

**FULL COLLABORATIVE MEETING
AGING SERVICES COLLABORATIVE (ASC)
MARCH 11, 2009
SUMMARY OF ACTIVITY**

Next Meeting of the Action Team: May 13, 2009

Present: The meeting was attended by 61 participants from 40 agencies and 4 Health Trust staff (Attachment A- Roster)

Proceedings:

The March 11, 2009 meeting of the Aging Services Collaborative (ASC) was held at the Sobrato Center, 1400 Parkmoor Ave., San Jose, CA 95126. The meeting was a joint session of the general membership (formerly Action Team) and the ASC Executive Committee. Lori Andersen, Director of Healthy Aging at The Health Trust, facilitated the meeting. A welcome and agenda review by Executive Committee member Marilou Cristina launched the meeting, followed by a round of introductions.

Celebration of Accomplishments

Executive Committee Member, Betty Malks and Santa Clara County Supervisor Don Gage presented Certificates of Appreciation to 27 ASC members who had provided project support and leadership during 2008 (see complete roster of honorees attached). San Jose City Councilmember Pete Constant was featured in a brief videotaped expression of congratulations to the honorees and to all the ASC membership for the year's progress.

ASC Logo Options

Three options for an ASC logo by On Lok designer Jenny O'Toole were introduced and votes collected from the membership. The most favored will be presented at the next general meeting as the group's choice. It is hoped that a letterhead bearing the selected logo along with a listing of agencies and organizations represented by the ASC membership will prove to be an effective tool for outreach and advocacy.

2009-2010 Strategic Directions

Recommended strategies were presented for ASC's strategic direction in 2009-2010 that were distilled from four planning sessions conducted during January and February of this year by a representative group of 48 ASC members. Following parameters formulated at the previous all-collaborative meeting in November 2008 as well as guidance from the ASC's Executive Committee, four Strategic Goals with accompanying objectives, impact statements and role assignments were crafted from the outcomes of the ad hoc planning groups. Ms. Andersen shared a summary illustration of the goals (see attached) with the members present.

One prominent aspect of the recommendations is that ASC work groups will be organized by function (i.e., Public Education & Outreach Team, Best Practices

Promotion Team, etc.) rather than by subject matter (i.e., Senior Centers, Transportation, Housing, etc.) as in the collaborative's previous tenure. This organization has the potential to allow the full membership to work jointly on a single project, rather than isolating subsets in subject matter focused endeavors.

After a brief presentation, Ms. Andersen invited small group discussion on the proposed goals. Salient themes, organized by the breakout groups' discussion topics, were shared afterwards, including:

Q. What did you hear in the presentation (of the four strategic goals/objectives/impact statements/role assignments) that excited you?

- the focus on Best Practices
- collaborating and networking
- promotion of positive images of aging
- focus on outreach to the community
- organization by function
- inclusion of advocacy

Q. Is there anything you need from the collaborative that you did not hear in the presentation?

- how to address services integration (across agencies)
- specific intensions about addressing diversity
- no consumerism focus

Q. What changes or additions do you want to recommend to the goals? objectives? impact statements? infrastructure?

- would like to see tangible deliverables specified for the goals
- linkages with city and county (aging) commissions (and/or other collaboratives) should be made specific
- would like more data and measurability...establish baselines...produce a "senior report card" periodically

Next Steps

Members were invited to sign up to attend "orientation" meetings for a more detailed discussion of related goals and objectives proposed for each of the function teams (Public Education & Outreach; Caregiver Support & Education; Best Practices Promotion; Communication & Networking) to be scheduled in the six weeks immediately following the March 11th meeting.

Upcoming 2009 All-Collaborative Meetings

(Second Wednesdays of alternating months, 2-4 p.m.)

May 13

July 8

September 9

November 11 (may be re-scheduled to allow Veterans' Day participation)

Ageing Services Collaborative (ASC)

Full collaborative meeting notes: Mar. 11, 2009

Attachments: Attendance Roster, List of Honorees and Strategic Goals Summary