



In this section, members of Milford Senior Center shared their thoughts on the programming, services, and leadership of the Center. The discussion was centered around the climate of the Center, ideas for management and communication.

FOCUS GROUP INSIGHTS

GENERAL COMMENTS REVIEW



Table of Contents

<u>1. COMMUNICATION OF THE CENTER.....</u>	<u>- 2 -</u>
<u>2. ENVIRONMENT OF THE CENTER.....</u>	<u>- 3 -</u>
<u>3. FEELING OF SAFETY</u>	<u>- 4 -</u>
<u>4. MANAGEMENT TEAM</u>	<u>- 5 -</u>
<u>5. MISCELLANEOUS.....</u>	<u>- 6 -</u>



1. Communication of the Center

The feedback received regarding the communication methods used by the organization has been positive, with several areas identified for improvement. Interviewees generally feel that the information is well-spelled out and easily accessible, particularly through email and the monthly bulletin. While several interviewees appreciated the regular updates and helpful content of the monthly bulletin, some expressed concerns regarding the timeliness of the bulletin's release and the accessibility of the information for those who do not use email or have



limited vision. It was suggested that the Center could provide more accommodation for those who prefer physical copies and have more follow-through for some events. Additionally, interviewees believe that having suggestion boxes in the Center would help boost communication between the staff and members and engage more members in providing feedback.

Positive Feedback:

Several interviewees praised the Center's communication methods, stating that they appreciated the **regular updates** and found **the newsletter to be a helpful device**.

"The newsletter. Pretty good.....I find it very helpful to get monthly you get the newsletter and then you're constantly getting updates to the newsletter. You know, a couple of times a month. So I think that's a great." -Participant 12

".....And the actual physical newsletter, you know, I think the way it looks, you know, aside from the content, it's just so visually pleasing." -Participant 1

The Center's staff for their helpful and kind manner were also complimented.

Areas for improvement:

Several interviewees expressed concerns about the timeliness of the monthly bulletin's release and also the follow-up messages for some important information and events. Some interviewees also suggested that the Center should make accommodations for those who prefer physical copies of the newsletter, such as providing a mailing service. Additionally, having suggestion boxes in the Center was recommended to collect members' thoughts and feedbacks regularly.



2. Environment of the Center

Overall, the Center has created a very supportive atmosphere and being an inviting space for members to socialize. The staff team and members are very friendly, which makes people feel welcome and be open to making new connections. However, there are a few areas for improvement, such as the lack of personalization and friendliness at the entrance.



Positive Feedback:

The interviewee had positive comments about the changes made to the Center. They also appreciated that there is usually someone to greet members at the front door, which has created an **inviting atmosphere**. Interviewees mentioned that:

"The center itself is very inviting when you come in.....Just coming through the front door there's usually somebody in the window that says hello to you."-Participant 14

"I find it very welcoming and easy, easy to navigate and fun and helpful." -Participant 3 & 4 & 5 & 7 & 10 & 14

Additionally, the staff team received high praise for **being responsible, pleasant and willing to socialize with the members**. It is also noteworthy that the interviewee highlighted that people at the Center are welcoming and always open to making new connections.

Areas for Improvement:

It was mentioned by a few interviewees that glass barrier at the entrance may make people feel separated from the staff team and on their own when no one is on duty, which could be improved to create a more welcoming atmosphere.



3. Feeling of safety

The Center is commended for providing a safe and confident environment and having staff that is quick to respond to emergencies. However, there are a few areas for improvement that could enhance the overall experience of the members, such as making changes to the floor tiles to reduce glare, provide clear instructions in case of emergencies, and place mirrors in certain areas to help people be more aware of others. Lastly, the Center is suggested to have a plan in place to handle unforeseen events and engage the members in the discussion of the procedures as well.



Positive Feedback:

The interviewees provided positive feedback regarding the environment of the Center, pointing out that **the sense of safety provided** by the Center makes them feel great and confident. Additionally, they commended the staff for **being quick to respond to emergencies**, which is impressive and reassuring for the members. It was brought up by most of the interviewees that overall they *“feel safe both emotionally and physically.”* - Participant 1 & 6 & 7 & 10 & 17

“I think they take a lot of precautions. Also, they are very quick. I was in a class that a person collapsed and they are very quick to take care of the problem and so I was impressed with that.” -Participant 4

Areas for Improvement:

Several areas for improvement have been identified by the interviewees. Firstly, the shiny floors may be problematic for some people due to glare, so the Center should consider changing the floor tiles to something less reflective. Secondly, it may be helpful to have clear instructions next to the phone in case of emergencies, so people know what to do. Thirdly, mirrors could be placed in certain areas to help people be more aware of others, especially those with disabilities. Lastly, the interviewee suggested that the Center should **share their plan for handling unforeseen events and hold open discussions** with the staff and members to ensure everyone knows what to do in case of an incident.



4. Management team

The management team is commended for being approachable and receptive to concerns and ideas, and the Center is considered excellent by the members. However, some areas for improvement were identified that could help enhance the Center's overall operations and representation of senior members. Suggestions include rotating senior members onto the board or inviting seniors to attend meetings to ensure that the board is truly representing the needs of the community.



Positive Feedback:

The interviewees provided positive feedback regarding the management team, stating that they are excellent in managing the Center by **being approachable to the members and receptive to all the concerns and ideas**. It was mentioned frequently by the interviewees that *"I think they're doing an excellent job."* -Participant 11 & 14 & 18 & 19

Areas for Improvement:

The interviewees identified several areas for improvement. Some express concern that the **decision-making board lacks senior representation** and that the current members may not be familiar with the everyday running of the Center. Interviewees mentioned that it's unclear to the members where the board members are getting their information and if they are truly representing the needs of the community. In addition, some suggest rotating senior members onto the board or inviting seniors to attend meetings.

"My only concern is the board that runs this right before it goes to the mayor. These people make all the decisions and they don't have a senior on that board. And it might be advisable to rotate a senior or two seniors every year to get their input annually or monthly or whenever they meet." -Participant 14



5. Miscellaneous

In conclusion, the Center was positively evaluated by members, with its artwork and housing options for seniors and individuals with disabilities being particularly appreciated. Nonetheless, areas of improvement were identified, such as avoiding strong scents, improving management of senior housing complexes, enhancing the viewing experience of artwork, and seeking donations from local businesses. The Center can address these areas of improvement to improve the overall experience for its members.



Positive Feedback:

Members appreciated and admired the artwork displayed at the Center. Additionally, providing additional housing options for seniors and individuals with disabilities with more amenities was suggested as a positive development.

Areas for Improvement:

The presence of strong scents such as perfume or cigarette smoke was highlighted as potentially harmful to individuals with asthma or allergies. It is suggested that the Center avoid such scents on buses or inside buildings. The management of senior housing complexes was also identified as needing improvement, particularly in regards to inadequate available apartments, handling neighbor disputes and maintaining the property. Descriptions and identification of the artists responsible for the artwork on display were suggested to enhance the viewing experience. Lastly, it was suggested that the Center could benefit from reaching out to local businesses for donations or contributions, particularly during holidays or special events.