

LIAISON REPORT

AGENCY: Heartland Senior Service

LIAISON: Andrea Rich, Liz Hunt

1. Need for Program. Describe who the target population is and whether their numbers are increasing or decreasing. Indicate the source of this information. Also, indicate how the program/service is different and how it is similar to others and what would happen if the program/service ceased to exist. List the priorities established by ASSET Funders, which the programming addresses.

Heartland Senior Services (HSS) provides resources and socialization to seniors throughout Story County. HSS has four program areas: outreach, adult daycare, activities, nutrition (congregate and home delivered meals).

2. Program Strengths. Pick two to four factors that contribute most importantly to the program/service outcomes. Do not list everything that is satisfactory. We will assume that things not mentioned are okay. For each strength describe some supporting evidence.

HSS has made plans to partner with Mary Greeley Medical Center on Nutrition services, where MGMC will prepare food for the nutrition program and HSS will deliver all meals as well as coordinate and train volunteers. This partnership streamlines the project and allow a project that is currently operating at a deficit to reduce expenses by \$70,000 per year.

HSS and MGMC are also partnering on the outreach services, with additional funding (\$30K) provided by MGMC for expanded outreach services. HSS will connect with individuals who were discharged from the hospital to assess their home situation and also connect the individual with services in the community to ensure they are successful at home. Once fully operational, (expected ramp-up to full services expected to continue into 2017) this effort is intended to reduce re-admittance rate at MGMC which will help comply with Medicare regulations as well as improve quality of life. HSS intends to contact other Medical facilities in the county (e.g. Story County Medical, Green Hills, McFarland) to continue expanding the outreach/friendly visitor services. This coordinated effort should provide higher quality of life to Story County residents as well as increase utilization and coordination with many community agencies.

Adult Day Care continues at the Ames site and currently has 25-28 people per day (capacity at 30), which is down from previous years. It was indicated that 28 individuals is optimal daily attendance.

3. Program Weaknesses. Select factors that detract most from the program/service achieving its outcomes. Present details as described above. Recommendations for reducing these weaknesses should follow the discussion of each weakness.

HSS has had to discontinue congregate meals at all sites other than the Ames location. HSS leadership met with meal recipients at each discontinued center to discuss and determine alternate solutions. Home delivered meals continues in rural areas of the county.

HSS's client base is aging, and the population served tends to be the older seniors in the community. HSS has not tapped into the needs of the aging baby boomers, which may be a weakness or it may be that elderly members of the population are most in need of services, so no immediate plans have been made to modify services.

4. Financial Outlook. Current funding concerns should be described. In addition, the assessment of the program's plan to cope with shrinking resources should be given.

HSS has an active fundraising efforts (e.g. Dancing with the Stars event) in order to supplement activities that often operate at a deficit. Financial concerns impact a number

of HSS programing decisions. HSS struggles to pay competitive wages and associated fringe benefits to staff.

5. Internal Management Practices. Summarize your assessment of the management of the agency, and the role of the Board. If there are deficiencies, details should be provided. Conclude with recommendations when appropriate.

HSS executive director Nancy Carroll is in her first year of service to the organization, after initially serving a term as associate director. Carroll's leadership provides energetic, community focused direction to HSS. The HHS board of directors is currently transitioning from an working board to a governing body.

6. Agency Suggestions/Comments. Make note of any suggestions, comments or questions agencies may have with regard to the ASSET process, budget forms and or anything else that relates to the process.

HSS is in need of a new facility to house the Ames location and central office. HSS has been working towards a new location, housed within a greater community complex which is being considered in Ames.

GENERAL ASSESSMENT:

HSS demonstrated a creative, head-on approach to partnering with numerous community agencies to provide the highest possible standard of living for Story County residents. HSS also demonstrated a collaborative nature between the four program areas. For example, volunteers who deliver meals to an individual are also doing a brief wellness check and referring that individual for outreach services or home visitors if needed.