**2020 Centers for Successful Aging Application**

# General Application Information

# \* this word version of the Cognito form will assist you in preparation for the application.

\*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 the practices contained within.
* Supporting documents will not be shared with MPL partners without the express permission from the submitting organization.

# Application Information

## Parent Organization

*N/A if you are a stand alone community*

## Community Name

**Date**

**Name Title**

First Last

## Phone Email

# List names and titles of all individuals who contributed to

**completing the application:**

## Name

**Title**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| First  **Name** |  | Last |  | **Title** |
|  |  |  |  |  |
| First  **Name** |  | Last |  | **Title** |
|  |  |  |  |  |
| First  **Name** |  | Last |  | **Title** |
|  |  |  |  |  |
| First  **Name** |  | Last |  | **Title** |
|  |  |  |  |  |
| First  **Name** |  | Last |  | **Title** |
|  |  |  |  |  |
| First  **Name** |  | Last |  | **Title** |
|  |  |  |  |  |
| First  **Name** |  | Last |  | **Title** |
|  |  |  |  |  |
| First  **Name** |  | Last |  | **Title** |
|  |  |  |  |  |
| First |  | Last |  |  |

**Community Profile**

Please indicate the levels of living you support at your community (check all that apply):

## Independent Living

* Yes  No

## Number of Independent Living Residents

**Assisted Living**

* Yes  No

## Number of Assisted Living Residents

**Contents**

The criteria in this document are divided into the following sections:

1. Culture
2. Training Systems and Processes
3. Social Impact
4. Sales and Marketing Outreach
5. The Successful Aging Experience

# A1. Cover Letter: Successful Aging Ingrained in Culture

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.

Once you have completed the application, summarize your application and introduce your successful aging culture to the review board.

## Cover Letter

**A2. Data-driven Outcomes**

This criterion is focused on data-driven goals, identified strategies and outcomes that demonstrate strategies were effective.

## Goal 1

**MPL data collection method used identify goal 1.**

**Baseline number or percentage for goal 1**

**Strategies identified to impact goal 1**

**Method used to measure results for goal 1**

**Goal 1 Results**

**Goal 2**

**MPL data collection used to identify goal 2**

**Baseline number or percentage for goal 2**

**Strategies identified to impact goal 2**

**Method used to measure results for goal 2**

**Goal 2 Results**

**c. Attach current Dashboard Report.**

**A3. Leveraging Successful Aging Resources**

*Successful aging resources such as the ICAA website, Journal on Active Aging, ICAA webinars, MPL Chart Your Course sessions, Mosaic, Lyceum, Successful Aging Makes Census TM resources and Live Long Die Short provide the latest research on successful aging.*

## What successful aging resources are you utilizing to stay cutting-edge and up to date on the latest research?

1. **How have you applied the latest research throughout your organization?**
2. **How are the resources having a qualitative or quantitiative impact?**

**A4. Functional Group Enhancements**

*Describe how all departments use the lens of successful aging to support the successful aging culture.*

*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.*

## Culinary

1. **Nursing**
2. **Fitness/Wellness**
3. **Maintenance**
4. **Housekeeping**
5. **Human Resources**
6. **Concierge**
7. **Sales and Marketing**
8. **Lifestyle**
9. **Other**

**A5. Optimizing the Physical Environment**

The optimization of physical space to support and enhance an environment for successful aging.

## Describe specific physical enhancements that have been implemented since the partnership began that support a successful aging lifestyle. Include examples from two of the four components (Physical Health, Spirtual Fulfillment, Intellectual Vitality, Social Engagement).Insert and format text, links, and images here.

**SIPS**

**Describe Enhancement**

**SIPS**

**Describe Enhancement**

**A6. Inclusive Culture**

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.

## List one challenge you've encountered in terms of inclusivity and how your organization overame the challenge.

1. **Describe 3 initiatives, policies, or specific actions implemented that focus on inclusivity.**

**Initiative #1**

**Initiative #2**

**Initiative #3**

1. **How does the fitness program support applicable levels of living?**

**A7. Human Capital**

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.

## Describe the onboarding system for discovering the human capital of residents and team members.

1. **How does your organization use human capital to impact the greater good?**
2. **Attach any supporting documents used to collect or leverage human capital.**

**A8. Technology and Culture**

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.

## \* NOT SCORED IN 2020

**a. How does technology play a role in the organization's successful aging culture?**

**B1. Brand Promise Commitment**

A brand promise is a statement made by an organization to its customers stating what customers can expect from their products and services. your organzation made a commitment to promote and model successful aging. What are prospects, team members and other guests learning about your commitment to successful aging?

## What are the organization's successful aging brand promises?

1. **How does community leadership ensure successful aging brand promises are in alignment with the resident experience?**
2. **Describe how the commitment to successful aging is visible in processes, systems and environment.**
3. **Attach supporting documents.**

**B2. Team Member Expectations**

Expectations for team members clearly reflect a commitment to successful aging.

## Give 2 examples sharing how expectations for supporting and engaging in successful aging are communicated to team members and include how team members implemetn these expectations.

**Example #1**

**Example #2**

1. **Attach Supporting Documents**

**B3. Leadership Living It**

Members of the leadership team (ED, AED, Department Heads) are role models for successful aging.

## Give 4 examples about how leadership is leading and living the successful aging brand promises at your organization.

**Example #1**

**Example #2**

**Example #3**

**Example #4**

**B4. Home Office Leadership**

Home office (if applicable) provides support necessary for communities to be successful. The home office is active in the successful aging culture.

## What initiatives have been implemented at the home office to support successful aging cultures within the organization?

**B5. Onboarding**

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.

## Describe the onboarding process for leadership.

1. **Describe the onboarding process for residents.**
2. **Describe the onboarding prpcess for team members.**
3. **Describe the onboarding process for the champion team.**

**B6. Annual/Ongoing Training**

Annual training is provided to expand knowledge of successful aging concepts and focus on the growth and potential of residents and team members.

## Describe the ongoing training process for leadership.

1. **Describe the ongoing training process for residents.**
2. **Describe the ongoing training process for team members.**
3. **Describe the ongoing training for the champion team.**

**B7. Lifestyle Coaching Training and Application**

Lifestyle Coaching focuses on the strengths and possibilities of participants. The coach uses powerful questions, listening skills and non-judgement 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 successful agiing growth for residents and team members.

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 at 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 at a second 1-day workshop.

To meet his criterion, organizations have at least 1 coach for every 50 residents and 1 out of every 5 coaches is a Diamond level or equivalent.

## How are coaching concepts used at the organization (outside follow-up sessions)?

1. **How has coaching impacted the successful aging culture?**
2. **List the name, title and type of training for individuals who have participated in coach training.**

**Name Title GEMS Certification**

EMERALD

First Last

## Name Title GEMS Certificaiton

EMERALD

First Last

## Name Title GEMS Certification

EMERALD

First Last

## Name Title GEMS Certification

EMERALD

First Last

## Name Title GEMS Certification

EMERALD

First Last

## Name Title GEMS Certification

EMERALD

First Last

## Name Title GEMS Certification

EMERALD

First Last

## Name Title GEMS Certification

EMERALD

First Last

# Social Impact

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.

The organization is taking an active role in educating and impacting society's perception of aging. **Give 4 examples of ways your organization has impacted society in terms of successful aging. Example #1**

## Example #2

**Example #3**

**Example #4**

**C2. Volunteerism**

According to the Corporateio 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 helath benefits from their volunteer activities."

To meet this criterion, 60% of residents are volunteering inside or outside of the organization.

## Describe two of the most impactful volunteer initiatives that the organization facilitated in the past three years.

**Initiative #1**

**Initiative #2**

1. **What percentage of residents are volunteering based on the Portrait data report from your most**

**recent Strategy Session?**

**C3. Generativity and Intergenerativity**

Generativity 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.

Systems are in place that make the initiatives sustainable with a broad reach and creates visibility for propspective residents/members.

Research shows the benefits of intergenerational contact between generations. **Intergenerativity** is defined as the fostering of creative exchange between generations. The exchanges involve both parties giving and receiving.

## NOT SCORED IN 2020

1. **Describe two generativity initiatives the organization facilitated in the past three years.**

**Initiative #1**

**Initiative #2**

1. **Describe two intergenerativity initiates your organization offers for older adults and younger people to learn from each other.**

**Initiative #1**

**Initiative #2**

**C4. Engaging the Greater Community**

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 organzations, etc.) to participate in the community's culture of successful aging, facilitating their growth and changing their perception of the aging experience.

## Describe 4 successful aging outreach initiatives that engage the greater community. What are the main features and benefits?

**Initiative #1**

**Initiative #2**

**Initiative #3**

**Initiative #4**

1. **Sales and Marketing Outreach**

This section reflects the ways in which the organization is communicating successful aging brand promises through data, stories and lead-generation events.

# D1. Sales Brand Promise Messaging

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?

**D2. Data Stories**

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 member and the greater community.

## Provide 2 examples of how data stories are being used to support brand promises. Example #1

**Example #2**

**D3. Inspirational Stories**

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.

**Example #1**

**Example #2**

**D4. Lead-Generating Events**

Marketing events incorporate elements of successful aging, offering an engaging opportunity for prospective residents to experience a culture of growth and potential. Examples go beyond a focus on entertainment and/or amenities.

## Describe 4 marketing events that engage prospective residents in successful aging experiences. Event #1

**Event #2**

**Event #3**

**Event #4**

**D5. Nurture Inquiries & Subject Matter Expertise Marketing**

Masterpiece Living educates partners about how to apply successful aging research in their organizations. CSAs utilize successful aging content to create personal touches are part of the sales process.

## Describe the process for nurturing inquiries as it relates to successful aging.

1. **Describe your customized approach to create meaningful touches (nurturing inquiries).**
2. **Attach examples of successful aging content used in the sales process.**

**D6. Online Presence**

The organization is highlighting successful aging brand promises on its website and showcasing rowth and potential on social media.

## NOT SCORED IN 2020

1. **Provide 4 examples of successful aging highlighted on your social media.**

**Example #1**

**Example #2**

**Example #3**

**Example #4**

1. **Provide a link to your website that messages successful aging.**
2. **The Successful Aging Experience**

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 fo the organization.

# E1. Successful Aging Team (Champion Team)

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.

## Describe the process for ensuring an effective Champion Team that continues to strive for growth for individuals and the organization.

1. **List the Champion Team members, their job titles and how they individually contribute to the team.**

**Name Title**

First Last

## Contribution

**Name Title**

First Last

## Contribution

**Name TiTle**

First Last

## Contribution

**Name Title**

First Last

## Contribution

**Name Title**

First Last

## Contribution

**Name Title**

First Last

## Contribution

**Name Title**

First Last

## Contribution

**E2. Team Member Review Process**

Team members have opportunities to participate in the Masterpiece Living Review process by:

1. Completing an Outreach Lifestyle Review
2. Receiving a Feedback Report
3. Participating in a Follow-up Session

## Describe your system for inviting team members to participate in the review process?

* 1. **List the percentage of team members who have completed the review process in the past 12 months.**
  2. **How is the team member aggregate data being utilized?**

**E3. Team Member Successful Aging Opportunities**

Relationships between residents and team members are strengthened though blended programming - programs in which residents and team members participate in purposeful programming together.

Blended programs are offered regularly and as special events. Blended opportunities may include shared dining space, shared fitness center, etc.

## Describe 4 blended programs or opportunities.

**Program #1**

**Program #2**

**Program #3**

**Program #4**

1. **How does your organization decide what programs are available for residents and team members to experience together?**
2. **How does the culture support/permission team member participation?**

**E4. Resident Leadership**

Representatives from the resident population have access to the corporate team and/or organization's leadership to express requests and needs around successful aging. Residents are invited to be leaders in the successful aging culture.

## What is your process for inviting residents to be leaders? (leading a program, being a mentor, chairing a committee, etc.)

1. **Give 4 examples of resident leadership in the successful aging culture.**

**Example #1**

**Example #2**

**Example #3**

**Example #4**

**E5. Resident Masterpiece Living Review Completion**

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.

## What system is in place to ensure annual completion of MPL Reviews?

1. **Using the review participation calculation, list the percentage of residents who have completed the Lifestyle Review and Mobility Review in the past two years.**

**E6. Follow-Up Sessions**

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.

## Specifically describe the follow up process (small groups, private sessions, system for inviting participants to attend, etc.)

1. **What percentage of residents/members who completed MPL reviews participated in follow up sessions?**
2. **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.)**

**E7. Research Based Tool Utilization**

The organization offers research-based programs to support its successful aging goals.

Programs and Campaigns by Masterpiece are research-based, pilot-tested programs developed by experts in their related fields.

## List 4 research-based programs offered by your organization in the past year.

**Research-Based Program #1**

**Research-Based Program #2**

**Research-Based Program #3**

**Research-Based Program #4**

1. **Describe the impact (findings from pre and post tests or other outcomes/results) of one of the research-based programs implemented.**

**E8. Program Partners**

Partnerships with outside organzations can directly impact the successful aging of residents and can expand awareness in the greater community about successful aging in action.

## Describe 4 partnerships with outside organizations and how the partnership supports the successful aging culture.

**Partnership #1**

**Partnership #2**

**Partnership #3**

**Partnership #4**

**Checked boxes indicate agreement:**

* Completion of this application includes permission for Masterpiece Living to share with the MPL Network any Master Practices contained within.
* Supporting documents will not be shared with the MPL partners without the express permission from the submitting organization.
* To pay the associated CSA application fee - $1,500

## CSA Application Fee $1500