**2020 Renewal for Successful Aging Application**

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

* The application window is **May 29, 2020 through June 29, 2020**. The application link will be emailed on Thursday, May 28, 2020.

## Applications are due Monday, June 29, 2020 at midnight Mountain Time.

* The CSA Renewal Application Fee is $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.
* Sections requiring supporting documents will have an 'Upload' butttton for attaching the requested documents.
* Supporting documents will not be shared with MPL partners without the express permission from the submitting organization.
* Completion of this application includes permission for Masterpiece Living to share with the practices contained within.

# Contact Information

## Date

**Parent Organization**

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

## Community Name

**Applicant Lead Name**

First Last

## Phone Email

# List names and titles of all individuals who contributed to completing the application:

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**Community Profile**

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

For each level of living you support, please indicate whether or not you have integrated Masterpiece Living. If Masterpiece Living is integrated, please describe how:

## Independent Living

* Yes  No

## Number of Independent Living residents

**Assisted Living Number of Assisted Living residents**

* Yes  No

# Culture

This section reflects how successful aging is the core of the organization's environment and operations.

# 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.

* Consider how the core elements of successful aging are fully incorporated into all aspects of the organization's operations.
* Share how empowering messages, coaching, coaching in every day communication, outcoms and lifestyle choices are a part of meetings, programs and daily interactions.
* Reflect on how the organization demonstates a commitment to changing the experience and perception of aging in society.

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

## Attach Cover Letter

**A2. Data-driven Outcomes**

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

## List 2 organizational successful aging goals identified in the past year.

1. **For each goal list method of measurement for baseline, strategies (including a program offered to accomplish this goal), method of measurement for outcome, and results.**

**Goal 1**

**Baseline**

**Strategies**

**Method of Measurement for Outcome**

**Goal 1 Results**

**Goal 2**

**Baseline**

**Strategies**

**Method of Measure for Outcome**

**Goal 2 Results**

**Attach Current Dashboard Report**

**A3. Leveraging Successful Aging Resources**

**This criterion will be an interview question.**

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.

Leveraging these deliverables to continually modify programming, education, marketing, and operations

ensures application of the latest research on successsful aging in all applicable levels of living. (This criterion should not include/count Programs and Campaigns by Masterpiece.)

1. What successful aging resources are you utilizing to stay cutting-edge and up to date on the latest research?
2. How have you applied the latest research throughout your organization?
3. How are the resources having a qualitative or quantitative impact?

# A4. Functional Group Enhancements

## This criterion will be an interview question.

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.

1. Culinary
2. Nursing
3. Hair Salon/Spa
4. Fitness
5. Maintenance
6. Housekeeping
7. Human Resources
8. Concierge
9. Sales and Marketing
10. Lifestyle
11. Other:

# A5. Optimizing the Physical Environment

## This criterion will be an interview question.

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 Helath, Spiritual Fulfillment, Intellectual Vitality, Social Engagement).

# A6. Inclusive Culture

## This criterion will be an interview question.

All residents are invited and feel welcome to participate in programs, events, dining and activites together as one community regardless of physical ability, cognitive ability or level of leving. The culture and environment support all ages and abilities. Residents engage with one another across the entire

organization.

1. List one challenge you've encountered in terms of inclusivity and how your organization overcame the challenge.
2. Describe 3 initiatives, policies or specific actions implemented that focus on inclusivity.
3. 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**

**This criterion will be an interview question.**

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.

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

## \*NOT SCORED IN 2020

1. **Training, Systems and Processes**

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.

# 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 organization made a commitment to promote and model succesful aging. What are prospects, team member 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**

**This criterion will be an interview question.**

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

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.

# B3. Leadership Living It

## This criterion will be an interview question.

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

Give 4 examples about how leadership is leading and livign the successful aging brand promises of your organization.

# B4. Home Office Leadership

## This criterion will be an interview question.

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

## This criterion will be an interview question.

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.

1. Descibe the onboarding process for leadership.
2. Describe the onboarding process for residents.
3. Describe the onboarding process for team members.
4. 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 team members.**
2. **Describe the ongoing training process for residents.**
3. **Describe the ongoing training process for the champion team.**

**B7. Lifestyle Coaching Training & Application**

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 successful aging growth for residents and team members.

Multiple team members and residents are trained in lifestyle coaching. Training is applied in both individual and group follow-up sessions.

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 attenance 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 attenance at a second 1-day workshop.

To meet this criterion, organizations have at least 2 coaches for every 50 residents and 1 out of every 5 coaches is Diamond level.

## 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.

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First Last

# Social Impact

This section reflects on 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.

## 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 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."

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

## Describe two of the most impactful volunteer initiatives that the organziation facilitated in the past 3 years.

**Volunteer Initiative #1**

**Volunteer Initiative #2**

1. **What percentage of residents are volunteering based on the Portrait data from your most recent strategy session?**

**C3. Generativity and Intergenerativity**

**This criterion will be an interview question.**

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 prospective 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.

1. Describe 2 generativity initiatives the organization facilitated in the past three years.
2. Describe 2 intergenerativity initiatives your organization offers for older adults and younger people to learn from each other.

## \*NOT SCORED IN 2020

**C4. Engaging the Greater Community**

**This criterion will be an interview question.**

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.

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

# Sales and Marketing Outreach

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

**This criterion will be an interview question.**

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.

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

# 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 organizaiton is haring their outcomes through inspirational stories in the sales and marketing process.

Provide 2 examples of residents and/or team members who have completed Lifestyle Review and/or Mobility Reviews, received feedback reports, identified goals and shared their results.

## Example #1

**Example #2**

**D4. Lead-Generating Events**

**This criterion will be an interview question.**

Marketing events incorporate elements of successful aging, offering an engaging opportunity for prospective residents to experience a culture of growth and potential.

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

# 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 creat personal touches as 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**

**This criterion will be an interview question.**

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

1. Provide 4 examples of successful aging highlighted in your organization's social media.
2. Provide a link to your website that messages successful aging.

## \*NOT SCORED IN 2020

1. **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 of 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**

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## 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**

**This criterion will be an interview question.**

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

1. Describe 4 blended programs or opportunities.
2. How does your organization decide what programs are available for residents and team members to experience together?
3. How does the culture support/permission team member participation?

# E4. Resident Leadership

## This criterion will be an interview question.

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.

1. What is your process for inviting residents to be leaders? (leading a program, being a mentor, chairing a committee, etc.)
2. Give 4 examples of resident leadership in the successful aging culture.

# E5. Resident Masterpiece Living Review Completion

The Masterpiece Living Reviews are a priority to drive goals and program decisions and to inform iniatives. 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.

The review participation calculation can be found on the Masterpiece Living website: Resources>Centers for Successful Aging>CSA Resources>Review Participation Calculation.

## 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 Sessins 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 years.

## 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 review partipcated 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**

**This criterion will be an interview question**.

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.

1. List 4 research-based programs offered by your organization in the past year.
2. Describe the impact (findings from pre and post tests or other outcomes/results) of one of the research- based programs implemented.

# E8. Program Partners

## This criterion will be an interview question.

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.

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

# Section

## By checking these boxes, applicants agree that:

* 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 MPL partners without the express permission from the submitting organization.
* To pay the CSA Renewal Fee - $500