1 LOCATION IN CALIFORNIA

16 LOCATIONS IN COLORADO

26 LOCATIONS IN TEXAS

10 LOCATIONS IN FLORIDA

203 LOCATIONS IN NEW YORK
OUR MOST SUCCESSFUL YEAR EVER

In 2019, OATS trained at 165 locations in six states, enrolling thousands of older adults in free, world-class courses. We opened beautiful new Senior Planet Centers in Denver and Palo Alto that continue to receive rave reviews for their stunning design and outstanding new staff and volunteers. We doubled the number of sites we support in rural counties and registered a patent for our “Tech Spot,” a technology training console designed for rural or other community locations. We successfully fought social isolation citywide in San Antonio and secured a grant from the Humana Foundation for a second year of programs. And finally, we struck powerful blows against ageism. We launched a public service announcement on cable TV showcasing seniors’ strength and creative skill, and we earned national coverage in the MIT Technology Review and on PBS NewsHour for our “co-working spaces” and the success of older adult entrepreneurs who are rocketing ahead thanks to Senior Planet.

2019 was our biggest and most impressive year to date! Senior Planet scaled in new regions, we launched a new, member-focused Senior Planet website, and our world-class data collection tools are transforming the ways we deliver impact.

TRAINING PROGRAMS

Total five- and ten-week training programs

2018 2019
478 686

Partner sites hosting training courses

2018 2019
100 165

SENIOR PLANET STATS

Total member visits to the NYC Center

2018 2019
13,320 13,616

Programs across all sites

2018 2019
479 825

TOTAL ACTIVE MEMBERS

2018 2019
3,417 4,216
DEEPENING OUR REACH IN NEW GEOGRAPHIES

2019 saw continued expansion of the organization’s flagship Senior Planet programs in Colorado and Texas, plus the launch of a new Senior Planet Center in Palo Alto, California. Programming intensified throughout Colorado with a renewed emphasis on rural communities, and the new Senior Planet Center in Denver has become an epicenter of activity. Our Texas staff worked with hundreds of socially isolated residents in San Antonio and created citywide momentum for our programs with the help of local government, magnifying the scale and impact of our work in the city. In Palo Alto, the tech capital of the world, OATS partnered with Avenidas, the area’s longest-standing senior service provider, to open a new Center and bring our work to the West Coast! To cap it off, the scale of our work in Montgomery County, Maryland is set to double, while membership in the North Country of New York grew to exceed 1,500 seniors.

A NEW SENIORPLANET.ORG, FOCUSED ON MEMBERS

At the end of 2019, OATS launched a totally re-designed Senior Planet website, SeniorPlanet.org. With gorgeous photography and “Meet the Member” profiles, the new SeniorPlanet.org highlights Senior Planet’s ever-growing and increasingly diverse base of members and how their lives are being transformed. The website also has dedicated landing pages for each of the six geographies in which Senior Planet’s in-person programs are now available, with detailed local course listings and enrollment information. The site will continue to run high-quality feature stories on tech and aging, as well as showcase new program offerings and major press hits. “The Orbit,” a weekly e-newsletter sent to the entire Senior Planet community, and new geographic-specific e-updates are also helping to drive traffic to the popular site, which had over 1.3 million unique visitors in 2019!

SENIOR PLANET DIGITAL

2,070,314 Page Views

17,355 Page Likes

14,271 Followers

1,120 Subscribers

COURSE HIGHLIGHTS

358 10-WEEK COURSES
Highlights:
99  Computer Basics
82  Beyond the Basics
39  Connecting in the Digital Age
39  iPad Basics
27  Money Matters

120 5-WEEK COURSES
Highlights:
47  Computer Essentials
25  Chrome Essentials
23  Intro to Digital Culture
21  Social Media
19  iPad Essentials
We believe that technology is a powerful tool for creating transformation, and our courses are designed to help our members find new ways to live and thrive in today’s digital society. Every OATS course is engineered to produce positive change in one or more of our five impact areas, financial security, health & wellness, civic engagement & advocacy, social engagement, and creative expression & lifelong learning. In 2019, we created indexes based on our social engagement findings that are able to more effectively detect the nuanced impacts of our programs. These indexxes, along with our social engagement survey tool, were deployed in San Antonio to measurable increase social engagement among over 450 local residents. Here’s a sample of other outcomes we produced in 2019.

**2019 NET PROMOTER SCORE**

A company’s “Net Promoter Score” (NPS) measures the willingness of customers to recommend a company’s products or services to others.

**FINANCIAL SECURITY**

- 44% saved an average of $51-100
- 15% increased their income

**HEALTH & WELLNESS**

- 39% reported better health
- 56% reported better sleep
- 44% lost weight, averaging 1-5 lbs

**CIVIC ENGAGEMENT & ADVOCACY**

- 33% engaged more with politics
- 40% read or signed a petition online

**SOCIAL ENGAGEMENT**

- 76% felt more connected
- 11% made reliable new friends

**CREATIVE EXPRESSION & LIFELONG LEARNING**

- 38% learned a new skill
2019 SENIOR PLANET DIGITAL PRESENCE

OATS also has a unique presence online. With a YouTube channel, social media profiles on Facebook, Instagram, and Twitter, the new Senior Planet website, and our blended-learning platform Senior Planet U, OATS creates welcoming digital spaces that allow older adults to connect with one another, and the information they need.

THE NEW SENIORPLANET.ORG

SeniorPlanet.org Users in 2019

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter Subscribers</td>
<td>41,321</td>
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<tr>
<td>Senior Planet U Users</td>
<td>1,310</td>
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<tr>
<td>Total Online Courses</td>
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<tr>
<td>Total Videos</td>
<td>46</td>
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<tr>
<td>Total Course Modules</td>
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