



OLDER ADULTS
TECHNOLOGY
SERVICES

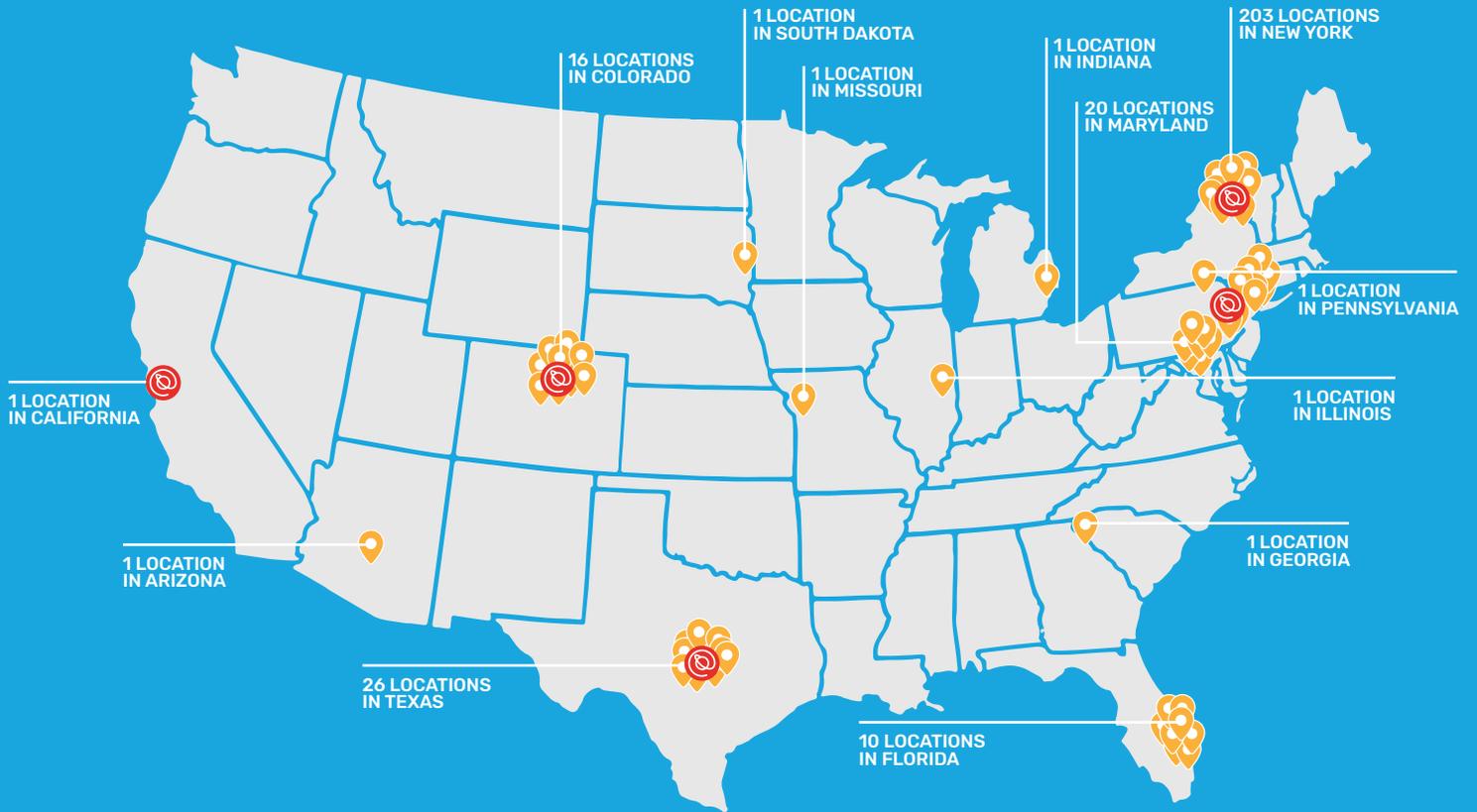
2018 PROGRAM REPORT

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SENIOR PLANET EXPLORATION CENTER





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NEW GEOGRAPHIES

In 2018 we launched two new Senior Planet locations: Colorado and San Antonio, Texas. Senior Planet Colorado was established with funding from NextFifty Initiative and, in its first several months, engaged over 100 older adults in English- and Spanish-language technology courses across six local partner sites. OATS also developed plans for adding sites statewide, anchored by a brand new Senior Planet Center in Denver, set to open in mid-2019.

Senior Planet San Antonio, founded with generous support from the Humana Foundation, is pursuing strategies to measurably reduce social isolation of older adults across the city, and has begun offering “Connecting in the Digital Age” and other Senior Planet courses at four senior centers, with more citywide efforts to come.

TRAINING PROGRAMS

Total five- and ten-week training programs

Partner sites hosting training courses



SENIOR PLANET NYC

Total member visits to the Center	13,320
Number of specialized programs	178
Programs across all NYC sites	390

TOTAL ACTIVE MEMBERS IN 2018





In addition to these two new geographies, OATS continues to expand the Senior Planet program in Montgomery County, Maryland, and has recently established new partner locations in Georgia and South Florida.

RURAL REACH

In 2018, we celebrated the three-year anniversary of Senior Planet North Country, an initiative to unleash the potential of seniors living in rural upstate New York.

Since the start of the program, nearly 1,100 members have attended Senior Planet North Country courses, lectures, and events in seven communities across two counties. The @Home program, piloted in 2017, brings high-quality technology training to homebound seniors in isolated areas who cannot travel to attend classes. Looking ahead, OATS is developing a plan to bring Senior Planet programming to older adults throughout all of New York State!

DONATE to help OATS break new ground

OATS ABROAD

Organizations and government agencies around the world have increasingly called on OATS to undertake projects that impact aging policy on a national scale. For example, after a visit to Israel last year, we have officially partnered with JDC-Eshel to develop a national digital literacy program strategy based on the OATS approach to harnessing technology to change the way we age.

We're also building relationships in Europe and Asia. After receiving a prestigious fellowship from the Macquarie Group Foundation, executive director Tom Kamber conducted a two-month research tour across both continents to identify and assess best practices and innovations in programs related to aging and technology. In total, he visited 47 organizations across eight countries, including the Osaka Innovation Hub in Japan.

SENIOR PLANET DIGITAL



1,956,440 Page Views



16,299 Page Likes



13,700 Followers



36,648 Newsletter Subscribers

COURSE HIGHLIGHTS

358

10-WEEK COURSES

Highlights:

- 80 Computer Basics
- 72 Beyond the Basics
- 47 iPad Basics
- 42 Money Matters
- 23 Connecting in the Digital Age

120

5-WEEK COURSES

Highlights:

- 29 Social Media
- 25 Explore Tech
- 11 Photos
- 7 Ready, Set, Bank!
- 5 Digital Storytelling



IMPACT & TRANSFORMATIONS

Our programs do more than just teach new tech skills. Every OATS course is intentionally designed to produce positive change in one or more of our five impact areas: social engagement, financial security, health and wellness, civic engagement and advocacy, and creativity and lifelong learning. We believe that technology is a powerful tool for creating transformation, and our courses help our members find new ways to live and thrive in today's digital society. Here's a sample of the outcomes we produced in 2018.

HOME SWEET NYC

In New York City, we partnered with over 100 different neighborhood-based sites to offer Senior Planet programming to older adults across all five boroughs. With support from the City Council, the Department for the Aging and other public agencies, we offered a broad range of courses, workshops, and special events to thousands of diverse New Yorkers, including older residents of five public housing developments. With ongoing support, OATS will continue our citywide work in 2019 to transform the lives of seniors throughout NYC.

Would recommend this course to a friend or family member	98%
More optimistic	77%
More connected	77%
Improved quality of life	76%
Confident to live independently	72%

FINANCIAL SECURITY

- 70%** became aware of online banking features and benefits
- 56%** saved money

HEALTH & WELLNESS

- 43%** lost weight
- 50%** slept better

CIVIC ENGAGEMENT & ADVOCACY

- 95%** were likely to vote in an upcoming election
- 47%** joined a community organization

SOCIAL ENGAGEMENT

- 88%** went online to find community events
- 62%** made new friends

CREATIVE EXPRESSION & LIFE-LONG LEARNING

- 73%** gained a new skill
- 71%** visited a cultural site or attended an event



"I love everything we learned from the different social media platforms like Facebook, Twitter, and Instagram to the different travel sites we can go on to book a trip and best accommodate my future travels. I'm currently using Google Flights to track a flight to Hong Kong for me and my best friend. We are looking to stay for over a month and based off of what I've learned in the class, I've done some research looking for hotels. It seems like Airbnb will be our best option since it's cheaper and will help us save money by cooking instead of eating out. I'm very appreciative of the class and everything I've learned from it."

Yolanda Schumann | SITE: Bronxworks Morris | COURSE: Connecting in the Digital Age

"I always felt like the child that was left behind. I remembered myself complaining all the time about people using computers. 'They're so silly and what a waste of time' I used to say, but the real reason was that I had no clue how those things work. [My friends] took me to a senior center in East Spanish Harlem. A gentleman arrived with a big smile and my friends told me that he would help me. We went to the computer room and I refused to enter. Then they convinced me to enter by promising to show me a video about pasta, they know my love for pasta! So, I sat in front of a computer for the first time in my life. The man started talking to me about the computer parts; the keyboard, the monitor, the mouse... that was the genesis of my computer literacy process. I looked at the black thing and asked the man, 'What is this called?' The man said again, 'The mouse.' It was funny, computers also have problems with mice, so does New York! While I was laughing, I do not laugh a lot, I put my hand over the mouse, it fit perfectly and felt good. I moved the mouse and something on the screen moved. 'What is that?' I asked... and like that, the magic happened..."

Bela Somorjai | SITE: Carter Burden Leonard Covello | COURSE: Computer Basics



"I have a kidney disease that affects African-Americans, and I receive dialysis several times a week. I'd been thinking about starting a business that would increase awareness for this disease, which would include education, training, outreach, and other components. I immersed myself in developing strategies using many of the resources in the course book and Senior Planet U [the online learning platform]. As a result, I was able to find lawyers who agreed to represent me on a pro bono basis to further develop my business. I've also started a GoFundMe campaign! I've learned important skills for becoming an entrepreneur, and I hope to mentor young people who are at risk for this disease."

Michael Butler | SITE: SAGE | COURSE: Startup!



2018 SENIOR PLANET DIGITAL PRESENCE

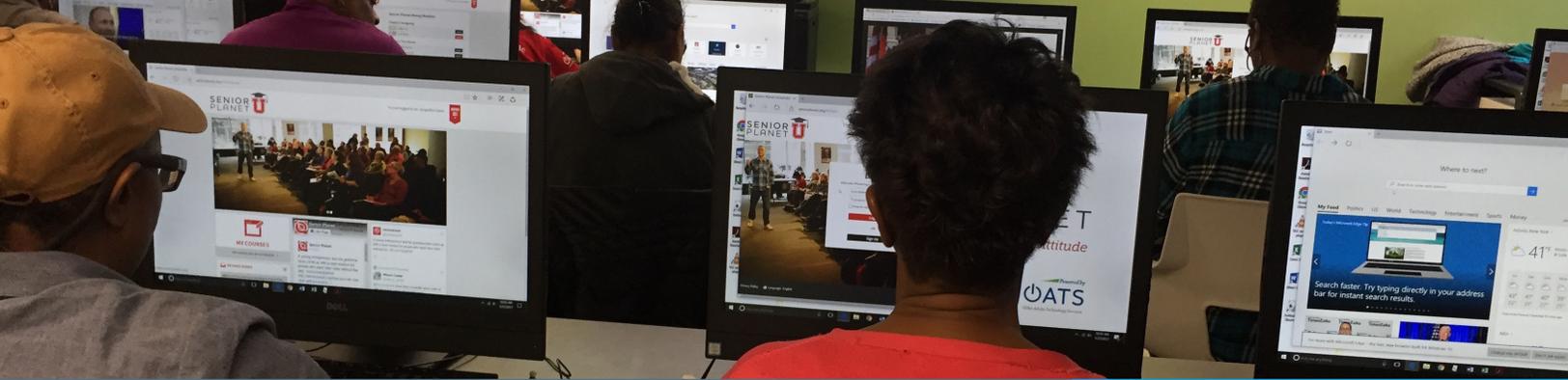


OATS also has a unique presence online. With a YouTube channel, and social media profiles on Facebook, Instagram, and Twitter as well as a robust Senior Planet website, OATS connects with older adults through a variety of platforms. Below you will find more information on Senior Planet's top articles, our digital following and the amount of course content available digitally.

Senior Planet.org Visitors in 2018	1,446,816
Facebook	16,299
Twitter	13,700
Email List	36,648
Senior Planet U Users	878
Total Online Courses	18
Total Videos	46
Total Course Modules	350+

2018 TOP SENIORPLANET.ORG PAGES

- 1 FIND GIGS ONLINE AND EARN EXTRA CASH
seniorplanet.org/find-gigs-online-and-earn-extra-cash
- 2 THE JOYFUL HEARTS CHOIR: MUSIC, MEMORY AND MEANING
seniorplanet.org/the-joyful-hearts-choir-music-memory-and-meaning
- 3 THREE VIEWS ON FINANCIAL PLANNING
seniorplanet.org/three-views-on-financial-planning
- 4 FRIENDS WITH BENEFITS?...OR MORE?
seniorplanet.org/friends-with-benefits-or-more
- 5 TECH OF THE MONTH: STREAMING SERVICES
seniorplanet.org/tech-of-the-month-streaming-services



CURRICULUM HIGHLIGHTS



In 2018 OATS focused curriculum development around three of the organization's five impact areas: financial security, social engagement, and civic engagement and advocacy.

Thanks to the generous support of a Citi Community Development grant, a new ten-week course on entrepreneurship for older adults was developed and piloted. **Startup!** encourages entrepreneurial older adults to list their products or services on online marketplaces, create social media accounts to promote their businesses, and start a GoFundMe campaign to help raise capital. Once participants have gone through Startup! they have the possibility to follow-up with a five-week course on Etsy. **Etsy for Entrepreneurship** walks participants through the process of opening up an Etsy shop and provides tips for marketing goods online and pricing for profit. This course is offered in partnership with the Etsy Craft Entrepreneurship program.

Our Voices is a special six-month technology and social engagement program for Holocaust survivors, created with the support of a grant from the JFNA Center for Advancing Holocaust Survivor Care. The program draws on person-centered, trauma-informed (PCTI) design and the OATS approach to help survivors learn to use the iPad in meaningful ways, including to connect with others and access resources. Participants receive free iPads to keep after the program ends. The program was piloted with two cohorts, one in Manhattan and one in Brooklyn. OATS rounded out its social engagement programming with a ten-week course on social media platforms, **Connecting in the Digital Age**, and a five-week course, **Digital Storytelling**, which introduces participants to the exciting Enwoven platform that helps users create and share multimedia stories and memoirs.

CURRICULAR OFFERINGS BY THE NUMBERS

As a result of expansion to new states and more neighborhoods in New York City, OATS is proud to respond to the ever-growing linguistic needs of the populations it serves.

- 24 five- and ten-week courses in English
- 9 five- and ten-week courses in Spanish
- 2 ten-week courses in Chinese
- 2 ten-week courses in Russian
- 1 ten-week course in Bengali

EXPLORE TECH LECTURES

- 42 in English
- 20 in Spanish
- 10 in Chinese

WORKSHOPS

- 27 in English
- 7 in Spanish



OATS is committed to encouraging older adults to be agents of change. To this end, a brand new ten-week course on advocacy and social activism was developed and piloted. **ACTivate** seeks to empower older adults as changemakers by teaching key leadership skills and strengthening analytical abilities through online research, theory of change, collaboration, and civic tech. The pilot program culminated in the creation of a member-generated Public Service Announcement for Senior Planet programs, to air on TV, thanks to support from Altice USA.

EXPLORE TECH LECTURE SERIES

This series of one-off lectures introduces popular tech topics and themes to older adults in a clear and concise manner. Each lecture includes a PowerPoint presentation and an informative handout for participants. In 2018, OATS added 14 new lectures to the catalog. Among the popular additions to the series: “Ride Sharing Apps” and “Food Delivery Apps.”

WORKSHOPS

In response to popular demand, OATS developed a series of one-off, hands-on workshops on a variety of practical topics. Each workshop is specially designed to follow a specific Explore Tech lecture, so that participants can build on the introduction through interactive, hands-on practice. Materials include handouts with step-by-step instructions. Notable workshops from 2018 include “WhatsApp” (for iOS and Android) and “Getting Started with Facebook” led by volunteers who work at Facebook.

NEW TRANSLATIONS OF EXPLORE TECH LECTURES

Chinese:

- Cloud Storage
- Connecting to the Internet
- Digital Photography
- Google Maps
- How to Choose a New Computer
- iPhone
- Protecting Your Personal Information
- Smartphones
- YouTube
- Messaging Apps

Spanish:

- Cloud Storage
- Online Shopping
- Twitter for Activism
- eBay & PayPal
- Google Maps
- Money Matters
- Online Travel Sites
- Crowdfunding
- Smartphones
- Twitter
- YouTube
- Ride Sharing Apps
- Sign Up for Twitter
- Getting started on Instagram
- Getting started on Facebook
- Reviewing a Business on Facebook
- Uber



SELECTED PRESS 2018



NATIONAL

BusinessWire, May 16, 2018

[Comcast's Internet Essentials Program Joins Forces with Conference of Western Attorneys General to Promote Internet Safety for Seniors, Parents and Children](#)

DatingAdvice.com, June 13, 2018

[Senior Planet Empowers Singles Over 60 to Understand and Use Technology to Improve Their Lives](#)

Forbes, July 17, 2018

[The Senior Planet Course that Launches Entrepreneurs Over 60](#)

Bloomberg, August 7, 2018

[Senior Citizens Get Support from Financial Technology](#)

ATLANTA

Fox 5, Atlanta, May 17, 2018

[Comcast Launches Pilot Internet Program for Atlanta Seniors](#)

COLORADO

Boulder Jewish News, March 29, 2018

[NextFifty Announces Boulder Area Aging Grants](#)

NEW YORK CITY

NY1, July 30, 2018

[Tom Kamber: Digital Expert Helps Upgrade City Seniors](#)

Chelsea News, October 4, 2018

[Empowering Elders through Tech](#)

NORTH COUNTRY

The Press-Republican, February 14, 2018

[Trying to Hold on to a Good Thing](#)

msn.com (WPTZ Plattsburgh-Burlington), May 12, 2018

[North Country Senior Planet's Funding Restored](#)

Press-Republican, October 31, 2018

[Senior Planet's Northernmost Initiative Turns 3](#)

SAN ANTONIO

Texas Public Radio, October 19, 2018

[Nonprofit Aimed at Helping Seniors Bridge the Digital Divide Launches in San Antonio](#)

SOUTH FLORIDA

citybizlist, May 21, 2018

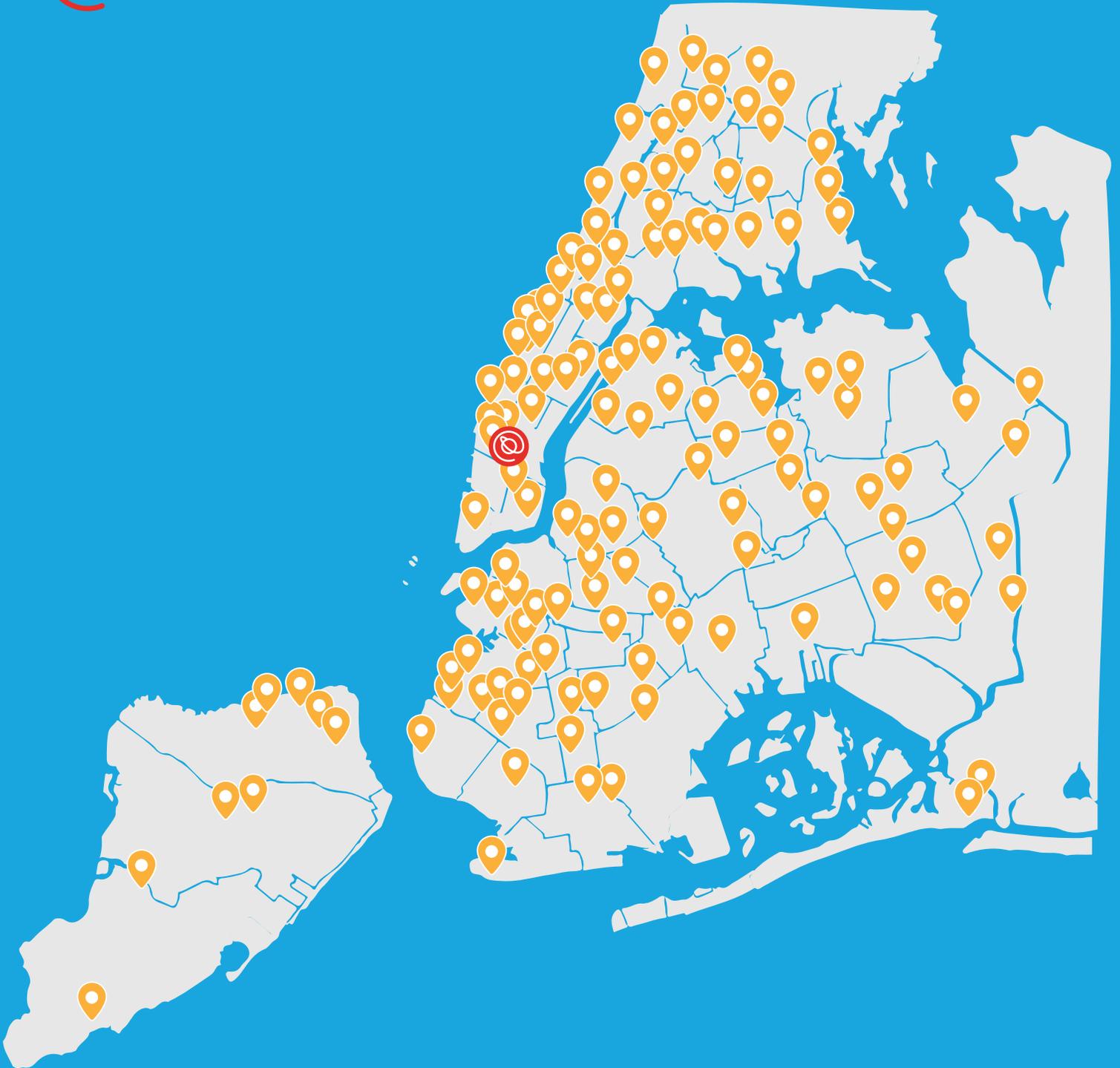
[South Florida Institute on Aging Announces Inaugural Senior Planet Sessions Will Begin June 25](#)

To learn more, visit oats.org or call 718-360-1707





SENIOR PLANET
EXPLORATION CENTER





ATS | OLDER ADULTS TECHNOLOGY SERVICES

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