

ANNUAL REPORT

In January, the MASC Board began setting the association's goals for the year and reviewing bylaws – which resulted in updating our bylaws. You each have a set at your table. Basically the changes were to edit and clarify, and to add a section on “members at large.” If you haven't already done so, please take a moment to review them as we will be voting on them shortly.

The board strives to address the needs and interests of its members, which is why we have asked you to fill out the MASC Strategic Questionnaire in your conference packet.

Our 2017 goals were:

To continue to advocate for funds for senior center staffing in the amount of two million dollars. We've focused on “senior center staffing funding” because that is the most universal line-item we all have in common.

We were unsuccessful at our first attempt to get a bill passed. But the MASC board has been working to continue these efforts. Through the process we found we need to do a better job at articulating our worth and value to communities across Michigan and to our legislature. And that's where you come in! We are currently updating our website and enhancing our Facebook capabilities to utilize these marketing tools to feature the best of Michigan Senior Centers! But again, we need your help to highlight what you are doing at your center. What makes you special? Senior Centers are as unique as the communities in which they reside and we want to show our diversity and how we impact aging in communities across Michigan. And then - get your legislator to “like us.”

Goal # 2 was a measurable one – to increase membership by 10%. We planned on doing this by utilizing the best tool in our toolbox – our members who get the word out about MASC and what we do. And I'm happy to report we currently **have ___ new members!** Thank you for promoting MASC within your network of colleagues and please continue to do so!

Goal #3 relates to our annual conference. This year we wanted to offer a membership driven presentation, so along with the open forum - a conference favorite, we have included Senior Center 101 which was presented by a panel of our members. And going forward we are hoping to utilize more members in this

way. If you have a subject you are comfortable presenting – please let us know on the questionnaire.

Goal #4 was to encourage members to serve on the board. Our current board has 7 returning board members, and 6 new board members. Next year, 2018, you will be electing a new board. In an effort to help clarify board responsibilities in the hope that more members will consider serving in this capacity, each board member has written down their responsibilities. The document is in your packet for your review.

In January we will be setting our new year's goals and objectives. You have been given the dates and times of the 2018 board meetings on the document that includes the board's responsibilities. If you're interested in serving in this capacity we welcome you to attend one of our board meetings. Agendas and meeting minutes, along with the annual report, will be included on our website.