EST. 1982
MISSOULA aging SERVICES
WE’RE PROUD of OUR YEARS

337 Stephens Avenue, Missoula, MT 59801 406.728.7682
senior@missoulaagingservices.org | missoulaagingservices.org
Offering Classes and Educational Events: Getting Started

Jordan Lyons, MPA
Resource Specialist Supervisor

May 2017
Missoula Aging Services’ mission

Missoula Aging Services promotes the independence, dignity and health of older adults and those who care for them.
About me

Jordan Lyons, MPA
• Resource Specialist Supervisor
• Formerly Education Coordinator and Resource Specialist
I have helped organize events on these topics:
• Estate Planning
• Long-Term Care Planning
• Powerful Tools for Caregivers
• Reverse Annuity Mortgages
• SHIP
• Social Security
Defining Education
Activities that improve participants’ knowledge or skills.

Many types of activities, including:
• Events
• Media
• One-on-one assistance
## Why Educational Events?

### Projected Growth in the Older Population in Montana as a Percentage of 2012 Population, by Age Group, 2010-2060

<table>
<thead>
<tr>
<th>Year 2012</th>
<th>Year 2060</th>
<th>% of 2012 population calculation: (yr 2060 pop / yr 2012 pop)</th>
<th>% Increase in population relative to 2012 calculation: (yr 2060 pop – yr 2012 pop) / yr 2012 pop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 85+</td>
<td>22,715</td>
<td>73,483</td>
<td>3.23</td>
</tr>
<tr>
<td>Age 75-84</td>
<td>47,111</td>
<td>117,668</td>
<td>2.50</td>
</tr>
<tr>
<td>Age 65-74</td>
<td>84,550</td>
<td>188,189</td>
<td>2.23</td>
</tr>
<tr>
<td>Age 50-64</td>
<td>216,827</td>
<td>278,585</td>
<td>1.28</td>
</tr>
</tbody>
</table>

MISSOULA aging SERVICES
Reach 10, 50, or 100 people in approximately the same amount of time as an appointment

MISSOULA aging SERVICES
Develop a great way to convey information.
Promotion

Time-specific events create more interest than on-going services.

MISSOULA aging SERVICES
Find people you don’t reach with calls, walk-ins, and appointments.
Financial Sustainability

Admission into an event, especially if participants get materials, is a value proposition people can easily understand and are willing to pay.

Other financial opportunities: grants, payment from employers
How to Conduct Education Events

Identify your agency’s objectives:
• Scale up
• Improve quality of services
• Promote services
• Reach diverse populations
• Improve financial sustainability

You may face trade-offs, so prioritize.
Identify Community Needs

Internal Sources:
• Strategic plan
• Database
• Staff input

External Sources:
• Focus groups/advisory council
• Media
• Community surveys:
  • BRFSS
  • Community Health Assessment
Identify existing education programs

• Assisted living facilities
• Colleges
• Congregate Meals/Senior Centers
• Employers
• Health department
• Home care providers
• Hospitals
• Independent Living Centers
• Libraries
• School District
• Support Groups
Find resources

Powerful Tools for Caregivers

Aging Mastery Program®
Taking small steps for lifelong rewards

rest
RESPITE EDUCATION & SUPPORT TOOLS

Life Reimagined
Real Possibilities

MISSOULA aging SERVICES

Stepping On
Building Confidence and Reducing Falls
Find experts and presenters
Learn about adult education

- Instructional Methods in Health Professions Education
  - University of Michigan

- Health Literacy and Communication for Health Professionals
  - University of Nebraska

- Training and Learning Programs for Volunteer Community Health Workers
  - Johns Hopkins University
Bloom’s Taxonomy

MEDICARE WORKSHOP, SOCIAL SECURITY Q&A

EVIDENCE-BASED CLASSES:
STEPPING ON, POWERFUL TOOLS FOR CAREGIVERS

Flickr user: nist6dh
Interactive, Innovative Events

• Not all “classes”
• Not all PowerPoint
• Don’t use too many bullet points
• Really.
Adding Interactivity

- Computer lab
- Live polling
- Breakout sessions
- Q&A style
- Homework
- Humor

MISSOULA aging SERVICES
Use a variety of venues

Every venue is comfortable for some people, but not others.

• Universities
• Schools
• Churches
• Community Centers
Get credit with funders

- FFP
- PAM
- SMP
- MLTSS?
- Others?
Have participants sign up, even if your event is free. Use #eventtech
To Charge or Not to Charge?

…That is the question.

You may not be able to charge:
• What do funding sources allow?
• What do your volunteers want?
• What does your space allow?
Charging admission

• Anecdotally, people who pay are more likely to show up
• You must provide greater value than 1-on-1 appointments
• You can still give away a lot of tickets
  • Door prizes
  • Drawings
  • Sweepstakes
  • 2-for-1
Free or reduced-cost entry

- To pursue your agency’s mission
- Scholarships, sliding fee scale, or suggested donation can help people with lower incomes.
Scholarships

Don’t let your effort exceed the value of the scholarship:

• Minimize paperwork

• Get value from scholarship recipients:
  • In-kind, volunteering at event
  • Testimonial, photo, video
Suggested donation

Suggested donation can mean fewer donations, but more money donated overall.

“The Case for Free Admission” by Casey N. Cep
http://www.newyorker.com/business/currency/the-case-for-free-admission
Evaluate events:
• Use Google Forms, SurveyMonkey, SurveyGizmo, even an Excel spreadsheet.

• Ask participants:
  • What they liked
  • What they learned (quiz)
  • What they will do
Make a video or audio recording of your event to use on your website, or for quality improvement.

MISSOULA aging SERVICES
Don’t be afraid of a few empty seats

Image: Wikimedia Commons
The future of education programs

- Online classes
- Videos
- Apps
- Games?
Have fun!
Keep in touch

Jordan Lyons, MPA
(406)541-9765
Jlyons@MissoulaAgingServices.org
linkedin.com/in/jordanlyons/

MISSOULA aging SERVICES