



Greater Newburyport Village

Town Hall January 13, 2018





Agenda

#	Description	Who	Details
Pre-Meet	Social Time	All	Coffee, Tea, Treats
Session One	<ul style="list-style-type: none"> • Call to Order • Introductions • Presentations 	Paul	<ul style="list-style-type: none"> • Village Information (size, financials, donations, membership renewal) • Vision, mission, goals
		Bill J	<ul style="list-style-type: none"> • Good Neighbor Volunteer activities
		Joyce	<ul style="list-style-type: none"> • Program & Events Year in Review
	Small Group Discussions	All	Topic: What went well in 2017 and what we would like to see in 2018.
	Large Group	All	Collect Feedback
Break	Social Time	All	Snacks
Session Two	Feedback & Call for Volunteers	Various	<ul style="list-style-type: none"> • Review group feedback • Top Village volunteer needs for 2018 • Raffle & Adjourn



The Village Movement Across America

There are 230 operational villages in the US and 130 in development serving over 40,000 older adults:

- 85% are freestanding, including the Newburyport Village
- 15% are associated with a social services agency

Membership Dues

Per	Average	Range	GNV
Individual	\$431	\$10 - \$900	\$300
Household	\$601	\$15-\$1,309	\$450

Village Statistics from the 2016 National Survey of US Villages by the University of California, Berkeley & Mather LifeWays Institute on Aging.

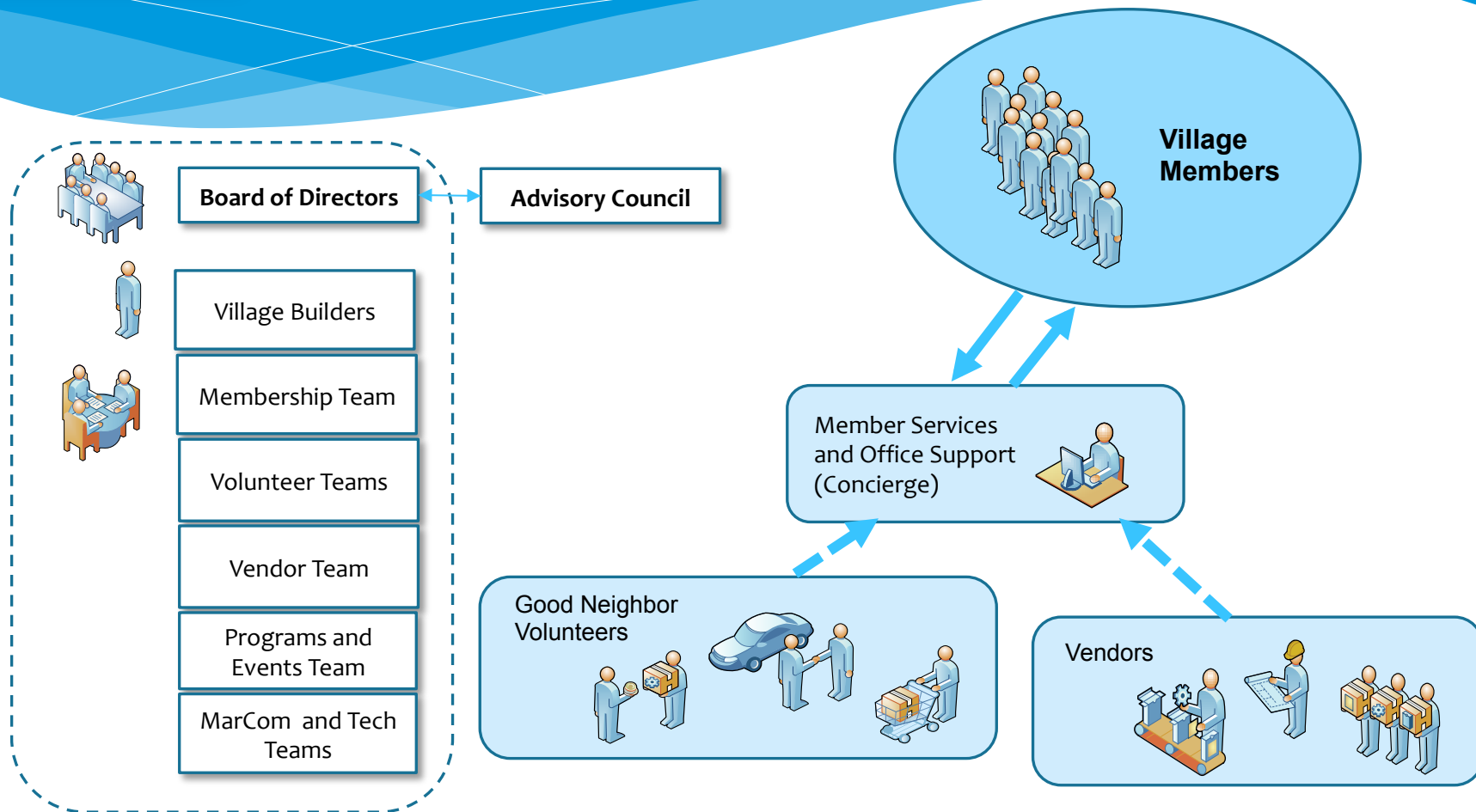


Membership Assistance Program (MAP)

- 72% of Villages, including the Greater Newburyport Village (GNV), offer discounted membership to those needing financial assistance to pay dues.
- The GNV offers flexible criteria that is not tied to housing assistance or other federal earnings criteria.
- Approved at the discretion of the Board of Directors.



Organizational Components





Where we are today

Village Size

73 members in total

- 26 Village Builders*
- 29 Good Neighbor volunteers in total*
 - 14 member volunteers
 - 15 non-member volunteers

* Some people are both Village Builders and Good Neighbors



Where we are today

Financial
(operates on a calendar year)

- 2018 Expense Budget \$22,292
- Estimated Dues Revenue \$19,650

Donations
(enable us to assist members
with dues and to meet our
obligations in a timely manner.)

- From Nov 2016 to Dec 31, 2017
- Restricted MAP \$4,150
 - Unrestricted: \$12,747



Where we are today

2018	Details for 2018 Renewals
Membership Renewal	<p>Our financial condition is currently strong enough to offer a dues reduction of \$25.00 when you renew your 2018 individual or household membership. This is also extended to lapsed Charter Members.</p> <p>2018 Reduced Renewal Dues:</p> <ul style="list-style-type: none">• Individual Renewal: \$275.00• Household Renewal: \$425.00 <p>Excluded:</p> <ul style="list-style-type: none">• Monthly installment payment• MAP memberships



Greater Newburyport Village Vision

- Become a vibrant, integral part of the community
- Provide a strong sense of purpose and fulfillment to residents





Greater Newburyport Village Mission

- Promote living well and independently for a lifetime through community engagement and a network of neighborly support
- Offer rewarding volunteer opportunities
- Provide a range of programs and services responsive to member needs





Six Strategic Goals

Membership

1. Sufficient membership growth and retention to achieve breakeven:
 - 75-80 this year,
 - 100 by March 2020
 - 85-90% retention
2. Increase membership options to attract more members and make it easier for them to join
 - Expand Temporary membership
 - Newcomers membership
3. Expand member services and programs to increase the unique value of membership.

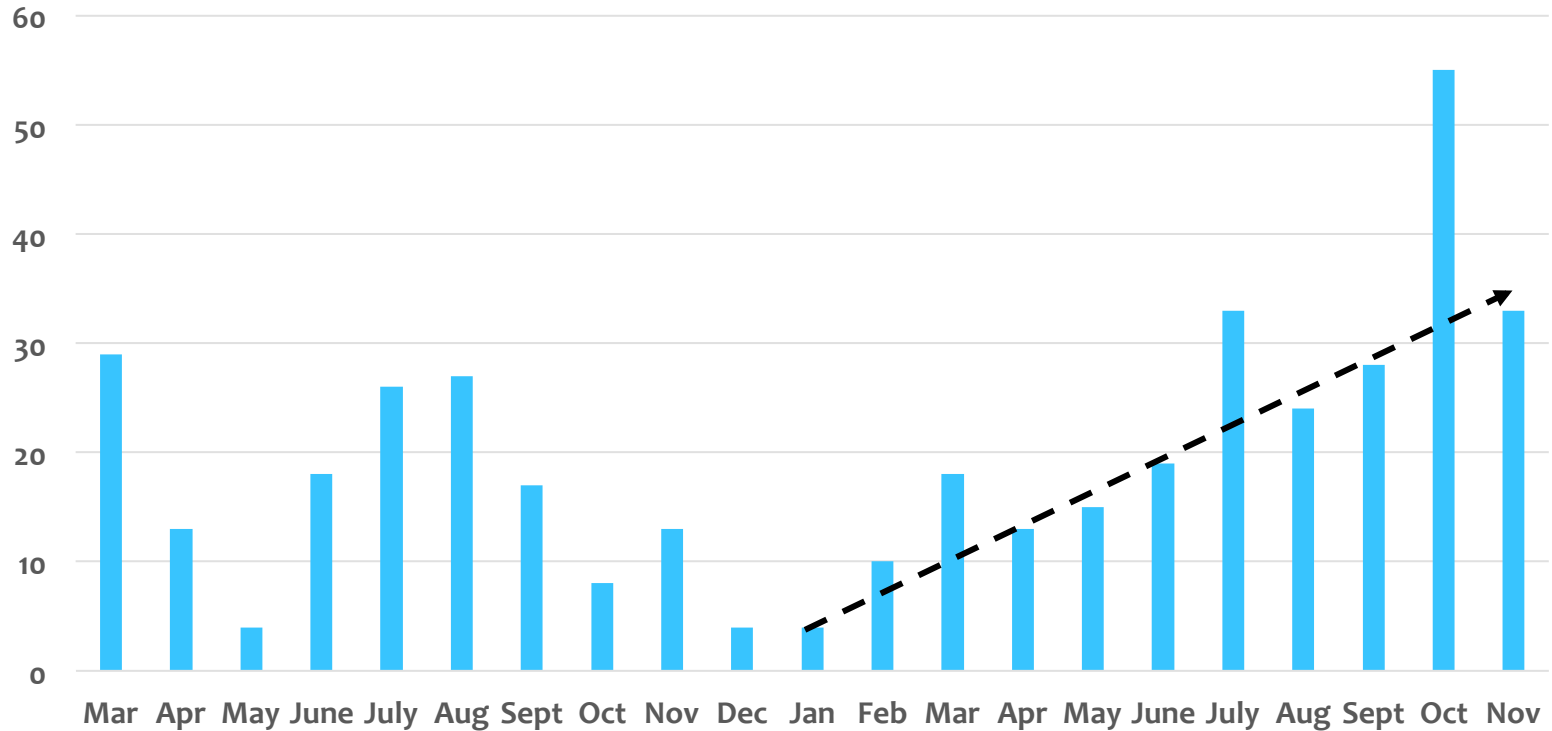
Organization

4. Strengthen the all-volunteer organizational structure
 - Transform to working Board leading functional teams
 - Establish an Advisory Council
 - Expand cadre of Village Builders and Good Neighbors
 - Board development
5. Improve communications and outreach to broaden and deepen the sense of community
6. Development and implementation of a financial and fundraising plan

Today's focus



Good Neighbor Services 03/16 to 12/17

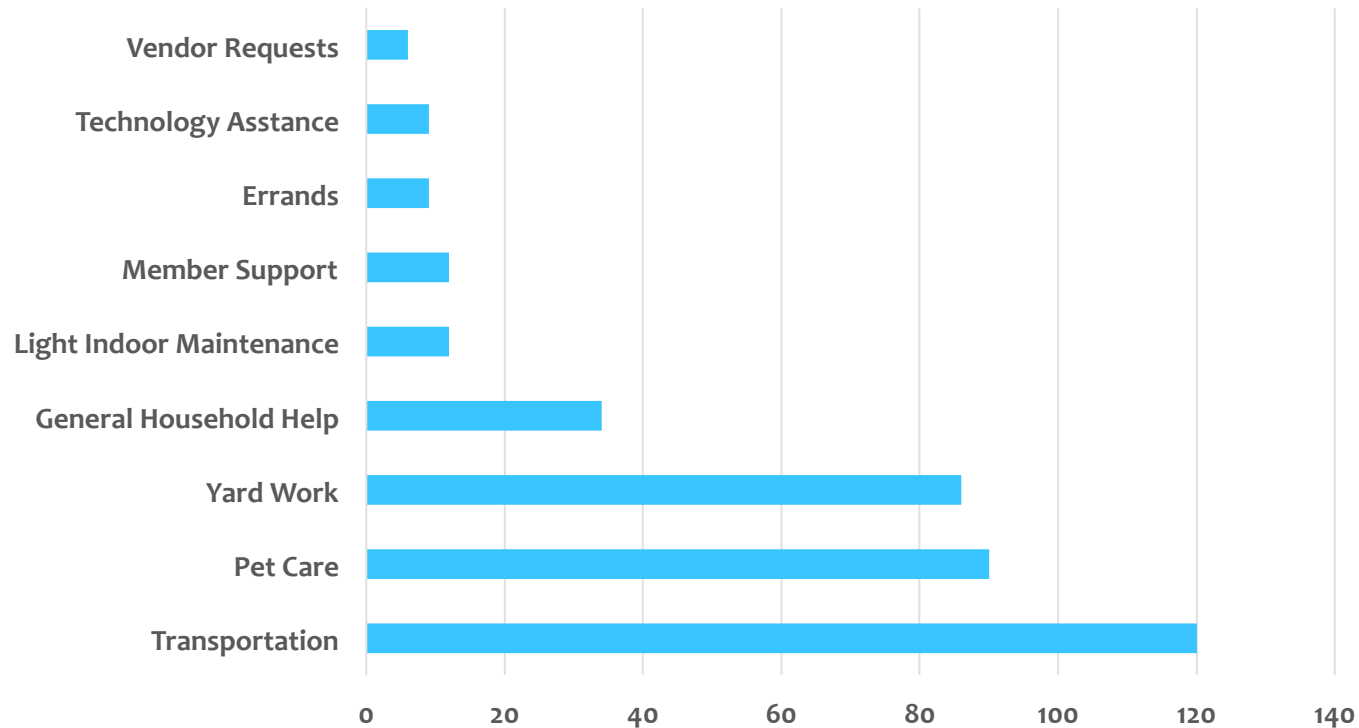


375 Total Requests



Good Neighbor Services

03/16 to 12/17



375 Total Requests



Program and Events

03/17 to 03/18

- * **Our Team:** Joyce Cejka, Ellen Chulak, Susan Coolidge, Annette Keane, Mary Olson, Lois Ascher, Linda Bogdanoff
- * **Village Talks:** >50 since 2015-Now at Senior Community Center-3rd Wednesday of the month. From History to Elephants to Swimming the English Channel...
- * **Member/Volunteer Dinners**->15-1/month RSVP early
- * **Member Celebrations**-Anniversary Gathering, Summer Barbeque
- * **Member-Discussion Groups**-Nutrition, Stress Management...
- * **Watch Parties**-Village Movement w/ Atul Gawande
- * **Member Events:** >10 Museums, Art Galleries, Guided Nature Walks, Historical Tours (Boston and Local), Cruises
- * **Community Events:** Rubbish to Runway..
- * **Classes:** iPad, Chair Yoga..
- * **Moving Forward:** Tours of Historic Boston, Discussions on Aging, Lunches, Cocktail, Pot Luck, Wine Tastings, Exploring the Rail Trail, Using the GNV website, Cape Ann Museum...
- * **We Want to hear from you!**



Sample Member Interests

Books/Literature		40
Fiction		22
History		17
Nonfiction		11
Biography		10
Mystery		8

Cultural		34
Plays		26
Musicals		21
Sightseeing		17
Opera		11
Dance		9
Comedy		7

Music		41
Classical		18
Jazz		15
Blues		8
Piano		7
Violin/Strings		7
Singing		7

Arts & Crafts		29
Knitting/crochet		9
Painting		9
Writing		7

Culinary		23
Cooking Classes		10
Wine Tasting		10
Cooking Group		8
Wine Group		6
Cheese making		6

Sports/Outdoor Recreation		36
Walking		25
Gardening		21
Hiking		13
Boating		9
Sailing		7

Fitness		28
Yoga		14
Pilates		11
Aerobics		9
Tai Chi		9
Brain fitness		9

Travel		31
International		20
Day trips		20
Domestic		18
Travel group		7

Film		23
Drama		12
Documentary		12
Classics		8

Other member suggestions:

Games/cards

Language conversation groups

Over 80 social group

Current events discussion group



Feedback Time

Small Group Discussion

For the next 15 minutes, discuss the following:

- * What has gone well/what could have gone better
- * What would you like to see for
 - * Services
 - * Programs and events
 - * Member-led activities/
Interest groups

Large Group Discussion

- * Share your thoughts





Break Time

Enjoy a 20 minute break and refreshments on the Village
– you’ve earned it!



Recap

Let's Recap!

- * Review of ideas offered
- * Opportunity to add more thoughts



Call for Volunteers!

We are growing and need volunteers in the following areas:

- * Concierge
- * Good Neighbor
- * Marketing
- * Membership
- * Web Content & Communication



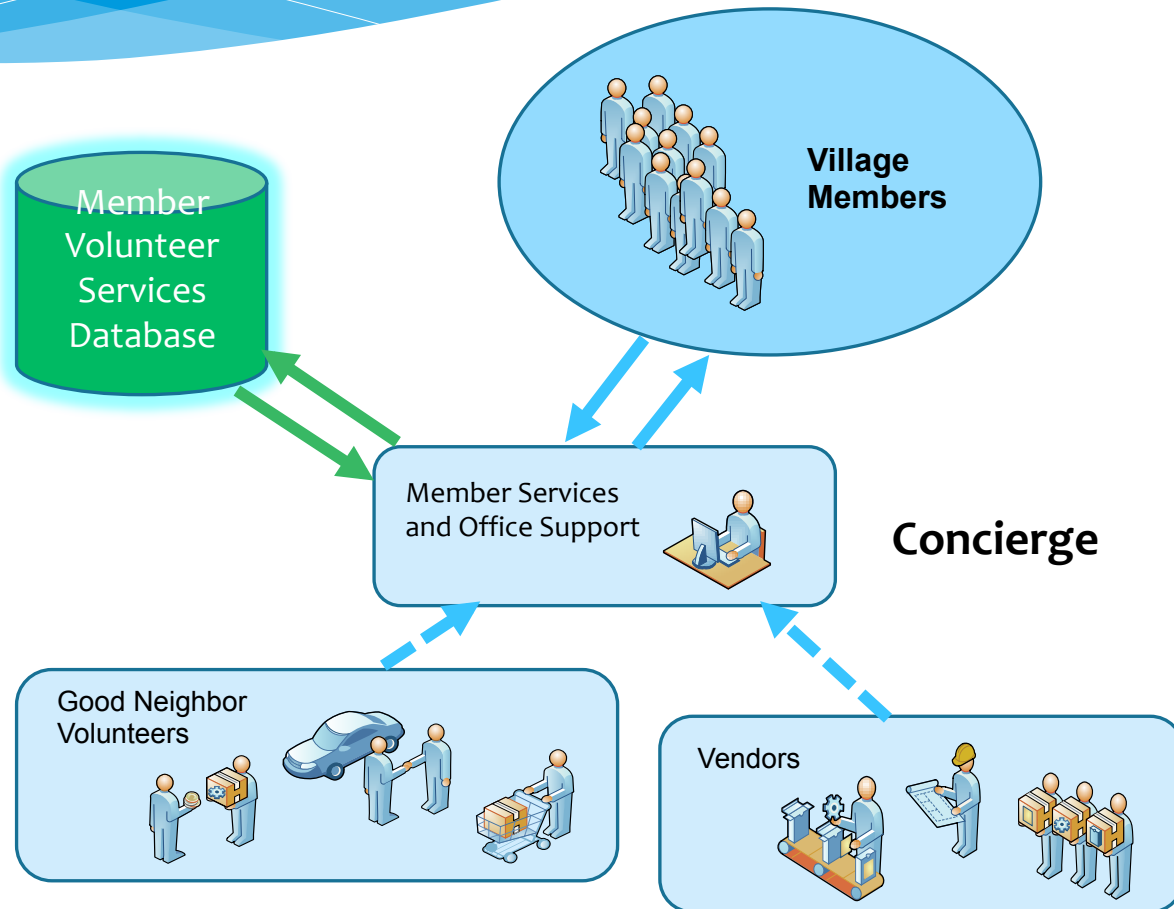


Volunteer Program Goals

- Provide quality services
- Build community by developing connections among members and volunteers of all ages
- Build friendships through social programs, mutual interests, shared experiences
- Ensure volunteers have a rewarding experience
- * Provide qualified volunteers before recommending fee-for-service vendors when possible



Concierge





Concierge Duties and Responsibilities

- * Answer Village phone from members and volunteers
- * Check Google/voice for any recorded messages
- * Receive emails and respond to emails on Village email
- * Reach out to volunteers to fulfil a member request
- * Connect volunteer to member
- * Record request in village database
- * Ensure that request was completed and record completion
- * For vendor requests, consult vendor list and provide data to member



Concierge Helpful Skills

- * Ability to use computer software
- * Communication skills
- * Attention to detail
- * Good phone voice and friendly, courteous manner
- * Experience working with older adults a plus
- * Work with fellow Concierges in exchanging information



Good Neighbor Volunteer

* **Duties:** Provide services to Members, such as:

- * Transportation
- * Errands
- * General Household Help
- * Technology Assistance
- * Light Household Maintenance
- * Home Watch
- * Gardening advice, watering indoor plants

* **Skills Needed:**

- * Willingness to help
- * Ability to send and receive emails



Marketing Support

Duties: Non-Profits Outreach

Skills Needed: Create communications about the Village and our goals to local non-profit organizations and churches

- * Arrange for presentations or visits with these organizations to discuss the Village and to work towards cooperative event



Marketing Support

Duties: Social Media Lead

- * Keep FaceBook current and to post appropriate messages on NextDoor and other local sites

Skills Needed: Familiarity with social media/community sites where we can post information and news about the Village

- * Ability to write posts and upload photos; respond to posted queries and comments; post our newsletter and information about programs and events



Marketing Support

Duties: Editor/Writer for Publicity Projects

Skills Needed:

- * Ability to gather information
- * Write news about the Village
- * Distribute press releases to appropriate outlets in our area, including churches, non-profits, and local businesses



Villager-News Coordinator

Duties: Help grow the Village community

- * Act as point person to receive information from members and volunteers when someone becomes aware of a situation involving a member that needs a response from the Village.
- * Identify a person in the Village who knows the member and would be the best one to contact them, to ensure that our expression of congratulations, support or sympathy is timely and appropriate.
- * If appropriate get in touch with other people in the Village who know the member and could help in creating the right response.
- * Potentially share the news.



Villager-News Coordinator

Skills Needed: Good communications skills

- * Ability to send and receive email, cards and letters; attention to detail; gathering and managing data. Knowledge of social media may be helpful



Membercare Team Member

Duties: help grow the Village community

- * Create ideas and ways for Village members to connect with each other
- * Define and refine procedures of keeping touch in the Village members
- * Help organize interest groups, informal gatherings,
- * Work closely with Villager-News Coordinator
 - * Send birthday cards, flowers, letters of congratulations or condolences, make phone calls to keep in contact with volunteers and members,

Skills Needed: good communications skills

- * Ability to send and receive email, cards and letters; attention to detail; gathering and managing data.
- * Role will be shared by several people



Web Content and Communications Backup

Duties:

- * Work with Village teams:
 - * To maintain content of Village website:
 - * Add news items
 - * Update P&E information on home page and calendar
 - * To communicate activities to designated groups
 - * Edit, format, approve, and send emails

Skills Needed:

- * Ability to work with software to update web pages
- * Ability to communicate effectively with Village communities



Raffle & Adjourn

RAFFLE

Thank you for coming and sharing your insights that will help the Greater Newburyport Village improve our services and operations for all our members and volunteers!