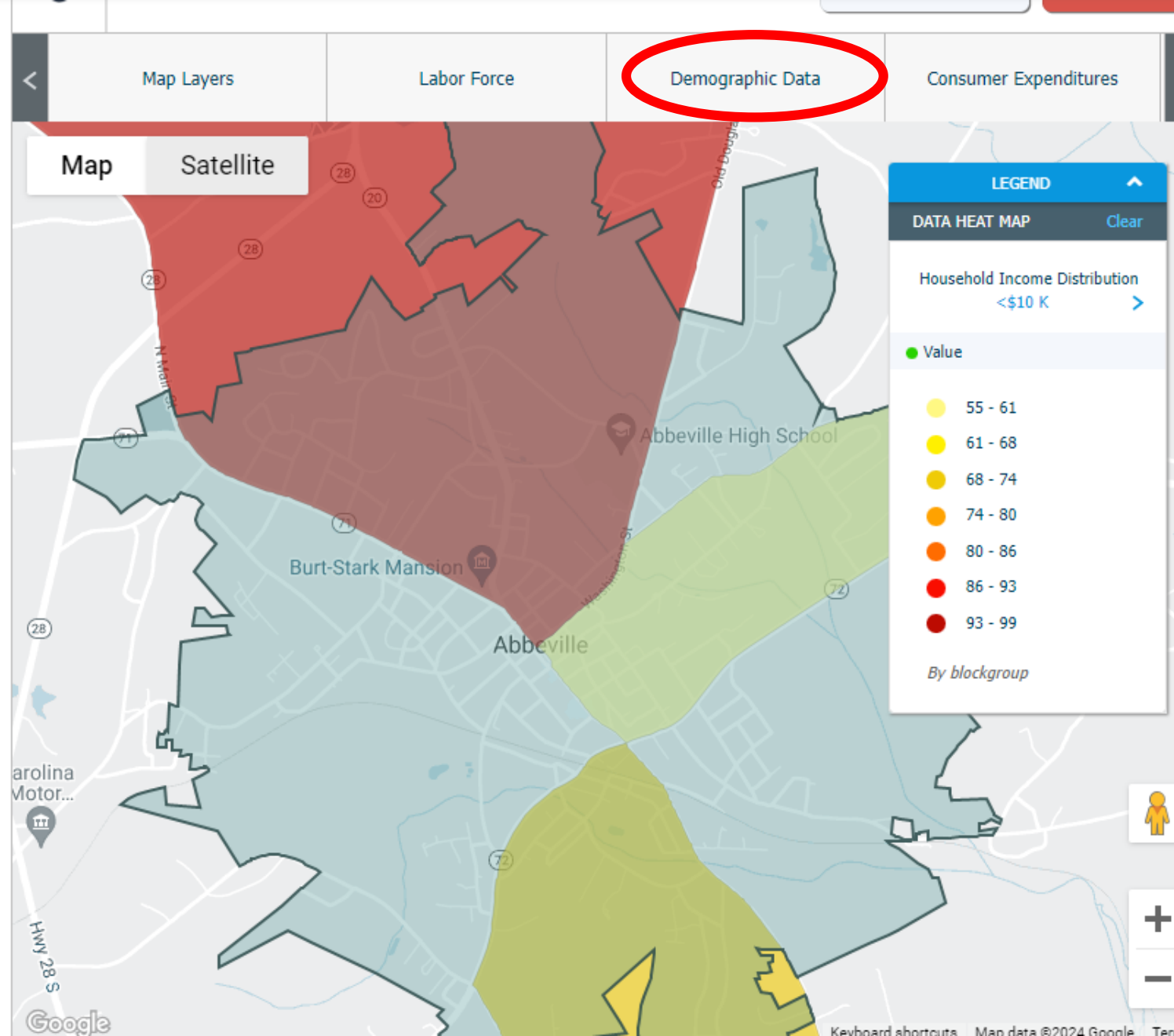
Select
Total Household
Income Distribution
<10 K



1 SELECT FROM THE MENU
Click the tabs at the top to select Map Layers, Demographic Data, Consumer Expenses or Labor Force.



2 RESEARCH AND ANALYZE
Generate custom heat maps illustrating your choice of



Create Pinpoints
on Map:
Word Search
Example-
"Churches"

STEPS:
"Smart Tools"

Select Businesses

Select
Business Search

Business
Name/Keywords:
"church"

- Community Profile
- Demographics
- Businesses**
- Mapping
- Compare
- Talent Pool
- Find Properties

1 SELECT FROM THE

Abbeville [Change Geography](#)

CLUSTERS INDUSTRIES **BUSINESS SEARCH**

Employees (est) From - To **Revenue** From - To

CLUSTERS INDUSTRIES BUSINESS SEARCH

Map Satellite

SUMMARY

Other Services - Repair, Personal Care, Laundry, Religious, etc. Clear

Total Businesses	Sales (est)	Employees (est)
38	n/a	103

Trinity Episcopal Church
Abbeville, SC 29620-2456

Industry: Religious Societies
 Employees(estimated): 1-4
 Sales(estimated): Not Available
[Show Street View](#)

The map displays a cluster of businesses in Abbeville, SC, highlighted in a light teal color. Several brown circular markers are scattered across the map, representing individual business locations. Major roads like US-72 and SC-505 are visible. A zoom-in button (+) is located in the bottom left corner.

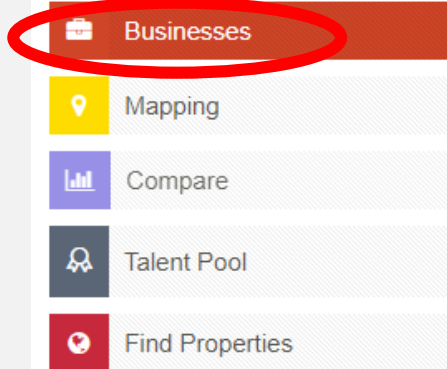
Create Pinpoints
on Map:
by Industry Category
Example- "Health Care and Social Services"

STEPS:
"Smart Tools"

Select
Businesses

Select
Industries

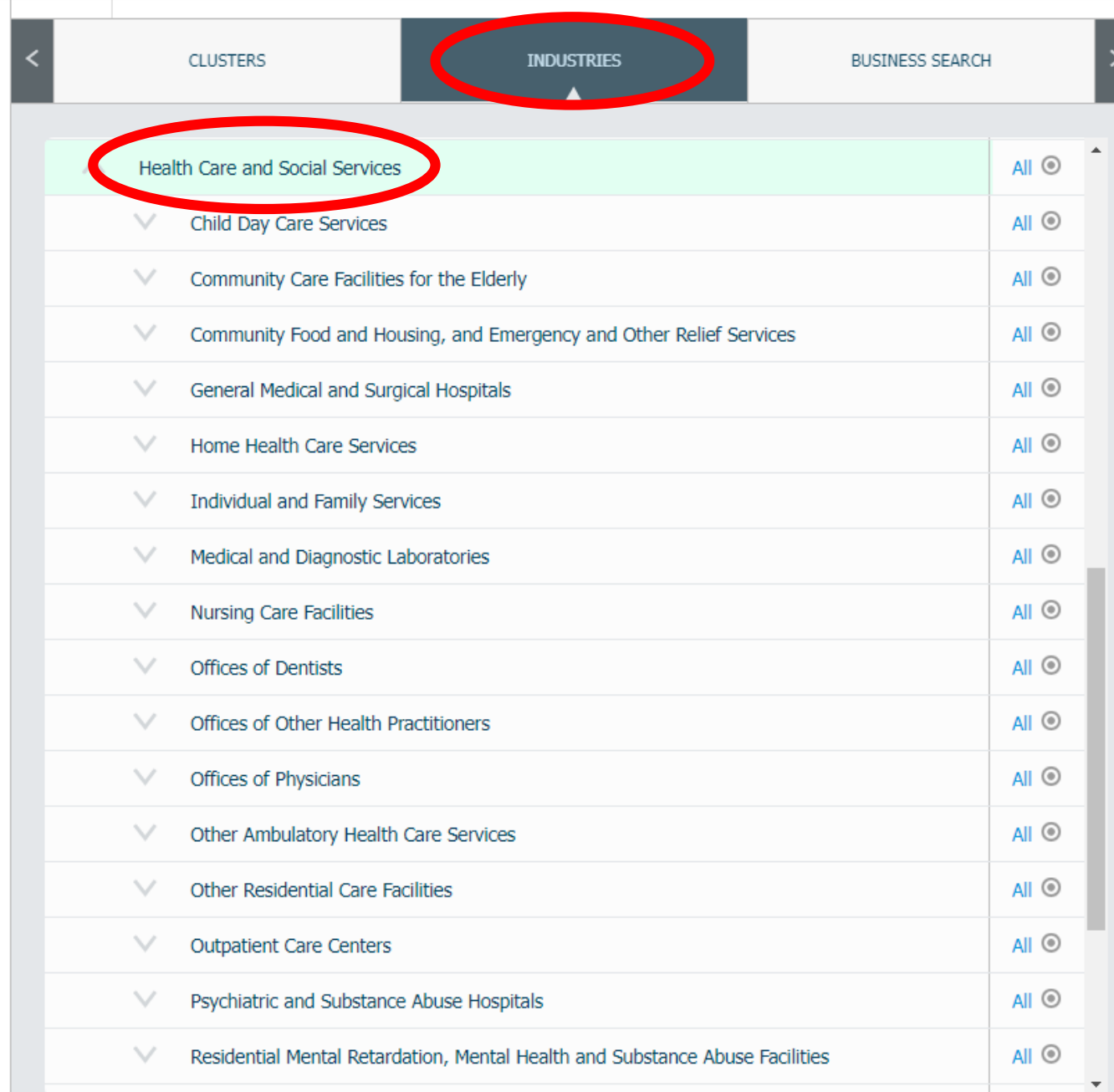
Select
Health Care and Social Services



1 SELECT FROM THE MENU
Click the tabs at the top to select Clusters, Industries or Business Search.



2 ANALYZE YOUR RESULTS
Click on the variables or points on the map to reveal robust data summaries for analysis.



Marketing Planning Process

Goal Setting

1. Mission, Vision, Values
2. Business Objectives

Analyzing the Current Situation

3. Marketing Audit & Market Analysis
4. S.W.O.T. Analysis
5. Marketing Assumptions

Creating the Marketing Strategy

6. Marketing Objectives & Strategies
7. Forecasts of Expected Results
8. Create Alternative Plans

Allocating Marketing Resources and Monitoring

9. Marketing Budget
10. Detailed Action Plan

Goal Setting

Mission, Vision, & Values

MISSION

- What do we do today?
- Who do we serve?
- What are we trying to accomplish?
- What impact do we want to achieve?

VISION

- Where are we going moving forward?
- What do we want to achieve in the future?
- What kind of future society do we envision?

VALUES

- What do we stand for?
- What behaviors do we value over all else?
- How will we conduct our activities to achieve our mission and vision?
- How do we treat members of our own organization and community?

Business Goals & Objectives

GOALS

Broad outcomes that the organization wishes to achieve

OBJECTIVES

Clearly defined and measurable steps that are taken to meet the broader goal(s).



SHOUT OUT



Mission: Provide opportunities to all senior citizens of Dorchester County to enhance their educational, mental, social, spiritual and physical wellbeing

Vision: to engage hearts, transform lives and inspire joy. We envision a connection community of people that are provided platforms to express creativeness, encourage activeness, and spark independence

Dorchester
Seniors, Inc.



Analyzing the Current Situation

Marketing Audit & Market Analysis

Assess...

- Tools used – brochures, printed newsletters, newspaper, e-newsletters, email, social media, radio, television, telephone, etc.
- Tool and audience matching
- Quality and effectiveness of the tools used
- Distribution methods & frequency
- Target areas - gaps
- Partnerships – gaps
- “Word of mouth”

Marketing Assumptions

Beliefs and expectations that you have about your target market, your value proposition, your channels and your goals.

Can lead to errors and missed opportunities if they are not validated or updated.

S Strengths

W Weaknesses

O Opportunities

T Threats

Internal

External

Helpful

Strengths

- What do we do well?
- What have our clients told us they like about us? (surveys, focus groups)
- What have our partners told us they like about us?
- What's unique about our services and programs?

Harmful

Weaknesses

- What can we improve?
- What are our clients dissatisfied with? (surveys, focus groups)
- What are our partners dissatisfied with? (surveys, focus groups)
- Where do we fall behind with our services and programs?
- Where do we have fewer resources?

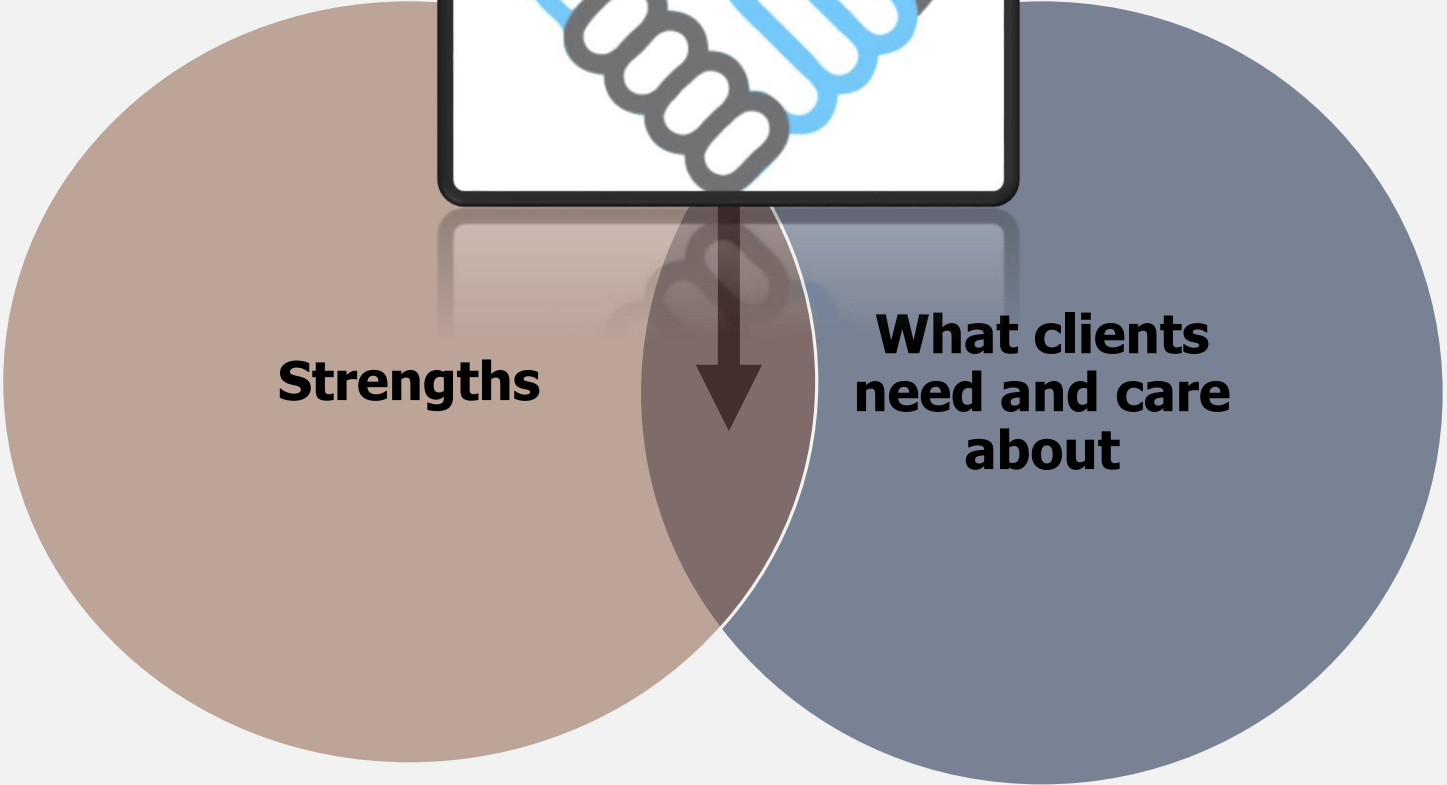
Opportunities

- Outreach to new areas
- What emerging trends can we take advantage of?
- Which of our strengths might be valuable to potential partners?

Threats

- What market trends are we unprepared for?
- Where are you experiencing increased costs?
- Are you experiencing staff turnover and/or decreased volunteers?

Unique Value Proposition



Creating the Marketing Strategy

Marketing Objectives & Strategies

What the marketing function wants to achieve (consistent with business objectives) and how it intends to do it.

Forecasts of Expected Results

Analysis to predict the potential success of specific marketing efforts. The purpose is to ensure that a business focuses on the proper marketing and advertising activities across channels and spends time and money wisely.

Create Alternative Plans

If expected results are not being met to satisfaction, review, revise and renew the plan.

Allocating Marketing Resources and Monitoring

Marketing Budget

Detailed budget for the year and an outline budget for each month

Detailed Action Plan

Detailed implementation plan
Include specific tasks, time-frame to accomplish, and who will be responsible

Marketing Action Plan

GOAL Specific, measurable objectives to be accomplished in a time-period.	TARGET Specific, reachable segments of the target market with similar needs, interests, motivations, demographics, locations, etc. How many organizations/people are there in each segment?	STRATEGIES Strategies that will attract the specific people or organizations you're trying to reach with a compelling offer that meets their interest/needs.	TACTICS/MESSAGES Tools or channels you'll use to reach your targets. What's unique and special about your services, bio, history that will connect with people? Which messages will be persuasive?	CALENDAR Specify which activities you will do daily, weekly, monthly or quarterly to achieve your goals.	MEASUREMENT How will you track results? How will you compare the effectiveness of each tactic? How will you calculate time/money/#of contacts it takes to attract/retain clients?

www.acl.gov/senior-nutrition

Nutrition and Aging Resource Center

Building the capacity of senior nutrition programs

The National Resource Center on Senior Nutrition - also known as the National Senior Nutrition Resource Center - provides leadership capacity of senior nutrition programs funded by the Older Americans Act to provide high-quality, person-centered services, promote social inclusion, and collaborate with existing health and nutrition programs to improve program sustainability and delivery. Our Senior Nutrition Resource Center programs work to reduce food insecurity, hunger, and malnutrition, enhance socialization, and promote health and well-being of older adults. [View Details](#)

- Browse Resources**
To identify programs and other tools for program development and implementation.
- SMA & Requirements**
Information on the Older Americans Resource Survey, Survey of Income and Participation, and Survey of Health and Retirement.
- Innovative Models**
Highlights and examples of innovative models of senior nutrition programs and services.
- Instructional Layout**
Getting started instructional layout on Aging Nutrition Center Implementation.

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- Live webinars & quickinars
- Infographics
- Toolkits
- Guides
- And More!



Newsletter



Subscribe to the newsletter and follow us on social media

NISC Affiliate Membership

Become a NISC Affiliate Today

Join the nation's only membership organization dedicated to supporting senior center professionals.

Explore More



<https://www.ncoa.org/page/nisc-membership-application>

National Council on Aging - Modernizing Senior Centers Resource Center

<https://www.ncoa.org/professionals/senior-centers/modernizing-senior-centers-resource-center>

Resource for Senior Center professionals. Provides a clearinghouse of tools and resources to support programs and services striving to meet the ever-changing needs of communities.

- [Programs of Excellence](#)
- [Senior Center Spotlights](#)
- [The State of Today's Senior Centers](#)

Comments/Questions?