

LIAISON REPORT

AGENCY: Heartland Senior Service

LIAISON: Andrea Rich, Liz Hertz

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 (home delivered meals- through partnership with Mary Greeley Medical Center).

HSS addresses the health and income needs of seniors by providing resources directly through programming as well as through connecting seniors with other resources in the community.

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 continued to capitalize on partnerships with other community agencies to bring the best possible quality of life for seniors in Ames and Story County. HSS has continued to successfully partner with Mary Greeley Medical Center to provide meals on wheels to an average of 125 individuals in need throughout the county. Meals on Wheels are also the entry point that HSS uses to connect individuals in the community with additional resources utilizing the outreach team to visit individuals who receive meals on wheels. HSS is also exploring a new service that would expand Meals on Wheels to individuals who are in need of a home delivered meal but are under the age of 60. This expanded scope meets a need within the community, as these individuals are often at high risk.

Heartland Senior Services also fills a community need with Adult Day Care services.

This service has previously seen some fluctuation in number but attendance is regularly between 20-25 individuals with some days as high as 30. With the spirit of collaboration

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 continues to face challenges of a changing aging population, which has required creativity in meeting the needs of seniors in a manner that is meaningful and desirable to the aging population. This means shifting away from programming at HSS (although those services still exist) and seeking new solutions. HSS also continues to make due with its current facility that is no longer meeting the changing needs of the organization, with an eye on the future location at the Ames Healthy Life Center.

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.

Heartland has worked this year to become more financially stable and retain sizable reserves in order to successfully transition into the new facility at the planned Healthy Life Center. HSS trimmed operational costs and contracted with Life Choice/Bethany at

Home to sublet space at HSS- which is a valuable partnership as well as an income stream for HSS.

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 continues to tackle challenges and opportunities with infectious positivity and energy. HSS also has an active and supportive board that is committed to finding solutions to the changing needs of the agency as well as the aging population.

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.

N/A

GENERAL ASSESSMENT:

HSS demonstrated a creative, enthusiastic approach to partnering with numerous community agencies to provide the highest possible standard of living for Story County residents.