



SENIORS DON'T RETIRE...
THEY REFIRE!!!



Building Excellence IN DEKALB

Serving DEKALB COUNTY

We Are Committed To Improving The Quality Of Life For Stakeholders Of DeKalb County Through Governance, Representation, And Accountability!



Michael L. Thurmond Chief Executive Officer of DeKalb County

DeKalb County GEORGIA BOARD OF COMMISSIONERS



District 1 Commissioner Nancy Jester



District 2 Commissioner Jeff Rader



District 3 Commissioner Larry Johnson



District 4 Commissioner Steve Bradshaw



District 5 Commissioner Mereda Davis-Johnson



District 6 Commissioner Kathie Gannon



District 7 Commissioner Lorraine Cochran-Johnson





Leading HUMAN SERVICES

2018 was a time of opportunity and expansion of our work in DeKalb County Human Services and growth in our service delivery to the seniors of DeKalb County.

Lou Walker Senior Center and neighborhood senior centers play an integral role in helping seniors age in place. As the aging population continues to grow, it is important now, more than ever, to work closely with other aging agencies and organizations to effectively and efficiently respond to the needs of seniors in the community.

For the first time in the County's 45-year history of offering senior services, a new model, approved by the Board of Commissioners, was employed to increase quality of services. This model provides in-house case management and emphasizes more public/private partnerships to expand resources for seniors, better positioning Human Services to provide superior care for seniors in DeKalb, which has the largest percentage of seniors in metro Atlanta and the third largest senior population in Georgia. With the approval of the new design, Human Services was awarded \$2.3 million by the Atlanta Regional Commission to provide services and an additional \$427,000 in grant funding to address its wait list for services.

It is with great pride that we continue to provide quality services to the community and to connect the human experience to the work that we do. We celebrate the dedicated staff and volunteers who work to fulfill our mission and the contributions made by seniors in our community that encourage them to remain active, healthy, and engaged.

Sincerely,

Damon Scott

DeKalb County Human Services Director

We Support The
Wellbeing
Of All Who
Live, Work & Play
In DeKalb County!



At Lou Walker Senior Center, our daily focus is on delivering a superior experience to our members, by way of welcoming facilities, comprehensive educational programming, and spirited social opportunities.

In 2018, we raised the level of our focus to identify innovative ways to meet the evolving needs of active seniors, and to position ourselves as a thought leader in the space of senior care. We pointed our vision toward earning the national Center of Excellence distinction and put into action all the performance initiatives that would not only earn the distinction but establish our center as one of the best services available to seniors in the state and the country.

This Annual Report provides data from our performance measurement activities, as well as a closer look at our member participation statistics and program enhancements. We are very pleased with the outcome of this program year and look forward to continued success.

A special thank you to DeKalb County CEO Michael L. Thurmond, the DeKalb County Board of Commissioners, District 5 Commissioner Mereda Davis Johnson, and Human Services Director Damon Scott for their continued support of the Lou Walker Senior Center.

Sincerely, *Bettye Davis,*LWSC Director

Our Seniors

Don't Retire...

They Refire!

Our Increasing

Membership

Reflects the Need

for Active Aging!





Ilma Hodge, Human Services Fiscal Officer



Ericia King, Administration



Bridgette Thompson, Accounting & Operations



About Us

The Lou Walker Senior Center is a multipurpose facility for active senior adults age 55 and older and was the first of its kind in DeKalb County. The 40,000 square foot facility offers spaces and amenities to meet the needs and interests of today's active older adults. The architectural structure of the facility and programming are designed to erase stereotypes about the aging process. Creative and innovative programming has been developed utilizing sound principles, a thorough knowledge of the aging process, and standards of practice as defined in the field of gerontology.

The facility offers:

Land Fitness, Aquatics, Lifelong Learning, and Technology classes, programs and services

Therapeutic pool

Computer lab

Full-service kitchen with Piccadilly on-site

Full-service Salon and Barbershop

Classrooms and resource rooms

Event rental space available on evenings and

weekends

Onsite Social Workers

Accomplishments

550 NEW MEMBERS

3,039
MEMBERS

209 CLASSES



INCREASING MEMBERSHIP BY 12% WITHIN 6 MONTHS

CUSTOMER SERVICE

LAUNCHED CONCIERGE-STYLE MEMBER SERVICE UNIT

75% OF MEMBERS REGISTERED FOR CLASSES ONLINE

FACILITY ENHANCEMENTS

RECEIVED FUNDING FOR ADDITIONAL CLASSROOMS & ACCESSIBLE (ADA COMPLIANT) PARKING SPACES TO ACCOMMODATE GROWING MEMBERSHIP.

VOLUNTEERISM



MEMBER ENGAGEMENT

ESTABLISHED MEMBER DRIVEN ADVISORY BOARD

6,729
MEALS DELIVERED
TO HOMEBOUND
SENIORS IN DEKALB

50% INCREASE IN VOLUNTEERISM

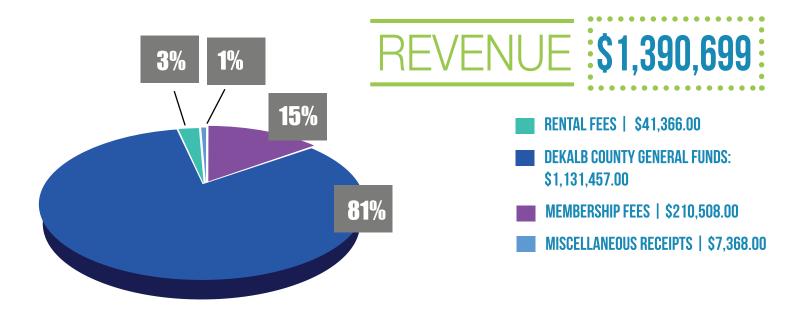
COMMUNITY IMPACT

LAUNCHED FIRST CAREGIVER SUPPORT GROUP IN SOUTH DEKALB BY PARTNERING WITH DEKALB FOR SENIORS, INC.

SERVED MORE THAN 1,000 DISABLED/ HOMELESS VETERANS

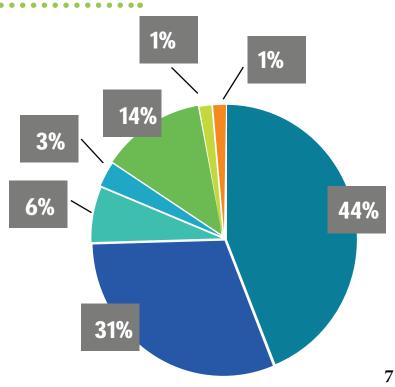
BY PARTNERERING WITH DISABLED AMERICAN VETERANS (DAV) CHAPTER 91 TO HOST COMMUNITY OUTREACH EVENTS & MONTHLY MEETINGS TO ASSIST WITH JOB PLACEMENT, VA BENEFITS, HOUSING, & OTHER CRITICAL NEEDS

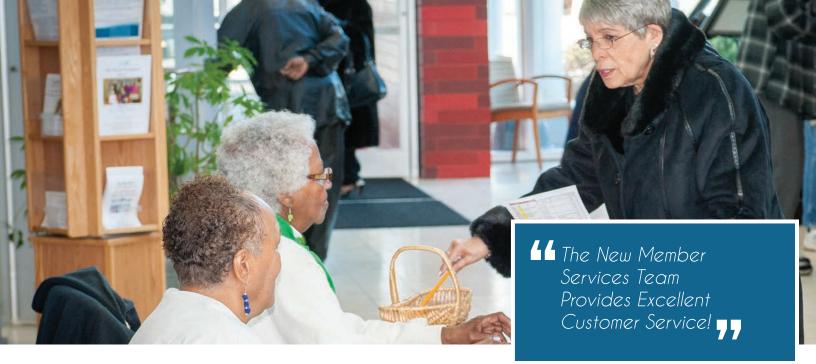




PENDITURES \$1,369,740

- GENERAL EXPENSES | \$40,680.00
- SECURITY SERVICES | \$85,000.00
- PROFESSIONAL SERVICES I \$419,295.00
- **SALARIES &**
 - **EMPLOYMENT BENEFITS | \$605,519.00**
- **MISCELLANEOUS EXPENSES I \$12,200.00**
- **MILEAGE & VEHICLE EXPENSES | \$12,046.00**
- **FACILITY MAINTENANCE** & REPAIRS | \$195,000.00





OPERATIONAL EXCELLENCE

Improving the Overall Member Experience

MEMBER ENGAGEMENT

Established the Council of Excellence and Advisory Board

The Council of Excellence (COE) acts in an advisory capacity and supports member involvement in the planning and administration of the Center's activities and policies. Its main functions are to advise, support, assist, and communicate with LWSC staff about ways to improve the activities of the LWSC. The Council implemented a formal process for the management and resolution of issues and concerns from the members.

With plans to apply for national accreditation, the Advisory Board assists in the self-assessment process by reviewing LWSC operations and performance against the nine standards set forth by the National Council on Aging. These standards determine how well a center functions and how prepared it is to be accredited.

TAILORED THE CUSTOMER EXPERIENCE WITH A MEMBER-CENTRIC APPROACH

Launched Member Services Unit

A major operational goal was to ensure customer satisfaction by providing members with an exceptional customer experience, service and support. Member Services plays an integral role by greeting members and visitors, directing traffic to appropriate locations, managing room requests, print, copy and fax services, and reservation and event forms.

The member-centric approach has proven to be invaluable as we have found that being proactive in meeting our members' needs ensures their ability to fully engage in our programs and services.

Love Going to the Lou Walker Senior Center. I Am Exercising and Getting Stronger With Each Class!



MARKETING & COMMUNICATIONS

Delivered Information That is Easily Accessible, Timely and Aesthetically Pleasing While Staying on Brand

To enhance communication efforts, digital monitors were added in high traffic areas of the facility, resulting in a more efficient process of notifying members of upcoming events, programs and special notices, and a significant decrease of printed flyers.

To modernize the information we provide to members, we introduced course catalogs which featured listings of all events and programs, class schedules with course descriptions, and pictures of our members in action. For the community, we produced updated brochures, pamphlets and postcards for our rental venue.

We were proud to once again be the recipient of Constant Contact's All Star award. The annual award recognizes the most successful 10% of the online marketing platform's customer base, who showed significant achievements using email marketing to engage their email recipients. With over 3,300 subscribers, showing that LWSC continues to limit the digital divide for older adults, we maintain an above average open rate by notifying members and the community of what is happening at the Center.



RECEIVED CONSTANT CONTACT
"ALL STAR AWARD"
FOR ACHIEVING STRONG
MARKETING ENGAGEMENT & RESULTS

Language This Center Has More
Than Enough Activities
To Keep Seniors Active.
Lovely, Lovely Place!









PROGRAMMING & Health Benefits

Classes and Programs Were a Major Motivator for Members

Innovative and outcome-based programming lead to a remarkable increase in member visits and program participation. We made significant enhancements to programming including after-hours fitness and lifelong learning classes, special series classes including healthy sexuality and food safety, and the introduction of evidence-based programming for active seniors, which focused on the self-management of health and lifestyle. These additions contributed positively to learning new skills and effectively managing chronic diseases.

756 Members Participating In Over 10,000 Hours Of Aquatics Programming
1,434 Members Participating In Over 123,000 Hours Of Fitness Programming
1st Local Senior Center To Participate In The Georgia Golden Games Bringing Home Gold Medals
Highest Number Of Older Americans Month Participants



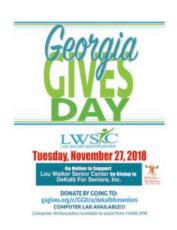
VOLUNTEERISM

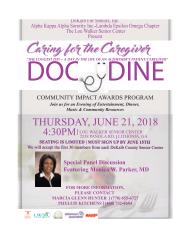
LWSC's Esteemed Volunteers Continued to Make an Impact Within the Center and the Community

Lou Walker's volunteers have been the backbone of our operation for years whether they are registering members for classes, teaching or giving tours. In 2018, we extended our efforts to the community at large. Upon learning Meals on Wheels did not have enough volunteers to serve clients in South DeKalb, LWSC led the charge to recruit 32 volunteers each month to deliver meals to homebound seniors. **By year's end. we delivered 6.729 meals.**

170 Volunteers Donated Over 11,000 Hours, Saving DeKalb County Over \$274,000







DeKalb For Seniors, Inc. (DFSI) is LWSC's fundraising arm and is dedicated to assist in areas of programming and funding for those items not covered by the center's budget, and to be an advocate on issues for the seniors and the center.

DFSI Raised \$3,002 During the Georgia Gives Day Fundraiser



LWSC's Rewarding Partnerships Continue to Support Seniors as They Age and Thrive in their Communities, and Created Meaningful Connections Through Intergenerational Opportunities and Community Service



CAREGIVERS SUPPORT

DFSI, with the support of our on-site social workers, holds monthly Caregiver Support meetings, the first program of its kind in South DeKalb. These meetings provided over 30 caregivers with a safe place to express concerns, relieve some of the emotional stress associated with the responsibility of caring for a loved one, and learn about services for the caregiver and their family member.

DFSI also hosted its annual Doc and Dine event, "The Longest Day in the Life of a Caregiver/Patient" with over 150 caregivers and patients in attendance.



CEDAR GROVE HIGH SCHOOL HOSTS THE LWSC SENIOR "SENIOR" PROM

In an ongoing effort to learn leadership, teamwork and communication skills, the students of Cedar Grove High School hosted a Senior "Senior" Prom for the forever young, aged 55 years and older, in collaboration with LWSC and DFSI. The combined energy, ideas and perspectives of these two widely different generations resulted in an event that fostered new relationships and encouraged understanding and empathy.



STONEVIEW ELEMENTARY SCHOOL ADOPTION

As part of our continued effort to connect generations, LWSC, in partnership with DFSI extended our hands and opened our spaces with our Back-to-School drive. We accepted school supplies on-site and donated over 200 bags of supplies.

INTERNAL / EXTERNAL PARTNERSHIPS

AARP • AMERICAN DIABETES ASSOCIATION • ALZHEIMER'S ASSOCIATION • ALPHA KAPPA ALPHA • EPSILON CHAPTER • CENTER FOR MEDICARE & MEDICAID • EMORY HEALTHCARE • GEORGIA CARES • GEORGIA LEGAL AID • GRADY HEALTH SYSTEMS • NATIONAL ALLIANCE ON MENTAL ILLINESS • DEPARTMENT OF VETERANS AFFAIRS • GEORGIA DIVISION OF FAMILY & CHILDREN SERVICES • VISITING NURSE • KAISER • SOCIAL SECURITY ADMINISTRATION • DEKALB SANITATION • DEKALB TAX COMMISSIONER • DEKALB WATERSHED • DEKALB COOPERATIVE EXTENSION • DEKALB OFFICE OF AGING • DEKALB COMMUNITY DEVELOPMENT • DEKALB COUNTY WORKSOURCE • DEKALB COUNTY PUBLIC LIBRARY



LOOKING FORWARD

Continue Moving Towards Excellence

LWSC anticipates receiving the nationally recognized Center of Excellence distinction as recognized by the National Council on Aging. More than 200 senior centers have been awarded this distinguished accreditation, but none in Georgia.

The Council of Excellence and Advisory Board will continue to promote and support member involvement in the planning and administration of Center's activities and policies.

Administration will develop a succession plan to indentify experienced and capable employees who are prepared to assume critical roles as the organization moves towards becoming the first Center of Excellence in Georgia.

LWSC will continue to upgrade the facility to accommodate growing membership and ensure it remains the "jewel" of DeKalb County.



Katherine Smith, Customer Service Specialist



Dawn West, Customer Service Specialist



Gloria Daniel, Member Services



Elayn Ansari, Member Services



Jonquil Harris, Program & Communications



Gabriel Murphy, Member Intake & Data Management



Chiquita Thomas, Special Events & Marketing



Cynthia Smith, Facility Rentals



Tyrone Bailey, Health & Wellness



Warren St. James, Aquatics



Mary McCray, Volunteer Management



Willie Parker, Building Maintenance



Sharyn Hailey, Social Worker



Brenda Colbert, Social Worker



Antilik Black, Salon Operations



Marcia Glenn-Hunter, President DeKalb For Seniors, Inc. 501C3



Charleen Knox, President Council of Excellence



DEKALB COUNTY OFFICE OF AGING

The Office of Aging connects senior citizens and caregivers to services and resources to keep seniors healthy and safe in their environments including transportation, in-home services, case management, home delivered meals, and senior center congregate meals. These services help to combat social isolation and food insecurity through innovation, collaboration, coordination and communication.

HUMAN SERVICES OFFICE OF TRANSPORTATION

The department's Office of Transportation works tirelessly to provide DeKalb seniors with coordinated transportation to medical appointments, senior centers, dialysis and other places within the community.

SOCIAL WORKERS

Social workers provide individual counseling services and are available for member intake. Social Worker services include caregiver support services; home repair referrals; advanced directives/living wills; Medicare prescription enrollment; mental health referrals; handicapped parking decal information; utility assistance information; senior housing resources; Medicare & Medicaid application assistance; primary care and dental care resources; Alzheimer support/dementia; dental information; and resource referrals for legal aide.

DEKALB CAREGIVER RESOURCE NETWORK

The Caregiver Resource Network is a free program that provides support, information and resources to seniors who serve as caregivers in their families and communities. The program allows at least 50 caregivers to experience periods of relief from constant care of a homebound person and offers limited respite care vouchers, monthly caregiver support meetings, workshops and referral programs.

RENTALS

The Center provides a beautiful and spacious facility in the heart of Stonecrest, Georgia. The architectural structure of the space offers a multitude of design options for events, and with over 250 parking spaces, this location is ideal for large events. Special amenities include an atrium, outdoor courtyard and prep kitchen.

PICCADILLY

The Center offers an on-site Piccadilly cafeteria where members of the Center and the community can purchase breakfast and lunch daily.

HAIR SALON & BARBERSHOP

A full-service, on-site hair salon and barbershop is available to members of the Center and the community. Patrons can receive haircuts, colors and styles daily.



2018 PUBLICATION OF ANNUAL REPORT

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PRINTED BY

DECATUR ATLANTA PRINTING

