



# SENIOR PLANET MONTGOMERY

*Aging with Attitude*

FY 2019 PROGRAM REPORT

JULY 2018 - JUNE 2019

*Senior Planet Montgomery is transforming the lives of Montgomery County's older adults by providing free, high quality technology training.*



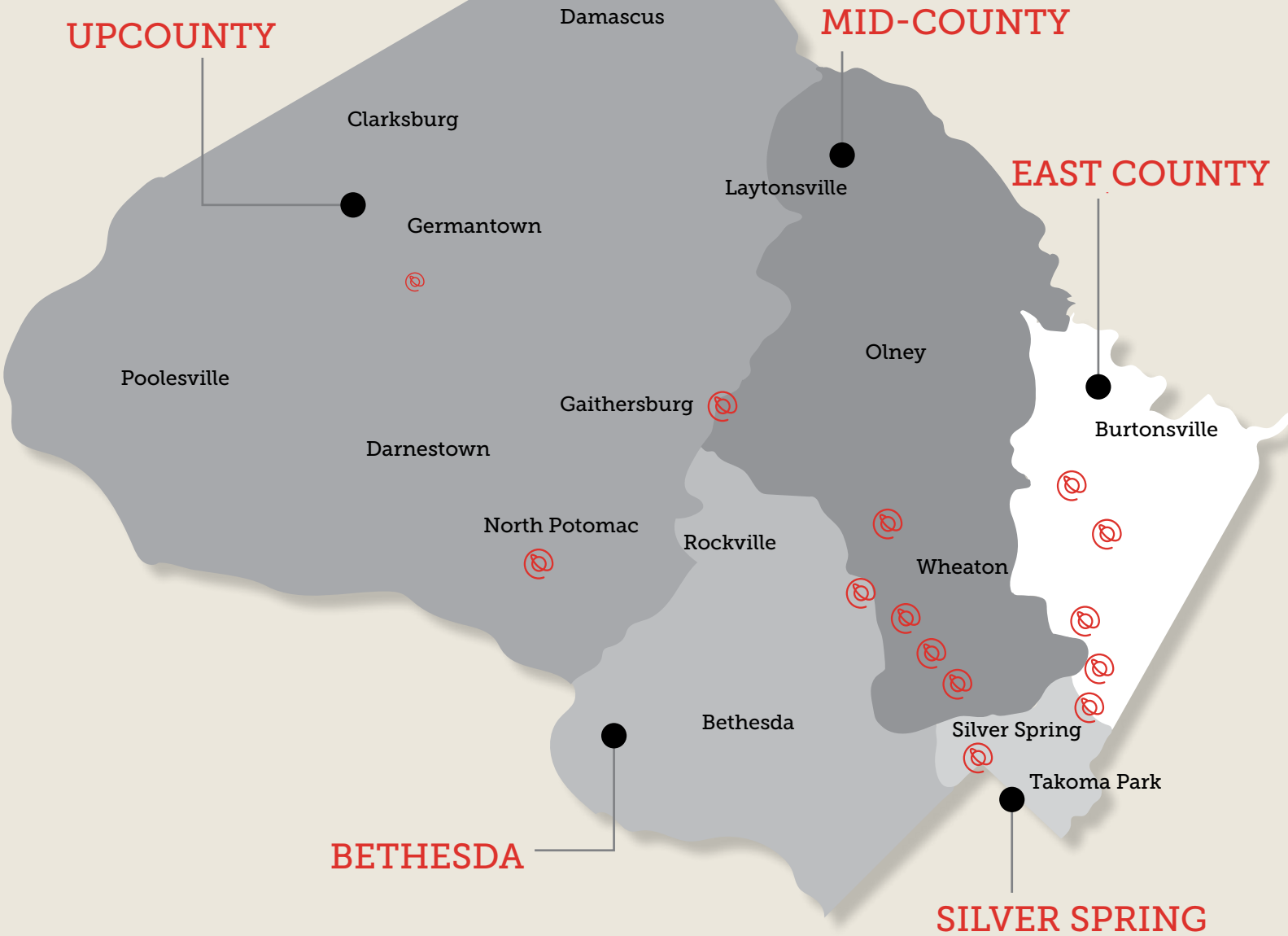


**SENIOR PLANET  
MONTGOMERY**  
*Aging with Attitude*

**MONTGOMERY COUNTY  
SERVICE REGIONS**

**FY19 PARTNER SITES**

- Aspen Hill Library
- East County Regional Services Center
- Gaithersburg Library
- Gilchrist Immigrant Resource Center - Wheaton
- Holiday Park Senior Center
- Long Branch Library
- Long Branch Senior Center
- Margaret Schweinhaut Senior Center
- North Potomac Senior Center
- Silver Spring Library
- White Oak Senior Center
- WorkSource @ East County Regional Services Center
- WorkSource @ Westfield Wheaton
- WorkSource @ Upcounty Regional Services Center



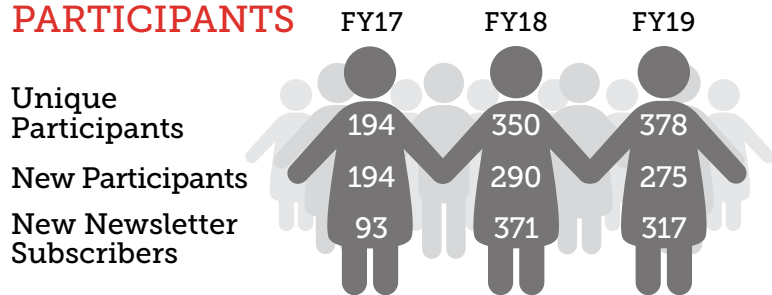




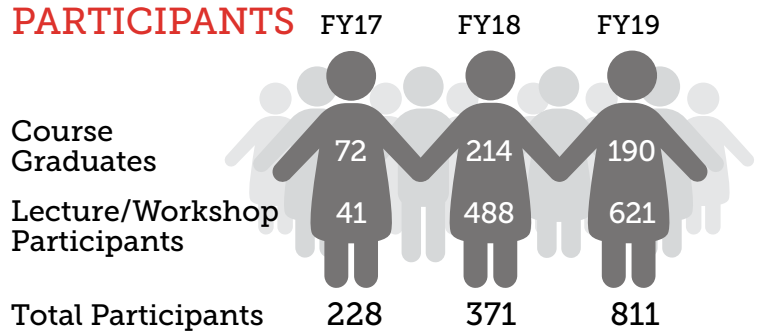
**Senior Planet Montgomery is transforming the lives of Montgomery County’s older adults by providing free, high quality technology training to enable all residents to participate in the digital economy. A partnership between ultraMontgomery and Older Adults Technology Services (OATS) brings award-winning training and engagement specifically designed for older adults to the County. Our goal is that all County residents over the age of 60 can use technology to improve daily living, to earn income, to live independently, and to reduce social isolation through connections to family and friends.**

Since its inception in 2016, Senior Planet Montgomery has worked in partnership with Montgomery County departments and agencies providing services to seniors, to provide content rich programming at senior centers and libraries throughout the County. The result of three years of programming, we have provided over 900 older adults with over 14,000 hours of technology training through multi-week courses and single-day lectures or workshops.

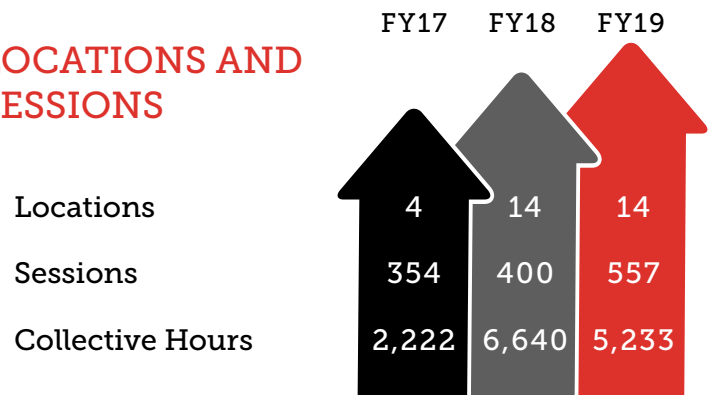
### PARTICIPANTS



### PARTICIPANTS



### LOCATIONS AND SESSIONS





## PARTNERSHIPS

Senior Planet Montgomery partners with Montgomery County Public Libraries, the Department of Recreation (REC), and the Office of Community Partnerships (via The Gilchrist Immigrant Resource Center), to offer programming at partner sites, and also partners with Tech Connect, the joint JCA Interages and REC Teen Works youth employment program to support youth employed to offer technology assistance and training to older adults. The Department of Technology Services also provides technical infrastructure support for the program.

Margaret Schweinhaut Senior Center, the official “home” of Senior Planet Montgomery, hosted our 3rd Year Celebration and continued to be an invaluable partner site for innovation. There, we piloted our successful new course Startup!, to support older adults starting and growing their business through online storefronts and marketing, and Wellness Essentials + Work Out! to support older adults using technology to support healthy living.

## PROGRAMMING

A core tenant of our program is that incremental skill building and repetition through multi-week courses enables older adults to confidently use technology independently. However, some older adults lack confidence in their ability to learn new technology and may be reluctant to enroll in a multi-week course. Senior Planet Montgomery surveys participants and offers single session lectures and workshops

on topics geared to meet their interests, while simultaneously boosting their confidence and desire to take intensive and challenging multi-week courses. Commitment from partners to promote courses and offer events throughout the year, are also keys to success.

## FISCAL YEAR 2019

Fiscal Year 2019 (FY19) was an expansion year for the program, designed to extend programming to new locations. To build support for FY20 multi-week courses within target communities, Senior Planet Montgomery added new partners, increased marketing efforts, and offered significantly more one-day, outreach-oriented lectures and workshops. As a result, in FY19, we had more participants in lectures and workshops than in FY18, and slightly fewer multi-week graduates. Weather conditions, specifically a reluctance to sign up for courses in the winter, and summer travel plans, challenges our ability to grow programming in these quarters.

Former Senior Planet Montgomery Program Manager, Allison Adams pursued her passion working with disadvantaged populations in a neighboring county. Her role was assumed in January by former trainer, Breana Clark.

Finally, in FY19, Senior Planet Montgomery’s programming earned an Achievement Award from the National Association of Counties and played a part in Montgomery County being named best Digital County in America by the Center for Digital Government.





## CURRICULUM HIGHLIGHTS

***The Senior Planet Montgomery program curriculum, developed by OATS, is designed to produce positive change in five impact areas: social engagement, financial security, health and wellness, civic engagement and advocacy, and creativity and lifelong learning. Some curriculum has been tailored to provide Montgomery County-specific websites and information, and curriculum can be translated to support instruction in multiple languages (made possible with bilingual trainers).***

The five impact areas are leveraged to support acquisition of skills within a context relevant to participants. Senior Planet Montgomery trainers draw on the experiences and accumulated knowledge of older adult learners as much as possible to shape examples and discussions during lessons and to tailor information to individual class nuances.

Exposure, repetition, and pace are also fundamental to the OATS course design. Class sessions are 75 minutes, twice a week, for a duration of five or ten weeks. “Basic” and “Essentials” courses teach the foundational skills required to operate a device (iPad, Chromebook, or PC) and to complete basic tasks online (i.e. using email and searching the Internet safely). The Senior Planet Montgomery approach is that participants either take basic classes to reach a base skill level, or they come to the program with these basic skills, and participate in “content rich” courses aligned to the five impact areas.

Additional single session lectures and workshops are offered in the five impact areas, to supplement the learning experience in the offered courses. Lectures offer a clear and concise 75 minute presentation on a popular tech topic while workshops cover a variety of practical topics and include interactive, hands-on practice. Participants receive information or take part in hands-

## BREAKDOWN IN COURSES

### 5-WEEK COURSES

- 1 Computer Essentials
- 1 Computer Essentials (in Spanish)
- 4 Intro to Digital Culture
- 5 iPad Essentials
- 3 Ready, Set, Bank

### 10-WEEK COURSES

- 3 Beyond the Basics
- 2 Connecting in the Digital Age
- 5 iPad Basics
- 2 Money Matters
- 1 Startup!
- 1 Wellness Essentials + Work Out!

**28 TOTAL COURSES**



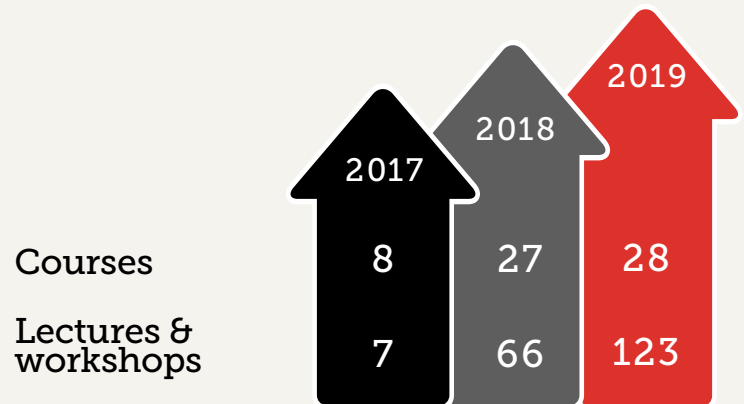
## CURRICULUM HIGHLIGHTS


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on workshops to reinforce how technology can be leveraged to improve their unique lives and real-world circumstances.

In FY19, Senior Planet Montgomery piloted several new courses, including a revision to 10-week “Basic” courses into a two-part model. Topics such as Computer Essentials in English & Spanish, iPad Essentials, and Introduction to Digital Culture offered shorter, 5-week courses for beginning learners. Piloting Connecting in the Digital Age empowered participants to utilize digital literacy to improve their connections to family, friends, and their community. The Capital One funded course, Ready, Set, Bank!, introduced participants to the nuances of online banking. Several graduates of our new course, Startup!, became new entrepreneurs and showcased their new business at our 3rd Year Celebration. Wellness Essentials + Work Out! was launched with the hope that the impact on participants will support future partnerships and grants from healthcare providers and biohealth innovators. Finally, responding to the needs and interests of program participants, we launched several new lectures and workshops, including how to use Spotify, Uber, and Online Rx Drug Resources.

### FY17/18/19 Comparisons



### FY19 Program Expenditures

42.23%	Curriculum & Support	\$60,676
24.81%	Instruction	\$35,651
16.22%	Development	\$23,300
12.46%	Management & Admin	\$17,903
4.3%	Expenses	\$6,156
	<b>TOTAL</b>	<b>\$143,686</b>



Breakdown in Lectures & Workshops offered by impact areas

43

Financial Security

- **Booking Vacations Online** 3
  - eBay & PayPal 2
  - **Getting Started on PayPal** 2
  - Job Searching in the Digital Age 6
  - Money Matters 7
  - Online Shopping 5
  - **Online Shopping with Amazon** 3
  - Ride Sharing Apps 3
  - Startup! 4
  - **Uber** 4
  - Online Travel Sites 4
- 43

19

Social Engagement

- Facebook 1
  - **Getting Started with Facebook** 1
  - **Getting Started with Twitter** 1
  - **Instagram** 1
  - Messaging Apps 1
  - Pinterest 1
  - **Sharing Photos** 5
  - Social Media 1
  - Twitter 1
  - **WhatsApp** 5
  - YouTube 1
- 19

6

Health & Wellness

- Food Delivery Apps 1
  - Online Health Resources 4
  - Online Rx Drug Resources 1
- 6

11

Creative Expression & Lifelong Learning

- Digital Photography 3
  - **Digital Photography** 2
  - Drones 1
  - Podcasts 1
  - **Podcasts** 3
  - Spotify 1
- 11

41

Foundational

- Cloud Storage 5
  - Connecting to the Internet 2
  - Explore with Google Maps 5
  - How to Choose a New Computer 7
  - Internet of Things 4
  - Protecting Your Personal Info Online 14
  - Streaming & Smart TV's 4
- 41

3

Civic Engagement & Advocacy

- Contacting Your Lawmakers Online 2
  - Twitter for Advocacy 1
- 3

123

Total Workshops

In red: popular workshops





## IMPACT & TRANSFORMATIONS



The purpose of our innovative approach to training ensures that graduates do more than gain a few tech skills; our goal is that participants increase in their independence and self-efficacy while discovering new ways to work, learn, create, and connect in the digital economy. We believe that technology is a powerful tool for creating transformation, and our courses are specifically designed to help older learners find new ways to live and thrive in today’s digital society.

A core tenant of Senior Planet Montgomery is to determine outcome and impacts through pre- and post-course surveys to measure our effectiveness and efficiency, as well to try to gauge whether we are making a difference to help improve participants’ independence and self-efficacy. As in past years, in FY19, course satisfaction was very high among participants and, more importantly, many displayed significant measures of personal growth. Four out of five graduates felt more connected to friends, family, and community, and felt more confident in their ability to live independently. 91% reported having more access to health information. Overall, and most impactful, 83% of graduates feel more optimistic about their future as a result of taking a course with Senior Planet Montgomery.

During the last quarter of the fiscal year, beginning in March, we piloted a brief survey to capture the experiences of those attending one-time lectures and workshops. 99% of participants reported satisfaction with the information they received and 91% of respondents shared that they would recommend our programming to a friend or family member. These results reflect the high-quality of our single session introduction to popular technology topics, and we will be working to discover more evaluative data.

## Course Survey Results

### PERSONAL GROWTH

- 80%** feel more connected to friends, family and community
- 80%** feel more confident in their ability to live independently
- 91%** have more access to health information
- 43%** feel more prepared for work
- 83%** feel more optimistic about their future

### COURSE SATISFACTION

- 95%** found the course textbook useful
- 91%** found the course useful
- 91%** rated the quality of their instructor “high” or “very high”





## IMPACT & TRANSFORMATIONS

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**96%** of participants would recommend Senior Planet courses to a friend or family member

**82%** of participants stated their quality of life has improved after participating in Senior Planet courses

**82%** found their Senior Planet course "very useful"

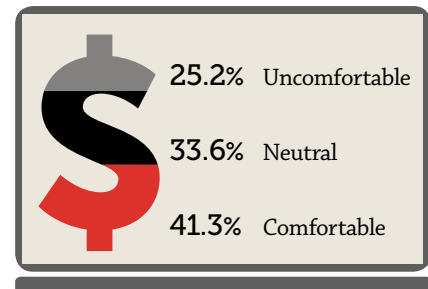
**12%** increase in those strongly who felt the world is becoming a better place for everyone

### FY19 LECTURE/WORKSHOP SURVEY RESULTS

(from March - June 2019)

#### Satisfaction

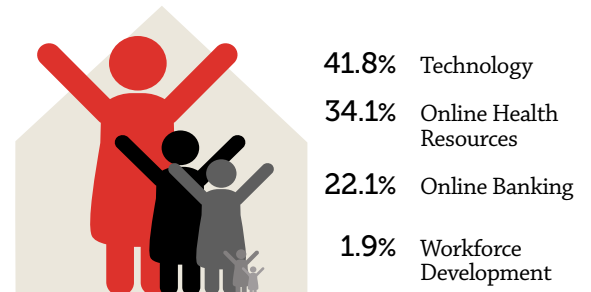
**98.5%** of participants were satisfied with the information they received from Senior Planet lectures and workshops.



How comfortable are you conducting banking and financial transactions online?

Are you more confident in your ability to live independently?

**99.3%** of participants feel confident about their ability to live independently.



Did participating in or learning more about the following topics advance your ability to live independently?

How likely are you to recommend Senior Planet events to a friend or family member?

**91.3%** of participants would highly recommend Senior events to a friend or family member.





## TESTIMONIALS

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*"Although I do not have a traditional "startup" business, I signed up for Startup! to learn more about marketing with social media! I was interested in learning because I am a realtor, but also because I had set up a team to participate in the Purple Stride Walk in DC for raising funds for Pancreatic Cancer research. In a panic, because I hadn't done anything to raise funds, I started on Mother's Day with a month to go before the walk and had to raise \$2,020. This class gave me the confidence to use Facebook & Instagram to market for my cause. I learned so much that I raised over \$3,000. Thank you for these wonderful classes for seniors!"*

**Nancy Powell** | CLASS: Startup! | PARTICIPANT SINCE: April 2019

*"I haven't been able to use my laptop for a few years because the power cord no longer worked. Whenever I went to an electronics store to buy a new one, they advised me to buy one online. At the time, I didn't know how to do any online shopping and especially didn't know how to find what I was looking for. After taking OATS' classes this year, I was able to go online, with only a little assistance, and purchase a new power cord—my first online purchase! Now, that my laptop is back in working order, I can practice browsing the web and watch DVD's of my granddaughter's dance recitals. I feel so much more confident!"*

**Minnie C. Johnson** | CLASS: Intro to Digital Culture | PARTICIPANT SINCE: August 2018



*"Wellness Essentials initially motivated me to start looking at my caloric intake which encouraged me to change my snack choices to healthier options. Once we moved to the Fitbit portion of the class, I enjoyed being able to track my steps, check how many calories I was burning during the day, and analyze my sleeping pattern. I realized that I was not sleeping enough and decided to go to bed no later than 11pm. As a result of the class, I am exercising more which has really helped improve my mood every day."*

**Hans Hangzo** | CLASS: Wellness Essentials + Work Out! | PARTICIPANT SINCE: February 2019

*"Senior Planet has dramatically increased my confidence using technology. I am able to learn about social media, understand what it is about, and decide which sites to use or not to use. Now I can text and send pictures. I encourage all my friends and people I know to attend Senior Planet Montgomery's programming!"*

**Tsedale Yigezu** | CLASS: IPAD BASICS | PARTICIPANT SINCE: February 2018

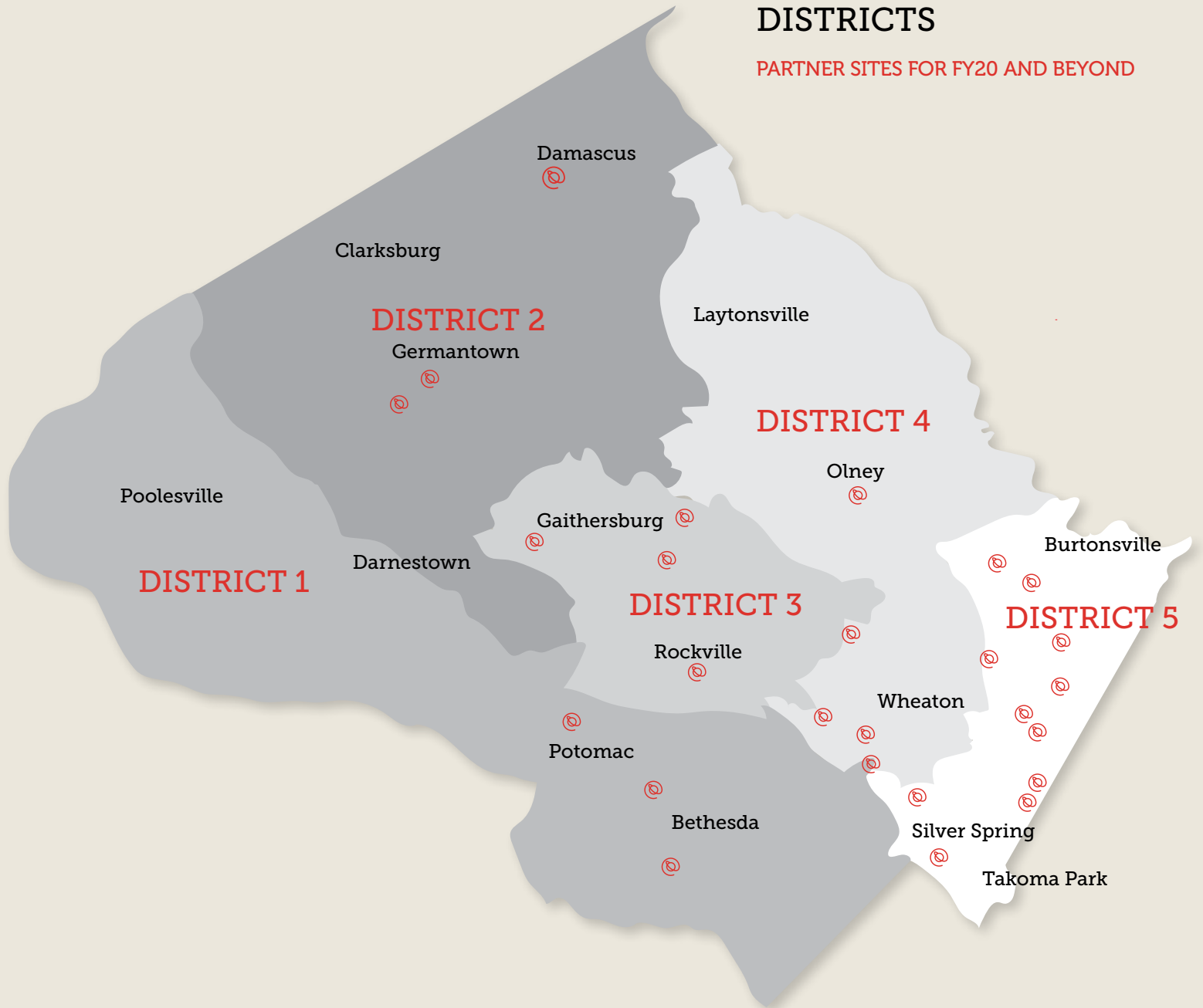




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## MONTGOMERY COUNTY DISTRICTS

PARTNER SITES FOR FY20 AND BEYOND



For more information, to receive our email newsletter, or to become a partner of Senior Planet Montgomery:

CALL: 240-753-0676 | EMAIL: [mocoinfo@seniorplanet.org](mailto:mocoinfo@seniorplanet.org)  
VISIT: [www.seniorplanet.org/Montgomery](http://www.seniorplanet.org/Montgomery)





# SENIOR PLANET MONTGOMERY

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## THE YEAR AHEAD

In FY20, Senior Planet Montgomery will continue to build on our partnership investments and expand to underserved communities, especially low-income and immigrant neighborhoods, and communities who need training in languages other than English. We hope to expand our program offerings in Spanish and to pilot courses in Mandarin and potentially Vietnamese if additional community support can be achieved. Intentional engagement and retention of bilingual trainers will be key to these efforts. We also hope to work with our partners to increase the average enrollment, graduates per course, and attendees per lecture and workshop.

Senior Planet Montgomery is excited to partner with the County Department of Environmental Protection to develop curriculum and expand programs for older adults to serve the goals of reducing greenhouse gas emissions and increasing recycling rates in Montgomery County. We look forward to implementing our grant from Capital One to expand online banking education by Financial Access Educators and will be working to seek additional program grants from companies doing business in Montgomery County who want to invest in community partnerships. Senior Planet Montgomery will also work to support the County's 2020 Census participation campaigns.

**We thank the County, our partners, and our participants for what we accomplished in FY19. We look forward to an even better year ahead!**