

The Institute for the Ages (Institute)

SCOPE is coordinating the broad-scale effort to create a national institute dealing with the demographic realities and opportunities related to the rapidly increasing older population in America. Since early 2005, SCOPE's initiative, *Aging - the Possibilities* has focused on the role of older adults as untapped assets in our community. The Institute focuses on rethinking the way individuals make transitions from one life stage to the next AND how communities adapt and evolve to be reflective of their demographics.

The goal of the Institute is to undertake bold initiatives that will promote inquiry, reflection, and research about ways to optimize a community's responses to significant and ongoing demographic shifts in the U.S. as the population ages. The intent is to identify and create actions that improve economic and societal life. The Institute can help Sarasota be the bellwether for the aging nation.

Why Sarasota?

Sarasota County is the oldest large county in the nation and is 30 years ahead of the rest of the country.

- Over 30% of population is over age 65 (18% in the Florida, 12.4% in U.S. is over 65)
- Median age is over 50, City of Venice is 68.8
- Nearly 50% of all households include someone over 65

There are 5 major components:

1. Think Tank:
 - A "place" where scholars, researchers, artists, practitioners, and citizens will maintain active dialogue and increase the understanding of this multi-dimensional issue.
2. 'Do' Tank:
 - Execute and implement ideas from the "think tank" while systematically providing feedback to improve the next iteration. This is the practical dimension to change.
3. Age Force:
 - Create ongoing dialogues to help corporate, small business, nonprofits, and governments develop initiatives and policies that are responsive to the desires of the older adult workforce.
4. Training and Consulting:
 - Share the Institute's experiences and knowledge base in addition to consulting with other communities and their residents.
5. Medical and Life Sciences
 - Stimulate research among local hospitals and medical facilities and connect existing businesses in an effort to further develop assets that already exist. National training and learning facility that will draw professionals from around the globe for events/conferences/summits.

The Institute will be both a “think tank” and a “do tank” in a number of areas, for example:

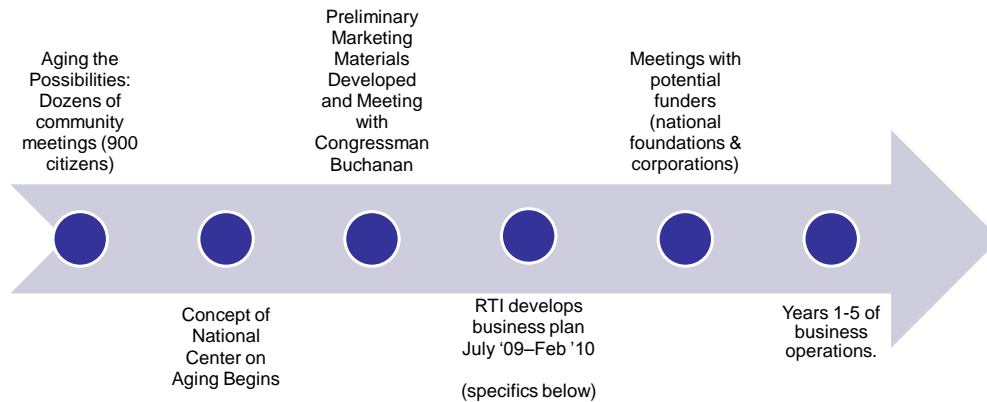
- Individual approaches for the second half of life
- Public policy that reflects the demographic reality
- Research into those practices that can maximize true contributions of all age sectors
- Application of design standards for place (homes, buildings, infrastructure) that help preserve function and increase community/personal connection
- Annual and ongoing dialogues to discuss techniques and initiatives to address the aging workforce and the implications on companies and communities
- The development of aging specific products and services along with cutting edge data systems that would revolutionize medical records systems.

Creating an Institute:

In July of 2009, SCOPE hired RTI (Research Triangle Institute) International to establish the Institute’s vision, determine core programs and goals. They will assess market and competitive positions, perform an economic impact analysis, and develop the business design and business model. This information will generate the business plan and provide the basis to attract prospective national funders, both corporations and foundations.

SCOPE is raising \$150,000 for the development phase of the Institute for the Ages. As part of this, the Alfred and Ann Goldstein Foundation offered a gift of \$25,000, contingent on SCOPE’s raising an additional \$50,000. This challenge provides the impetus for SCOPE to invite gifts from other individuals and businesses who care about this exciting opportunity.

Creating the Institute for the Ages



RTI's Four-Phase Approach

