



# 2020 Centers for Successful Aging Criteria and Measures

## General Application Information

- \* The application window is August 12, 2020 through September 25, 2020. The application link will be emailed on Tuesday, August 11, 2020.
- \* Applications are due Friday, September 25, 2020 at midnight Mountain Time.
- \* The CSA Application Fee is \$1,500 and payable via PayPal at the bottom of the application form.

## Application Guidelines

- \* The application form limits written responses to 1,000 characters (including spaces) or less, unless otherwise indicated. This includes 1,000 characters per each subcategory.
- \* Strong responses highlight elements of successful aging culture currently in place and sustained over time.
- \* Include examples for all levels of living, as it applies to your organization.
- \* Sections requiring supporting documents will have an 'Upload' button for attaching the requested documents.
- \* Completion of this application includes permission for Masterpiece Living to share with the practices contained within.
- \* Supporting documents will not be shared with MPL partners without the express permission from the submitting organization.



## 2020 Centers for Successful Aging Criteria and Measures

A. Culture		
<i>This section reflects how successful aging is the core of the organization's environment and operations.</i>		
Criteria	Description	Measure
<b>A1. Cover Letter: Successful Aging Ingrained in Culture</b>	<p>Write a cover letter that describes in 2,000 characters (including spaces) or less, the ways in which successful aging is fully incorporated into the organizational culture. The following bullets are listed to serve as a guide to support you in writing the cover letter.</p> <ul style="list-style-type: none"> <li>* Consider how the core elements of successful aging are fully incorporated into all aspects of the organization's operations.</li> <li>* Share how empowering messages, coaching, coaching in every day communication, outcomes and lifestyle choices are a part of meetings, programs and daily interactions.</li> <li>* Reflect on how the organization demonstrates a commitment to changing the experience and perception of aging in society.</li> </ul>	<p>Once you have completed the application, summarize your application and introduce your successful aging culture to the review board.</p>
<b>A2. Data-driven Outcomes</b>  	<p>This criterion is focused on data-driven goals, identified strategies and outcomes that demonstrate strategies were effective.</p> <p>Note: Some communities choose increased participation in the Masterpiece Living Reviews as a goal. The CSA review board is looking for 2 goals that relate directly to the data <i>collected</i> in the Lifestyle and Mobility Reviews.</p> <p>Note: Include goals that involve various levels of living if applicable.</p> <p><b>Example:</b></p>	<ol style="list-style-type: none"> <li>a. List 2 organizational successful aging goals identified in the previous year.</li> <li>b. For each goal list method of measurement for baseline, baseline, strategies (including a program offered to accomplish this goal), method of measurement for outcome, and results.</li> <li>c. Attach current Dashboard Report.</li> </ol>



## 2020 Centers for Successful Aging Criteria and Measures

	<p><b>Goal:</b> Increase fruit and vegetable consumption in IL by 10%.</p> <p><b>Method of measurement for baseline:</b> 2019 Lifestyle Review Portrait Report</p> <p><b>Baseline:</b> 18.4% eat 5+ fruits/vegetables per day in IL.</p> <p><b>Strategies:</b></p> <ol style="list-style-type: none"> <li>1. The chef &amp; dietician created healthy options featured in a customized Nourish talk that focused on healthy choices, moderation and portion size.</li> <li>2. The Fitness Specialist facilitates Eating for Weight Loss talks &amp; a bi-weekly Weight Loss group focused on healthy lifestyle choices to educate on BMI, low calorie choices and exercise needed to burn calories.</li> <li>3. The chef is a regular speaker, and a healthy food display is featured at the dining room entrance. The servers are trained on supporting residents to make healthy choices.</li> </ol> <p><i>Note: All three of the strategies listed are program offerings that relate to this goal.</i></p> <p><b>Method of measurement for outcomes:</b> 2019 Match Lifestyle Portrait Report</p> <p><b>Results:</b> 20.6% eat 5+ fruits/vegetables per day.)</p>	
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## 2020 Centers for Successful Aging Criteria and Measures

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<b>A3. Leveraging Successful Aging Resources</b>	<p>Successful aging resources such as the ICAA website, Journal on Active Aging, ICAA webinars, MPL Chart Your Course sessions, Mosaic, Lyceum, <i>Successful Aging Makes Census™</i> resources and <i>Live Long Die Short</i> provide the latest research on successful aging.</p> <p>Leveraging these deliverables to continually modify programming, education, marketing, and operations ensures application of the latest research on successful aging in all applicable levels of living. (This criterion should not include Programs and Campaigns by Masterpiece.)</p>	<ol style="list-style-type: none"> <li>a. What successful aging resources are you utilizing to stay cutting-edge and up to date on the latest research?</li> <li>b. How have you applied the latest research throughout your organization?</li> <li>c. How are the resources having a qualitative or quantitative impact?</li> </ol>
<b>A4. Functional Group Enhancements</b>	<p>Describe how all departments use the lens of successful aging to support the successful aging culture.</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Healthy dining options are now the foundation of the dining menu.</li> <li>• Housekeeping now extends personal invitations to programs.</li> <li>• The maintenance team offers tech support for social connection via skype, facetime, etc.</li> </ul>	<p>Describe specific enhancements that have been implemented since the partnership began that support a successful aging culture. Include a response for all departments at your organization.</p> <ol style="list-style-type: none"> <li>a. Culinary</li> <li>b. Nursing</li> <li>c. Hair Salon/Spa</li> <li>d. Fitness</li> <li>e. Maintenance</li> <li>f. Housekeeping</li> <li>g. Human Resources</li> <li>h. Concierge</li> <li>i. Sales and Marketing</li> <li>j. Lifestyle</li> <li>k. Other:</li> </ol>



## 2020 Centers for Successful Aging Criteria and Measures

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<b>A5. Optimizing the Physical Environment</b>	<p>The optimization of physical space to support and enhance an environment for successful aging.</p> <p><b>Example:</b> Physical Health: With the help of IL and AL residents, an old fence was used to create a dog park in a formerly unused area.</p>	<p>Describe specific physical enhancements that have been implemented since the partnership began that support a successful aging lifestyle.</p> <p>Include examples from two of the four components (Physical Health, Spiritual Fulfillment, Intellectual Vitality, Social Engagement).</p>
<b>A6. Inclusive Culture</b>	<p>All residents are invited and feel welcome to participate in programs, events, dining and activities together as one community regardless of physical ability, cognitive ability or level of living. The culture and environment support all ages and abilities. Residents engage with one another across the entire organization.</p>	<ol style="list-style-type: none"> <li>a. List one challenge you've encountered in terms of inclusivity and how your organization overcame the challenge.</li> <li>b. Describe 3 initiatives, policies, or specific actions implemented that focus on inclusivity.</li> <li>c. How does the fitness program support applicable levels of living?</li> </ol>
 <b>A7. Human Capital</b>	<p>Human Capital is defined as the knowledge, skills, interest and experience each individual holds. A successful aging environment provides opportunities for residents and team members to both give and receive.</p>	<ol style="list-style-type: none"> <li>a. Describe the onboarding system for discovering the human capital of residents and team members.</li> <li>b. How does your organization use human capital to impact the greater good?</li> <li>c. Attach any supporting documents used to collect or leverage human capital.</li> </ol>
<b>A8. Technology and Culture</b>  <p style="color: red;">Note: New criterion. This item will not be scored for the year 2020.</p>	<p>Technology is part of modern society and can be used to support successful aging in a variety of ways. Share how your organization is embracing technology to promote growth and potential for residents.</p>	<ol style="list-style-type: none"> <li>a. How does technology play a role in the organization's successful aging culture?</li> </ol>



## 2020 Centers for Successful Aging Criteria and Measures

<b>B. Training, Systems and Processes</b>		
<i>This section reflects how the organization clearly reflects a strong, unwavering, and visible commitment to successful aging, demonstrated by actions toward maximizing growth and potential throughout the entire organization.</i>		
<b>Criteria</b>	<b>Description</b>	<b>Measure</b>
<b>B1. Brand Promise Commitment</b>  	A brand promise is a statement made by an organization to its customers stating what customers can expect from their products and services. Your organization made a commitment to promote and model successful aging. What are prospects, team members and other guests learning about your commitment to successful aging?	a. What are the organization’s successful aging brand promises? b. How does community leadership ensure successful aging brand promises are in alignment with the resident experience? c. Describe how the commitment to successful aging is visible in processes, systems and environment. d. Attach supporting documents.
<b>B2. Team Member Expectations</b>  	Expectations for team members clearly reflect a commitment to successful aging.  <u><b>Examples:</b></u> <ul style="list-style-type: none"> <li>• Job descriptions</li> <li>• Performance appraisals</li> <li>• Job interview references to successful aging.</li> </ul>	a. Give 2 examples sharing how expectations for supporting and engaging in successful aging are communicated to team members and include how team members implement these expectations. b. Attach supporting documents.
<b>B3. Leadership Living It</b>	Members of the leadership team (ED, AED, Department Heads) are role models for successful aging.  <u><b>Examples:</b></u> <ul style="list-style-type: none"> <li>• Leaders participate in and lead programming.</li> <li>• Leaders share appropriate examples of their successful aging journeys.</li> <li>• Leaders have completed the Lifestyle Review and have set goals for personal growth.</li> <li>• Leaders work to provide opportunities for front line team members to engage with residents beyond the typical job responsibilities.</li> </ul>	Give 4 examples about how leadership is leading and living the successful aging brand promises of your organization.



## 2020 Centers for Successful Aging Criteria and Measures

<p><b>B4. Home Office Leadership</b></p>	<p>Home office (if applicable) provides support necessary for communities to be successful. The home office is active in the successful aging culture.</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Describe how the home office uses MPL tools and resources (i.e. data, campaigns, programs) to promote successful aging in the organization.</li> <li>• Successful aging initiatives are added to organizational strategic plan.</li> <li>• Leadership position responsible for moving successful aging initiatives forward at the corporate level, etc.</li> </ul>	<p>What initiatives have been implemented at the home office to support successful aging cultures within the organization?</p>
<p><b>B5. Onboarding</b></p>	<p>Effective onboarding educates all who are part of the organization about successful aging concepts and what’s possible for older adults. Additionally, the leadership team learns how successful aging impacts each department and champion team members are given the foundational understanding to lead this initiative.</p>	<ol style="list-style-type: none"> <li>a. Describe the onboarding process for leadership.</li> <li>b. Describe the onboarding process for residents.</li> <li>c. Describe the onboarding process for team members.</li> <li>d. Describe the onboarding process for the champion team.</li> </ol>
<p><b>B6. Annual/ Ongoing Training</b></p>	<p>Annual training is provided to expand knowledge of successful aging concepts and focus on the growth and potential of residents and team members.</p>	<ol style="list-style-type: none"> <li>a. Describe the ongoing training process for leadership.</li> <li>b. Describe the ongoing training process for residents.</li> <li>c. Describe the ongoing training process for team members.</li> <li>d. Describe the ongoing training process for the champion team.</li> </ol>
<p><b>B7. Lifestyle Coaching Training &amp; Application</b></p>	<p>Lifestyle Coaching focuses on the strengths and possibilities of participants. The coach uses powerful questions, listening skills and non-judgment to create a supportive space for the person being coached to identify areas for growth through an exploratory process. Coaching is used in everyday conversations to address conflict, encourage advancement within the organization for team members and promote personal</p>	<ol style="list-style-type: none"> <li>a. How are coaching concepts used at the organization (outside follow-up sessions)?</li> <li>b. How has coaching impacted the successful aging culture?</li> <li>c. List the name, title and type of training for individuals who have participated in coach training.</li> </ol>



## 2020 Centers for Successful Aging Criteria and Measures

	<p>successful aging growth for residents and team members.</p> <p>Multiple team members and residents are trained in lifestyle coaching. Training is applied in both individual and group follow-up sessions.</p> <p>Masterpiece Living coaching levels are Emerald and Diamond. Emerald level requires watching 3 GEMS videos and participating in at least 4 “Polish Your GEMS” sessions, or attendance of a GEMS 1-day workshop. Diamond level includes Emerald level requirements plus an additional 6 “Polish Your GEMS” sessions and a video. Diamond level can also be achieved through attendance of a second 1-day workshop.</p> <p><b>To meet this criterion, organizations have at least 1 coach for every 50 residents and 1 out of every 5 coaches is diamond level or equivalent.</b></p> <p>Please note: Coach trainings recognized by the International Coach Federation will be accepted in place of the Masterpiece Living coaching levels.</p>	
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<b>C. Social Impact</b>		
<i>This section reflects how the organization is impacting society’s perception of aging by positioning itself as an expert in the aging field and focusing on the expertise of older adults and the way they are making a difference in their communities.</i>		
Criteria	Description	Measure
<b>C1. Social Impact &amp; Successful Aging</b>	<p>The organization is taking an active role in educating and impacting society’s perception of aging.</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Highlighting what is possible with aging in the media through press releases, interviews, and articles.</li> </ul>	Give 4 examples of ways your organization has impacted society in terms of successful aging.



## 2020 Centers for Successful Aging Criteria and Measures

	<ul style="list-style-type: none"> <li>• Creating successful aging awareness in the local market and the aging field through contributions to ICAA, Leading Age, MPL Lyceum or other professional organizations in the form of articles, certifications, awards and presentations.</li> <li>• Impacting society’s perception of aging by influencing public policy through representation on policy making boards, education of local, state and national organizations or advocacy for older adults</li> </ul>	
<p><b>C2. Volunteerism</b></p>	<p>According to the Corporation for National and Community Service, “research demonstrates that volunteering leads to better health and that older volunteers are the most likely to receive physical and mental health benefits from their volunteer activities.”</p> <p>To meet this criterion, 60% of residents are volunteering inside or outside the organization.</p>	<ol style="list-style-type: none"> <li>a. Describe two of the most impactful volunteer initiatives that the organization facilitated in the past three years.</li> <li>b. What percentage of residents are volunteering based on the Portrait data report from your most recent strategy session?</li> </ol>
<p><b>C3. Generativity and Intergenerativity</b></p> <p>Note: New criterion. This item will not be scored for the year 2020.</p>	<p><b>Generativity</b> is defined as the need to nurture and guide younger people and contribute to the next generation. Centers for Successful Aging provide opportunities (within or outside the organization) for older adults and/or team members to use their skills and abilities and contribute to the greater good through interactions with younger generations.</p>	<ol style="list-style-type: none"> <li>a. Describe two generativity initiatives the organization facilitated in the past three years.</li> <li>b. Describe 2 intergenerativity initiatives your organization offers for older adults and younger people to learn from each other.</li> </ol>



## 2020 Centers for Successful Aging Criteria and Measures

	<p>Systems are in place that make the initiatives sustainable with a broad reach and creates visibility for prospective residents/members.</p> <p>Research shows the benefits of intergenerational contact between generations. <b>Intergenerativity</b> is defined as the fostering of creative exchange between generations. The exchanges involve both parties giving and receiving.</p> <p><b><u>Examples of intergenerativity:</u></b></p> <ul style="list-style-type: none"> <li>• Young and old artists are paired up to paint a portrait of each other.</li> <li>• Team members and residents work together to win the Movement Matters competition.</li> <li>• Residents mentoring other generations in exchange for technology lessons.</li> </ul>	
<p><b>C4. Engaging the Greater Community</b></p>	<p>Your organization is viewed as experts on aging and serves as a local successful aging resource for the broader community. Opportunities are offered for people in the greater community (community members, family, older adult prospects, local organizations, etc.) to participate in the community's culture of successful aging, facilitating their growth and changing their perception of the aging experience.</p> <p><b><u>Examples:</u></b></p> <ul style="list-style-type: none"> <li>• Offering community membership to the onsite wellness center.</li> </ul>	<p>Describe 4 successful aging outreach initiatives that engage the greater community. What are the main features and benefits?</p>



## 2020 Centers for Successful Aging Criteria and Measures

	<ul style="list-style-type: none"><li>• Inviting community members to participate in Programs by Masterpiece Living.</li><li>• Offering a Successful Aging Symposium.</li></ul>	
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## 2020 Centers for Successful Aging Criteria and Measures

D. Sales and Marketing Outreach		
<i>This section reflects the ways in which the organization is communicating successful aging brand promises through data, stories and lead-generating events.</i>		
Criteria	Description	Measure
<b>D1. Sales Brand Promise Messaging</b>	A brand promise is a statement made by the organization to prospects and leads identifying what they can expect from the organization’s products and services.	What process is in place to ensure successful aging messages from sales are being delivered through the resident experience?
<b>D2. Data Stories</b>	<p>In the sales and marketing process, data stories are used to share how data is used to drive decisions and promote growth for residents, team members and the greater community.</p> <p><b>Example:</b> Get connected! We are increasing social connection and reducing loneliness at The Village. Residents here experience 25% less loneliness than their peers who live in their own homes.</p>	Provide 2 examples of how data stories are being used to support brand promises.
<b>D3. Inspirational Stories</b>	Individuals who live or work at your organization are experiencing growth (from participation in the Lifestyle Review and/or the Mobility Review) and the organization is sharing their outcomes through inspirational stories in the sales and marketing process.	Provide 2 examples of residents and/or team members who have completed Lifestyle Reviews and/or Mobility Reviews, received feedback reports, identified goals and shared their results.
<b>D4. Lead-Generating Events</b>	<p>Marketing events incorporate elements of successful aging, offering an engaging opportunity for prospective residents to experience a culture of growth and potential. <i>Examples go beyond a focus on entertainment and/or amenities.</i></p> <p><b>Example:</b> Inviting prospects to participate in lifelong learning courses.</p>	Describe 4 marketing events that engage prospective residents in successful aging experiences.



## 2020 Centers for Successful Aging Criteria and Measures

<p><b>D5. Nurture Inquires &amp; Subject Matter Expertise Marketing</b></p> 	<p>Masterpiece Living educates partners about how to apply successful aging research in their organizations. CSAs utilize successful aging content to create personal touches as part of the sales process.</p> <p><b>Example:</b> Collecting the interests of prospects at a visit and following it up with successful aging content relating specifically to the prospect's interests and experiences.</p>	<ol style="list-style-type: none"> <li>a. Describe the process for nurturing inquiries as it relates to successful aging.</li> <li>b. Describe your customized approach to create meaningful touches (nurturing inquiries)</li> <li>c. Attach examples of successful aging content used in the sales process.</li> </ol>
<p><b>D6. Online Presence</b></p> <p>Note: New criterion. This item will not be scored for the year 2020.</p>	<p>The organization is highlighting successful aging brand promises on its website and showcasing growth and potential on social media.</p>	<ol style="list-style-type: none"> <li>a. Provide 4 examples of successful aging highlighted on your organization's social media.</li> <li>b. Provide a link to your website that messages successful aging.</li> </ol>

E. The Successful Aging Experience		
<i>This section reflects the ways in which successful aging principles are incorporated into programming and operations in a way that impacts residents and team members of the organization.</i>		
Criteria	Description	Measure
<p><b>E1. Successful Aging Team (Champion Team)</b></p>	<p>The Successful Aging Team (Champion Team) is a diverse group of residents and team members who work together to continuously develop the successful aging culture.</p> <p><b>Examples:</b></p>	<ol style="list-style-type: none"> <li>a. Describe the process for ensuring an effective Champion Team that continues to strive for growth for individuals and the organization.</li> <li>b. List the Champion Team members, their job titles and how they individually contribute to the team.</li> </ol>



## 2020 Centers for Successful Aging Criteria and Measures

	<ul style="list-style-type: none"> <li>• Leading a Program by Masterpiece Living.</li> <li>• Writing an article about successful aging.</li> <li>• Becoming a GEMS coach.</li> <li>• Serving on a taskforce related to successful aging.</li> </ul>	
<b>E2. Team Member Review Process</b>	<p>Team members have opportunities to participate in the Masterpiece Living Review process by:</p> <ol style="list-style-type: none"> <li>1. Completing an Outreach Lifestyle Review</li> <li>2. Receiving a Feedback Report</li> <li>3. Participating in a Follow-up Session.</li> </ol>	<ol style="list-style-type: none"> <li>a. Describe your system for inviting team members to participate in the review process?</li> <li>b. List the percentage of team members who have completed the review process in the past 12 months.</li> <li>c. How is the team member aggregate data being utilized?</li> </ol>
<b>E3. Team Member Successful Aging Opportunities</b>	<p>Relationships between residents and team members are strengthened through blended programming—programs in which residents and team members participate in purposeful programming together.</p> <p>Blended programs are offered regularly and as special events. Blended opportunities may include shared dining space, shared fitness center, etc.</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Team members participate in Movement Matters or the Living It campaign.</li> <li>• Team members are invited to lead programs or share hobbies/interests.</li> </ul>	<ol style="list-style-type: none"> <li>a. Describe 4 blended programs or opportunities.</li> <li>b. How does your organization decide what programs are available for residents and team members to experience together?</li> <li>c. How does the culture support/permission team member participation?</li> </ol>
<b>E4. Resident Leadership</b>	<p>Representatives from the resident population have access to the corporate team and/or organization's</p>	<ol style="list-style-type: none"> <li>a. What is your process for inviting residents to be leaders? (leading a</li> </ol>



## 2020 Centers for Successful Aging Criteria and Measures

	<p>leadership to express requests and needs around successful aging. Residents are invited to be leaders in the successful aging culture.</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Focus through resident council.</li> <li>• Having a resident on a board</li> <li>• Resident led programs</li> <li>• Resident ambassadors</li> <li>• Resident committees</li> </ul>	<p>program, being a mentor, chairing a committee, etc.)</p> <p>b. Give 4 examples of resident leadership in the successful aging culture.</p>
<p><b>E5. Resident Masterpiece Living Review Completion</b></p>	<p>The Masterpiece Living Reviews are a priority to drive individual goals and program decisions and to inform initiatives. An average of fifty percent (50%) or more of residents have completed the Lifestyle and Mobility Reviews during each of the past two review campaigns.</p> <p><i>The review participation calculation can be found on the Masterpiece Living website: Resources &gt; Centers for Successful Aging &gt; CSA Resources &gt; Review Participation Calculation</i></p>	<p>a. What system is in place to ensure annual completion of MPL Reviews?</p> <p>b. Using the review participation calculation, list the percentage of residents who have completed the Lifestyle Review and Mobility Review in the past two years.</p>
<p><b>E6. Follow-Up Sessions</b></p>	<p>Follow-Up Sessions create opportunities for residents to work with coaches to identify actions they can take that support a successful aging journey. Seventy percent (70%) of residents who take the Lifestyle and Mobility Reviews have participated in a Follow-Up Session. A process is in place that supports and tracks goal-setting throughout the year.</p>	<p>a. Specifically describe the follow up process (small groups, private sessions, system for inviting participants to attend, etc.)</p> <p>b. What percentage of residents/members who completed MPL reviews participated in Follow-Up Sessions?</p> <p>c. Describe the ongoing process for supporting residents in achieving their goals throughout the year (i.e., regularly occurring Follow-Up Sessions, accountability partners, teams, etc.).</p>
<p><b>E7. Research Based Tool Utilization</b></p>	<p>The organization offers research-based programs to support its successful aging goals.</p>	<p>a. List 4 research-based programs offered by your organization in the past year.</p>



## 2020 Centers for Successful Aging Criteria and Measures

	<p>Programs and Campaigns by Masterpiece are research-based, pilot-tested programs developed by experts in their related fields.</p> <p>Note: The expectation is that MPL partner organizations will offer 4 research-based programs per year. They may be Programs and Campaigns by Masterpiece Living or outside research-based programs.</p>	<p>b. Describe the impact (findings from pre and post tests or other outcomes/results) of one of the research-based programs implemented.</p>
<p><b>E8. Program Partners</b></p>	<p>Partnerships with outside organizations can directly impact the successful aging of residents and can expand awareness in the greater community about successful aging in action.</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Dance or theater groups depicting life stories of residents</li> <li>• Local YMCA offering Silver Sneakers classes on site</li> <li>• Inviting art studios or lifelong learning programs to the organization</li> </ul>	<p>Describe 4 partnerships with outside organizations and how the partnership supports the successful aging culture.</p>