

**Year in Review**

# north shore senior center

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FY23 Organization-Wide Annual Outcomes Summary  
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**North Shore Senior Center (NSSC)** is an independent 501(c)(3) organization founded in 1956. The organization offers a wide-ranging continuum of programs and services for older adults, adults with disabilities, and their families.

**Senior & Family Services (SFS)** offers in-home and community-based social services, primarily serving and addressing the needs of economically disadvantaged individuals.

**Senior Options (SO)** offers personal money management, counseling, and works with Colbert Class Members, partnering with AgeOptions, to assist with their return to community living and providing older adults and their families options to improve well-being and quality of life.

**House of Welcome Adult Day Services (HOW)** offers specialized programs for persons living with Alzheimer's, dementia or other types of memory loss, their caregivers, and their families.

**Lifelong Learning (LL)** offers a variety of programs, classes, clubs, and opportunities to socialize.

NSSC services 25 municipalities in the northern suburbs of Chicago, touching the lives of over 23,000 older adults and their families. The organization is governed by a 16-person Board of Directors with oversight by an Executive Director. The Leadership Team includes nine department heads responsible for all programs/services and business functions. The NSSC team is comprised of 110 talented and compassionate employees; additionally, hundreds of volunteers provide invaluable service and support to the organization. NSSC's annual budget exceeds \$8 million dollars. The organization continues to adapt to the lingering challenges and evolution of the COVID-19 pandemic.

## Year in Review

North Shore Senior Center				
<b>Mission</b>	The mission of North Shore Senior Center is to foster the independence and well-being of older adults, enhance their dignity and self-respect, and promote their participation in and contribution toward all aspects of community life.			
<b>Core Values</b>	Embrace Diversity ♦ Share a Purpose ♦ Take Responsibility ♦ Pursue Excellence ♦ Act with Passion			
<b>Stakeholders</b>	Clients, Families, Members, Participants, Donors, Funders, Volunteers, Community Members, Community Partners, Referral Sources			
<b>Programs: Service Delivery</b>	<b>North Shore Senior Center offers a continuum of programs and services for older adults, adults with disabilities, and their families.</b>			
	<b>Senior &amp; Family Services</b>	<b>Senior Options</b>	<b>House of Welcome Adult Day Services</b>	<b>Lifelong Learning</b>
<b>Access Criteria</b>	<ul style="list-style-type: none"> <li>Persons who meet eligibility criteria based on each service/program.</li> </ul>	<ul style="list-style-type: none"> <li>Eligible participants served through Colbert/H.O.P.E. grant.</li> <li>Fee based services are offered to older adults and families in need of case management, and related services.</li> </ul>	<ul style="list-style-type: none"> <li>Persons living with memory loss and their families. Access varies by program.</li> </ul>	<ul style="list-style-type: none"> <li>Adults eager to learn, engage, connect, and volunteer.</li> </ul>
<b>Persons Served</b>	<ul style="list-style-type: none"> <li>Older adults, adults with disabilities, and their families.</li> </ul>	<ul style="list-style-type: none"> <li>Older adults, adults with disabilities, and their families.</li> </ul>	<ul style="list-style-type: none"> <li>Persons living with memory loss and their families.</li> </ul>	<ul style="list-style-type: none"> <li>Adults of any age.</li> </ul>
<b>Services</b>	<ul style="list-style-type: none"> <li>Adult Protective Services (APS)</li> <li>Caregiver Resource Center</li> <li>Case Management (CM)</li> <li>Community Education</li> <li>Grandparents Raising Grandchildren</li> <li>Illinois Department on Aging (IDOA)                             <ul style="list-style-type: none"> <li>Community Care Program (CCP)</li> <li>DOE (determination of eligibility)</li> <li>Choices for Care</li> </ul> </li> <li>Information and Assistance (I&amp;A)</li> <li>Lending Closet</li> <li>Older Adults Benefits Program</li> <li>Options Counseling</li> <li>Support Groups (Caregivers, Hearing Loss, Parkinson's Disease)</li> <li>Services generally available M-F, 9 a.m.- 5 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>Behavioral Health Counseling                             <ul style="list-style-type: none"> <li>Group Therapy</li> <li>Individual Therapy</li> <li>Healthy Ideas</li> </ul> </li> <li>Colbert/H.O.P.E. Assessment and services</li> <li>Personal Money Management</li> <li>Services available M-F, 9 a.m.-5 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>Family Support Group</li> <li>Day Program</li> <li>Early Memory Loss Program                             <ul style="list-style-type: none"> <li>Mind Matters group program (on hiatus)</li> </ul> </li> <li>Memory Café (in collaboration with Senior &amp; Family Services)</li> <li>Caregiver Resources &amp; Services</li> <li><b>Alzheimer's Caregiver Manual</b></li> <li>Supportive case management</li> <li>Services available M-F, 9 a.m.- 5 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>Community</li> <li>Socialization</li> <li>Connection to a broad range of services</li> <li>Programs                             <ul style="list-style-type: none"> <li>Educational</li> <li>Enrichment</li> <li>Fitness &amp; Health</li> <li>Social &amp; Recreational</li> </ul> </li> <li>Programs offered M-F 9 a.m.- 4 p.m., with special events on weekends and evenings</li> </ul>
	<ul style="list-style-type: none"> <li>Professional &amp; Community Education</li> </ul>			
<b>Business-Administrative Functions: Support Service Delivery Programs</b>				
Executive Director & Leadership • Development • Marketing & Communications • Facility Operations • Finance • Human Resources • Program Evaluation				

## **Year in Review**

North Shore Senior Center is committed to providing high quality programs and services that reflect best-practices and demonstrate leadership in the field of aging. NSSC's reputation for excellence is well-known and valued nationwide. Quality improvement is an ongoing process, requiring each of NSSC's departments to evaluate programs and services through Annual Outcomes Report/Department Measurement-Management-Improvement Plan. Business and administrative functions are also addressed relative to their impact on service delivery. The information and results obtained are reviewed and analyzed to ensure that we are meeting the needs of the persons served; providing accessible, efficient, effective, and satisfactory services; and addressing areas for improvement. Results are shared with stakeholders in a variety of ways.

### **Process for each program/area of service delivery**

- Data collection is ongoing throughout the fiscal year.
- Meetings to review and develop performance improvement plan with next year's targets.
- Reports published following review.
- Reports are shared with stakeholders.

### **Accreditations**

- **CARF Accreditation** is an independent, voluntary process documenting that the services reviewed meet "internationally recognized standards of quality in the provision of outcomes-driven programs and services to enhance the lives of the persons served."
  - Adult Day Services, Senior & Family Services, and Senior Options, as well as organization business practices, are subject to review.
  - A three-year accreditation, the maximum possible, was awarded in March 2021, for the seventh consecutive time.
- **The National Institute of Senior Centers (NISC)**, part of the National Council on Aging, conducts an accreditation review every five years, evaluating our Lifelong Learning Department programs, activities, and business practices.
  - The review is based on NISC's standards of excellence for senior center operations, including outcomes-based evaluations.
  - Completed NISC accreditation process and 5-year accreditation awarded July 2019.
- **SAGECare** accredited after over 95% of staff completed SAGECare Training.
  - This training enhanced the knowledge of staff to continue to create an inclusive space for Older Adults who are part of the LGBTQ+ Community.
  - Plays a pivotal role towards continuing to have Diversity, Equity and Inclusion woven throughout all aspects of NSSC's programs and services as required by the strategic plan.

## Year in Review

### FY2023 Organization-Wide Highlights

- **Volunteers** provided **13,935** hours of service across the organization, valued at **\$443,133** of in-kind support (Using the Independent Sector's value of a volunteer hour of service).
  - Interns across all departments provided a total of **3,472** hours of service.
- An increase of **6.5%** of volunteer hours provided since prior fiscal year.
- **40** new volunteers were recruited and onboarded, contributing to a total of **146** active volunteers.
- **Volunteer Satisfaction:**
  - 153 surveys were sent with 77 respondents (50%).
  - **100%** of survey respondents feel that volunteering at NSSC is rewarding.
- Reasons for volunteering at NSSC varied:
  - 43.4% of respondents volunteer to support NSSC and its mission.
  - **30%** of respondents volunteer to support the community.
  - **26%** volunteer to stay active and engaged.
- Respondents feel that their volunteer work at NSSC has had an impact on the following:
  - **70%** felt that their volunteer work had an impact on those they served, the community, and on the organization.
  - **18%** felt that their volunteer work had an impact on those they serve.
  - **9%** felt they have an impact on NSSC.
  - **3%** felt they had an impact on the community.
- **23,368** unduplicated persons served/**84,831** hours of service provided through:
  - Senior & Family Services (SFS)
  - Senior Options (SO)
  - House of Welcome Adult Day Services (HOW)
  - Escorted Transportation Service (ETS)
  - Tax Assistance
  - **71%** of persons served were at the level of poverty to low income.
- **85 cents** on the dollar were used for programs/services for persons served.
- **509** persons attended **34** community education programs with **95%** of survey respondents expressing satisfaction.
- **14,885** enrollments in the **662** classes offered through Lifelong Learning.
- Fundraising efforts support all programs organization-wide with special events, appeals and other initiatives.

## **Year in Review: Senior & Family Services**

### **Senior & Family Services Outcomes**

- **Service Access**
  - 22,959 unduplicated persons were served in 38 Senior & Family Services programs/services.
  - 61,858 hours of service were provided.
  - Volunteers provided 3,766 hours of support.
  - Interns provided 2,866 hours of support.
- **Efficiency**
  - Annual audits conducted by AgeOptions and the Illinois Department on Aging were completed with positive results.
- **Effectiveness**
  - 1.73% of clients receiving home-based services were admitted to a skilled nursing facility, lower than national CMS statistic for skilled nursing facility admission for age 65 and over is 3.3%
  - 78.38% of identified needs were met for individuals with services in place.

### **Personnel Accomplishments**

- The Grandparents Raising Grandchildren Program started this fiscal year meeting at the Vineyard Church in Evanston. In the second half of the fiscal year, the program moved to Fleetwood-Jourdain Center, also in Evanston.
- A new position, Caregiver Outreach Specialist, was developed and an internal candidate was promoted to fill this position.
- A Housing Specialist position was also developed with funding from the Area Agency on Aging and an internal candidate was promoted to fill it.
- The Older Adults Benefits Program completed 501 LIHEAP applications which provided \$362,380.00 in assistance for heating and cooling expenses.
- An additional Older Adults Benefits Specialist was added to support the Older Adults Benefits Program.

### **Significant Events**

- 1 staff member received LSW license.
- Staff completed SAGECare training certification.

### **Future Plans**

- To streamline the billing process and to support staff with this task, a new position – Billing Coordinator – has been created and posted. We hope to have it filled quickly.
- Hire an additional case worker in expansion of APS program.

## **Year in Review: Senior Options**

### **Senior Options Outcomes**

- **Service Access**
  - **541** unduplicated persons were served.
  - **5,284** hours of service were provided.
  - Volunteers provided **12** hours of service (Newly added position)
- **Efficiency**
  - A total of **423** hours of Information & Assistance were provided to individuals.
- **Effectiveness**
  - Outreach and assistance provided through Colbert/HOPE grant to **148** persons with **2,513** hours of service provided.
- **Satisfaction**
  - **93%** of therapy clients agreed that the services provided were beneficial to them.

### **Personnel Accomplishments**

- Hired 3 new staff.
- One staff member graduated with a Master of Social Work degree.
- One staff member became a Licensed Clinical Professional Counselor.

### **Significant Events**

- Secured contract to have a social worker on-site at a life plan community for two days a week to provide psychotherapy, conduct support groups, provide special programs, and provide general social work support to independent living residents.
- Received a 20-month grant to implement Healthy IDEAS, an evidence-based program that empowers older adults to manage their depression through involvement in meaningful activities.
- In the third year of partnering with AgeOptions on the Colbert grant, we expanded to support six skilled nursing facilities, four in the NSSC service area.
- Due to changes in the competitive market, suspended the private care management program.
- Staff completed SAGECare training certification.

### **Future Plans**

- Extend life plan community contract and approach other life care communities to contract to provide social work support.
- Review market needs and service mix.

## **Year in Review: House of Welcome Adult Day Services**

### **House of Welcome Adult Day Outcomes**

- **Service Access**
  - 53 people attended HOW Day Program and received **17,219** hours of service.
  - Volunteers provided **2280** hours of service.
  - HOW Intern provided **606** hours of service.
- **17,719** hours of service provided to **308** persons
- **Efficiency:**
  - **106** participants were served through Case Management; **145** hours of service were provided.
- **Effectiveness**
  - Alzheimer's Family Support Group
    - **34** people served.
    - **135** hours of service provided.
- **Satisfaction**
  - **88%** of Day Program participants and family caregivers reported being satisfied with the Adult Day Program.
  - **89%** of Day Program participants and family caregivers reported being satisfied with the case management they received.

### **Personnel Accomplishments**

- Second year MSW student completed a successful internship and was hired into a full-time position at NSSC.
- Staff completed SAGECare training certification.

### **Significant Events**

- Increased maximum attendance for the first-time post-pandemic.
- Hired a new Certified Nursing Assistant (CNA).
- Created take-home activity packets for participants so they would continue to have access to stimulating activities during the winter holiday break.

### **Future Plans**

- Celebrate HOW's 40<sup>th</sup> anniversary!
- Partner with Alzheimer's Association on educational events.
- Relaunch Mind Matters early memory loss program.
- Explore intergenerational program opportunities with area schools.



## ***Year in Review: Lifelong Learning***

### **Lifelong Learning Outcomes**

- **Service Access**
  - **14,885** enrollments in the **662** classes offered.
  - **100%** of scholarships were awarded.
  - **89** participants on waiting lists for **21** classes.
- **Efficiency**
  - Cancellation rate was **10%**
    - **<10%** cancellation rate is an industry benchmark for Lifelong Learning/Community Ed Programs from LERN.
  - Volunteers provided **5,913** hours of support.
- **Effectiveness**
  - **89%** of respondents to the annual outcomes survey regarding effectiveness of attending LL programs on increasing knowledge/skills and socialization, improving health and outlook on life, and maintaining independence have reported that they feel that North Shore Senior Center has had a positive effect on their life.
  - The program quality score was **4.63** out of **5**, based on participant evaluation of each new class offered.

### **Personnel Accomplishments**

- All employees attended 2022 LERN conference.
- Staff change in Fitness Center provided the opportunity to reorganize staffing structure, which now includes one full-time fitness specialist and one full-time reception/office specialist.
- Staff completed SAGECare training certification.

### **Significant Events**

- Focused on expanding programs to address social isolation, search for new social connections, and the anxiety that stems from loneliness post-pandemic.
- Created new social opportunities, including Solo Seniors Social Group, and expanded Luncheon and Performance events.
- Upgraded AV equipment in Auditorium and in a number of classrooms.

### **Future Plans**

- Creating a new “Our World Today” Lunch and Learn program series featuring local organizations discussing local, regional, and global issues.
- Continuing to explore new programs to increase the opportunities for people to socialize.



## **Business-Administrative Functions/Other**

- Measured/analyzed, i.e., written analysis of business function performance indicators in relation to performance targets.
- Operational challenges that may not be specific to a program, e.g., HR, Technology Plan, Budget, Strategic Plan, Accessibility Plan, Fundraising
- Key objectives identified by the organization as supporting service delivery improvement

<b>Business-Administrative Functions/Other</b>	Accessibility Plan	<ul style="list-style-type: none"> <li>• Departments included in organization-wide Accessibility Plan</li> <li>• Reviewed/approved January 2018</li> </ul>
	Strategic Plan	<ul style="list-style-type: none"> <li>• A new 3-year strategic plan was developed for FY23-25; unanimously approved by the board of directors.</li> </ul>
	Budget will meet organization needs	<ul style="list-style-type: none"> <li>• Departments collaborate with Executive Director and Finance Department on developing and monitoring annual budget.</li> </ul>
	Subsidize revenue gap in budget	<ul style="list-style-type: none"> <li>• Departments' needs included in the Development Department's annual fundraising plan.</li> <li>• Executive Director, Leadership Team, and Staff collaborate with fundraising efforts in a variety of ways throughout the year.</li> </ul>
	Marketing efforts will support organization programs and services	<ul style="list-style-type: none"> <li>• Departments' needs included in the annual Marketing plan.</li> <li>• Executive Director, Leadership Team, and Staff collaborate with efforts to market programs and services in a variety of ways throughout the year.</li> </ul>
	IT needs are met	<ul style="list-style-type: none"> <li>• Continuing to work with existing IT provider.</li> <li>• Departments included in IT plan, on-going monthly meetings to review status of activities and identify potential issues.</li> </ul>
	Critical incidents will be addressed/tracked/analyzed	<ul style="list-style-type: none"> <li>• Incident Report Tracking System maintained.</li> <li>• All incidents reviewed quarterly by Health and Safety Committee.</li> </ul>
	Feedback will be addressed/tracked/analyzed	<ul style="list-style-type: none"> <li>• Feedback Tracking System maintained by Associate Director of Program Evaluation and Quality Assurance.</li> <li>• Volunteers used to complete some surveys telephonically to improve response rate.</li> </ul>
	Maintain/support qualified staff and volunteers	<ul style="list-style-type: none"> <li>• Human Resources supports/collaborates with all Departments in recruiting/supporting qualified staff and volunteers.</li> </ul>

## Professional & Community Education

North Shore Senior Center offers a variety of professional and community education programs for participants, their families/support systems, professionals, and other community members in our service area. Following are the combined results.

Professional & Community Education – FY2023												
Total surveys sent	509	<i>strongly disagree</i>		<i>disagree</i>		<i>neither</i>		<i>agree</i>		<i>strongly agree</i>		% agreement
Total surveys returned	271											
Percent returned	53%	#	%	#	%	#	%	#	%	#	%	
1. The learning objectives were met.		0	0%	0	0%	2	1%	72	27%	190	72%	99%
2. The registration process was easy to navigate		0	0%	0	0%	19	7%	30	12%	205	81%	93%
3. The presentation covered important topics, and the materials were clear and useful		1	0%	2	1%	6	2%	67	25%	193	72%	97%
4. The topic was relevant to me.		1	0%	3	1%	17	6%	63	23%	185	69%	92%
5. I gained increased knowledge and understanding of the topic.		3	1%	7	3%	13	5%	65	24%	181	67%	91%
6. The presenter was knowledgeable.		0	0%	2	1%	2	1%	52	19%	212	79%	98%
7. The presenter was clear and organized, and covered important topics		0	0%	2	1%	5	2%	53	21%	191	76%	97%
<b>average agreement</b>											<b>95%</b>	

### Event Titles include the following

- APS-Identifying and Reporting
- Ombudsman Role in the Community
- Caregiver Support & Burnout
- Dementia Conversations: Driving, Doctor Visits, Legal and Financial Planning
- Northbrook Police Roll Call APS Presentation
- Understanding Your Property Tax Bill and Exemptions
- The Chicago Lighthouse Huber Vision Rehabilitation Program
- Supporting End of Life Decision Making and Grief: The Clinician's Role
- Acupuncture: Balanced Mind, Body and Spirit
- Treatment Response Team of the Cook County Sheriff Department
- Retiring Soon—What You Need to Know about Medicare
- Financial Skills Workshop: How to Rightsize Your Budget
- YouTube and YouToo Pertaining to Ageism
- Depression: More than feeling sad
- SHAVLA and Response to Domestic Violence
- Home Safety and Falls Prevention
- Top 10 Home Modifications for Living Well in Your Own Home
- Anxiety: More Than Feeling Worrying
- The Successes & Challenges of an LGBTQ+ Intergenerational Dialogue Project
- Common Scams and How to Avoid Them
- Hearing Loss: Assistive Technology, Devices and Resources
- Advancing the Science at Any Given Moment: The Latest in Alzheimer's and Dementia Research
- Implicit Bias in the Workplace
- Prevention Burnout & Dealing with Stress
- Spirituality & Older Adult Care
- Times They Are a Changing: Being Your Best Self in an Unpredictable World
- Navigating End of Life Decision Making
- Helping to Take Care of Your Parents and You
- VA Benefits and Services
- Transportation Options for Older Adults
- Debunking Medicare and Medicaid Myths
- Questioning Decisional Capacity
- Social Security: What You Need to Know
- Medicare Open Enrollment: What You Need to Know