

Brookline Community Aging Network (BrooklineCAN) Communications Committee Minutes April 9, 2014

Carol Caro (presiding), John Seay, Elaine Mountleigh, Matt Weiss, Aaron Seidman, Ruth Seidman (recording)

1. Newsletter

- a. **Content for May.** We reviewed the list Ruth distributed and add a few more items. Carol and Ruth spoke to Bea on the phone at the end of the meeting regarding Bea's assignments. For the online version, we will replace the "Don't forget to patronize our discounters" box with a link to signing up for membership .
- b. **Distribution.** Some members are not receiving the online version of the newsletter. Carol will talk to Sonia to find out if there is a procedure by which members who join are added to the online distribution list; if there is not, Carol will see that a procedure is created.

2. Web Site and Technology.

- a. **Use of web site.** There is still very small amount of usage, other than the usual blip around the first of the month when the newsletter is distributed.
- b. John distributed a **map** that he has generated that shows where in Brookline our members are.
- c. **Twitter.** Matt will write an article for the May newsletter on BrooklineCAN's Twitter presence. We discussed Twitter's use for our organization.

3. Education Committee.

- a. Ruth reported further (see last month's minutes) on the March 5 program on substance use by older adults.
- b. May 15 program on Elder Care: Home-Based Services and Residential Care. The event is at the Senior Center. This week a few of the committee members are meeting with the panelists to plan the program.
- c. Next year: There will be a fall program on Nutrition and Mental Health. Speaker has been arranged. In the spring we may do a program on Aging and Sexuality, and several speakers have been suggested and are being contacted. A future topic under

consideration is: MIT Aging Lab adaptive technology for seniors.

- d. The committee is preparing an evaluation form to hand out to program attendees, as well as a list of questions for the committee to use when evaluating the success of a given program.
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4. The **membership brochure** is being revised in preparation for its next printing. With her April 7 email reminder of this meeting, Carol sent us a copy of the proposed revisions, and she asks that committee members look this over and send her their comments.

NEXT MEETING MAY 14, 2014, 2:00 PM