

# SAI: Continue the Conversation

March 18, SCOPE Room

On the 18<sup>th</sup> of March, 35 SIA pioneers met to continue the Winter Forum conversations, following up the presentations by Susan Perlstein, Mark Freedman, Nancy Schlossberg and Tim Dutton.

Doug Ross facilitated the gathering using the World Café process. There were four café topic groups:

- More About SIA
- Human Services
- Creativity and the Arts
- Encore Careers/Civic Ventures.

Below are bullet point summaries of each of the Café's by the "bartenders".

## **More about SIA – Facilitators Andrea Kenzig, Barry Tuchfeld**

- Create a community vision and marketing plan including how to best execute initiatives, programs, and best practices?
- Create action oriented programs that will enhance intergenerational communication and reduce stereotypes of the aged. Use a focused campaign to shift mindsets.
- Include focus on programs designed to keep people in place.
- Use contemporary technologies to gather data.
- Create a clearing house of resources.
- Create Mentoring for Entrepreneurs
- Collaborate with local colleges and universities.
- Interact with seniors where they already are.
- Answer these questions:
  - Will SIA be an advocacy organization?
  - What is the role of faith based communities in the local area?
  - Is SIA the right title for the Institute
  - Is SIA a physical entity?
- A clearing house to assist people looking for information/services in navigating among the abundance of organizations in the area. This type of effort could be done cooperatively with existing organizations

## **Human Services Sessions – Facilitator, Arthur Lerman**

- Connecting People with needed support
- Clearinghouse: inventory of existing services/programs/opportunities
- Monitor the quality of services
  - Self-reporting a way for people to write reviews of service quality
    - Look at Better Business Bureau as possible model
    - Include clearinghouse Code of Ethics
    - How to protect from scams?
- Changing Our Experience of Community
  - How do we evolve a sense of community where the community plays a greater role as a natural support in meeting inter-generational needs?

- Under a new model of community, how do land use controls influence new development and redevelopment?
- What policy changes need to be made?

#### **Creativity and the Arts – Facilitator, Poppy Scheibel**

- An umbrella of cultural resources for all ages.
- Utilize creative marketing and technology (social media, too) to effectively brand SIA
- Collaborate with all sectors in the community. Become one creative unit.
- Create programs and cutting edge opportunities for the optimal aging demographic.
- Develop international learning, business, manufacturing, education and leadership programs..
- Tap into existing talents, skills, and leadership to re-engage Encore generations cognitively, physically, emotionally and creatively.
- Provide intergenerational mentoring programs:
  - literacy
  - technology
  - arts-based opportunities
  - social community
  - storytelling
  - volunteerism
- Develop programs for school/college students.

#### **Civic Ventures/Encore Careers: Facilitator, Vicki Vega**

- Immediately collaborate on projects identified as potentially fruitful with the goal of developing the area's economy.
- Become generationally inclusive now in conversations and planning.
- Market and compete aggressively by marshalling entities with financial resources to support the concept.
- Create a leadership partners group to fund the SIA