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February 1, 2019

Legislative Reference Library
645 State Office Building
100 Rev. Dr. Martin Luther King Jr. Blvd.
St. Paul, MN 55155

Dear Sir or Madam,

Enclosed please find (2) two hard copies of a report required by Minnesota Statutes § 2017 Minnesota Session Law, Chapter 89, Article 1, Section 3 concerning Minnesota State Senior Care Career Awareness Campaign offered by Minnesota State. Copies of this report, *"2018 Senior Care Career Awareness Campaign: Report to the Legislature,"* were delivered to The Honorable Tim Walz, Governor of State of Minnesota; Representative Connie Bernardy, Chair of the Higher Education Finance & Policy Division Committee; Representative Bud Nornes, Ranking Minority Member of the Higher Education Finance and Policy Division; Senator Paul Anderson, Chair of the Higher Education Finance & Policy Committee; and Senator Gregory Clausen, Ranking Minority Member of the Higher Education Finance & Policy Committee.

Please contact me, mary.rothchild@minnstate.edu if you have any questions or concerns.

Sincerely,

Mary Rothchild, Senior System Director for Workforce Development

c: Ron Anderson, Senior Vice Chancellor for Academic and Student Affairs
Melissa Fahning, Government Relations





February 1, 2019

HealthForce Minnesota/Winona State University

Legislative Report: Senior Care Career Awareness Campaign

Minnesota State

Legislation Session Law 2017 Chapter 89, Article 1, Section 3

The Minnesota Legislature appropriated \$100,000 in fiscal year 2018 for Winona State University to fund HealthForce Minnesota's development of educational materials that increase awareness of career opportunities available in the field of senior care. The legislative language is below:

\$100,000 in fiscal year 2018 is for use by Winona State University for HealthForce Minnesota to develop educational materials that increase awareness of career opportunities available in the field of senior care. The educational materials developed under this provision must be appropriate for students in K-12 education settings, dislocated workers, and rural communities. Materials must be developed in collaboration with employers and trade organizations representing employers in the field of senior care. Winona State University shall submit a report by February 1, 2019, to the chairs and ranking minority members of the legislative committees with jurisdiction over higher education finance and policy. The report must include information about the materials developed, to whom materials were distributed, and identify any collaborations with employers and trade organizations.

Background

Hosted by Winona State University, HealthForce Minnesota is one of Minnesota State's eight industry sector-focused Centers of Excellence. Each of the Centers of Excellence harnesses energy, expertise, and resources for its respective sector to ensure that Minnesota employers have a robust and appropriately trained workforce to meet current and future workforce needs. HEALTHFORCE MINNESOTA has a long history of collaboration and partnerships with Minnesota's healthcare employers, associations, educators (both public and private), and state agencies. When the Long-term Care Imperative began exploring the concept of a *Senior Care Career Awareness Campaign*, HealthForce Minnesota was seen as a natural fit to lead the campaign based on several factors:

1. Extensive involvement in both Care Providers of Minnesota and LeadingAge Minnesota's workforce committees and councils
2. A history of successful partnership with these associations and many others in achieving workforce development initiatives
3. Expertise in project management and leadership of large, complex, and multi-faceted initiatives
4. An understanding of the challenges facing senior care service providers
5. HealthForce Minnesota's reputation as a neutral, objective, and well-respected organization that acts in the public interest
6. Consistency with the well-established Tour of Manufacturing – a similar concept in a different industry – that is led by the Minnesota State Advanced Manufacturing Center of Excellence

Approach

Following discussions with leadership and staff of LeadingAge Minnesota and Care Providers of Minnesota, HealthForce Minnesota created an advisory committee that included representatives from both associations. The advisory committee met several times by conference call and communicated through email. Key staff from LeadingAge and Care Providers were frequently tapped for feedback and ideas.

HealthForce Minnesota Executive Director, Valerie DeFor, presented on the project at many meetings and events – a strategy that served to increase awareness of the need. These meetings, advisory committee engagement, and many discussions forged a strategy and overall direction for the campaign initiative. A consensus emerged that a website would be the most practical vehicle to reach key audiences. In addition, a social media campaign was envisioned which would more directly resonate with high school and college students.

Early on, HealthForce Minnesota identified the opportunity to utilize students at Winona State University to design parts of the campaign. The use of students who understand the language, motivations and interests of the target audience became an innovative approach to the development of the campaign.

A marketing and communications Request for Proposals was submitted to the state register, yielding three proposals. The advisory committee reviewed the proposals and selected a vendor.

Use of Students

Recognizing that college-age students are one of the key audiences for the campaign, HealthForce Minnesota asked Winona State University Marketing faculty if there were any opportunities to integrate the senior care campaign into course work. Dr. Michael Behan readily embraced this opportunity and used it in the capstone marketing class at Winona State University in the Fall of 2017. Ms. DeFor presented to the class, sharing data about the workforce need in senior care services and relayed the key challenges in recruiting and retaining workers in this field. Students then formed eight groups and each group created a marketing campaign. Students presented to several members of the advisory committee. This resulted in eight different proposed campaigns which led to greater insight into the youth demographic and propelled the marketing campaign forward.

In the Spring of 2018, Dr. Robin Saner's graduate level school counseling class also adopted the senior care campaign platform and used it to create lesson plans for grades K-11. The lesson plans were tied to Minnesota school standards and were designed to be "turn key" for use by school counselors and teachers. The lesson plans will be housed on the HealthForce Minnesota website, the campaign website, and the Minnesota School Counselors Association website. The modules were shared at the Minnesota School Counselors Association conference in May of 2018.

In the summer of 2018, Ms. DeFor worked with three Minnesota State University, Mankato students who applied to be interns on this project. The three students each developed content for a component of the senior care campaign.

Using students judiciously in the project not only provided vital insight and creativity, but also engaged approximately 50 students in the challenges and opportunities of the senior care sector. It is likely these students told friends about their assignments so that the campaign reached students even before it officially began.

In addition to utilizing college/university students in the early stages of the campaign development, middle and high school students were reached through the 15 Scrubs Camps that HealthForce Minnesota offers throughout the state. The theme of the 2018 Scrubs Camps was “Senior Care” and each of the fifteen camps showcased occupations related to the theme. Many camps had site visits to nursing homes. These site visits ranged from participating in a picnic with residents of Samaritan Bethany in Rochester to touring Augustana in Minneapolis, to engaging in social activities with residents of Good Samaritan Homes in Brainerd. Through Scrubs Camps, approximately 850 middle or high school students learned about the importance of caring for seniors and the many job opportunities in this field.

The Campaign

Working with the marketing students’ plans as a starting point, a campaign name and theme was developed.



Caring careers start here.

Combining “Explore” with “Senior Services” is an active and engaging way of encouraging students and adults to learn more. “Caring Careers Start Here” is the tagline by which the campaign will be best known. This capitalizes on the aspect of *caring* that is needed to work in the healthcare field in general, and with seniors in particular. “Careers” elevates the field and allows us to highlight the many health career pathways that can *start* with working in a nursing home or assisted living at an entry level as a nursing assistant or aide. The tagline as a whole conveys a message that will resonate with anyone thinking of a future in health care who wants to know where to start. We hope that “Caring Careers Start Here” will be as well-known as manufacturing’s “Dream It. Do It.”

Components

There are 3 primary components to the campaign – all of which will be supported by web resources on the <https://caringcareersstarthere.com> website:

- 1) Open Hearts, Open House
- 2) Heart 2 Heart
- 3) Career Exploration

Open Hearts Open House



The first component is in the stage of “soft roll-out” with our request to senior care providers to use the Open Hearts, Open House logo and branding in association with a community engagement event to be held between December 2018 and May 2019.

Through Open Hearts, Open House events, senior care providers are able to exhibit warmth and caring as the cornerstone of the services each provides, as well as highlighting volunteer and employment opportunities. This approach allows senior care providers to correct misperceptions about the field and to highlight the many positive attributes of working with seniors. This is a similar approach to the “Dream It. Do It.” campaign in which manufacturers counter perceptions that they are noisy, dirty, and physically demanding places to work by inviting community members into the facilities to see that the manufacturer of today is more often a clean, high tech enterprise. The goal of Open Hearts, Open House is to showcase the warmth, caring, and technology that represents today’s senior care environment.

Materials associated with the Open Hearts, Open House component are accessible via the website which contains a downloadable Open Hearts, Open House tool kit which includes descriptions, logos, flyer and sign templates, press release template, and a list of possible events. These materials are provided as Attachment A.

In December 2018, senior care providers were asked to report events or planned events to HealthForce Minnesota via an online survey. The survey also allows HealthForce Minnesota to compile and share events via social media and website postings and to facilitate identification and dissemination of best practices. To date, we have had responses from 8 senior care organizations regarding plans to host an Open Hearts, Open House event in the upcoming months. We will be reminding providers about the open house component periodically and continuing to monitor and support these events.

In 2019, one week will be identified for a statewide Open Hearts, Open House initiative. During this week, senior care providers will hold events throughout the state, elevating the campaign to increase media coverage.

Heart 2 Heart



Recognizing that a key audience for future workforce development is youth, the Heart 2 Heart component of the Caring Careers Start Here campaign focuses on intergenerational activities. Through Scrubs Camps, HealthForce Minnesota has seen how middle and high school students are able to interact with seniors – we see “hearts open” at every event. Students who have never been in a nursing home find the experience to be quite moving. This is consistent with discussions held at both LeadingAge and Care Providers workforce meetings; there is a certain percentage of people who really resonate with working with seniors. It is important to widen the funnel so that those who would thrive in that environment are aware of it.

The Heart 2 Heart component will include a tool kit for senior care providers to work with a K-12 school or other organization in an intentional way. At the highest level, this might include a care center and an elementary school forging a two-way partnership where each organization is a priority for the other when opportunities for external partnership arise. For example, when the 2nd grade class is doing an art project, the projects could be displayed at the care center; the 5th grade English class might interview residents of the care center and write their biography; care center residents might serve as reading buddies for 3rd graders. The opportunities are endless.

Social Media



The Caring Careers Start Here campaign will include a social media component to support, enhance, and complement the other components, as well as to engage and energize individuals who might not be reached directly by the Open Hearts Open House or Heart 2 Heart. Aspects of the social media campaign will include photo contests, prizes for interacting with the post/tweet, and publicity tied to existing “National ____ Day” (grandparents, nursing assistant, etc.). The social media campaign will also leverage existing senior care-related messaging such as FaceAging MN.

In 2019, a student intern will be employed by HealthForce Minnesota to run the social media component across Facebook, Instagram, Twitter, and Snapchat. We will also explore placing ads on music streaming sites. As one of the Winona State University marketing student groups reported “We listen to music and don’t have money to pay for no ads.”

Career Exploration

A key feature of the Caring Careers Start Here website will be a section focusing on career exploration. This page will feature:

- Links to existing high-quality career exploration resources and websites including LeadingAge Minnesota, Care Providers of Minnesota, Minnesota Home Care Association, Minnesota State's CAREERwise website, etc.
- Location maps of senior care providers so that users can find the nearest providers
- Information on scholarships, tuition assistance, and loan forgiveness programs

The page will also feature new content including:

- vignettes from senior care employees describing their jobs
- a video showcasing the importance of caring for seniors
- photos and captions from Scrubs Camps, Open Hearts Open Houses, and Heart2Heart events

Budget Report

Note that neither Winona State University nor HealthForce Minnesota used any of the \$100,000 allocated for this initiative to cover internal expenses.

Item	Amount	Note
Marketing and Website contract with outside vendor	\$67,000	The Design Company has worked with many state agencies and Minnesota State organizations. Completion of additional webpages is included in this contract.
Student Interns – Summer 2018	\$3,000	MSU Mankato students worked on specific components of the campaign.
Video Creation	\$10,000	To be created over the next 6 months.
Social Media Intern	\$5,000-\$7,500	A search will commence Spring 2019.
Collateral Materials	\$5,000	Social media prizes/giveaways, mailing to post-secondary students in health fields, magnets, etc.
Other/Miscellaneous	\$7,500-\$10,000	New ideas to supplement the campaign, billboard or signage targeting college/university students, travel costs associated with sharing the campaign at statewide meetings, materials for workforce centers to showcase senior care jobs, maintenance

Summary

HealthForce Minnesota was honored to lead the creation of a senior care career awareness campaign. We were pleased to incorporate the use of university students into this initiative. We tapped the knowledge and experience of passionate and innovative employers. The final product will be an engaging and powerful mechanism to increase awareness of careers in senior care services among all age groups. The website and social media approach ensure that the campaign is accessible to all regions of Minnesota – urban and rural alike.

ATTACHMENT A

SENIOR CARE CAMPAIGN LAUNCH



Caring Careers Start Here

HealthForce Minnesota
LeadingAge Minnesota
Care Providers of Minnesota

Valerie DeFor / Executive Director
HealthForce Minnesota
vdefor@winona.edu

Thanks to the efforts of the Long-term Care Imperative, HealthForce Minnesota was given funding from the State of Minnesota to create a senior care career awareness campaign, “**Caring Careers Start Here.**” This initiative is designed to show students and adults that working in senior care is not only financially and emotionally rewarding — but also offers opportunities for scholarships and career advancement. A website is under development that will allow students to find work and explore career paths in healthcare and provide employers access to curriculum and tools for event planning, community building and education. While the full site is under construction, we’re inviting you to begin a soft-roll out of the **Caring Careers Start Here** campaign by hosting an event called:



Open Hearts • Open House

Events to Connect Caring Communities and Our Senior Citizens

Open Hearts Open House events are a great way to connect your seniors with the neighboring community — and transform guests into future employees.

We encourage you to host one or more **Open Hearts Open House** events and submit your survey before January 10, 2019. These events will not only add joy to the holiday season but prepare you to maximize the benefits of the Caring Careers initiative for your organization.

Hosting an OHOH Event.

This OHOH **Event Toolkit** will provide the basic tools you’ll need to host **Open Hearts Open House** events between now and January 10th. This kit also includes a media kit of photos and OHOH logos for use in your own event promotion (your newsletter, your website, social media, etc.).

Complete a Survey

Please take 10 minutes after each event to complete a survey that will ask how many people attended, what activity was done, site information, and any suggestions for improvement. Please complete before January 10, 2019 to be included in a February report to the Legislature. (https://winona.az1.qualtrics.com/jfe/form/SV_5AWiBqTSCOAN7iR)

Sign Up for Updates

If you’d like information about upcoming events, best practices in recruiting and retaining millennials and success stories from communities around Minnesota, please add your information on our MailChimp sign up form ... <http://eepurl.com/dMeNn6>

Tool Kit Contents:

Intergenerational Activity Suggestions

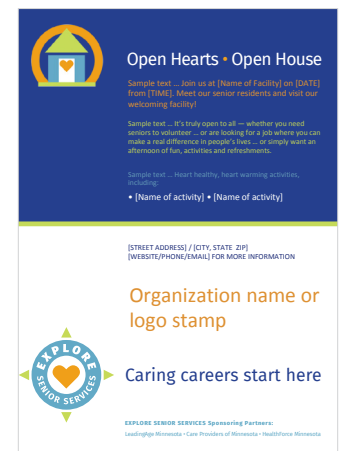
- Description:** This is a PDF list of possible activities to include in your *Open Hearts Open House* event.
- Instructions:** Choose one or more based on your guest list and your facility's residents. Gather the necessary items and designate someone in charge to coordinate the activity.

Sample Press Release

- Description:** Use this customizable MSWord press release to promote your event in local papers and on your website. It is formatted in the conventional press release style and offers suggestions for content.
- Instructions:** Instructions for customizing this file is appears on the next page. You must have MSWord on your system.

Flyer/Invitation Templates

- Description:** These flyer/invitation/poster templates can be printed for mailing or hanging. It can also be emailed and/or uploaded onto social media.
- Instructions:** It is available as a MSWord doc. Instructions for customizing the file appear on the next page. You must have MSWord on your system.



Small Sign Templates

- Description:** 11 x 8.5 sign templates for use in lobby and indoor areas
- Instructions:** It is available as a MSWord doc. Instructions for customizing the file appear on the next page. You must have MSWord on your system.

Yard Sign Templates

- Description:** Larger (24 x 18) signs for use in lobby and outdoor areas
- Instructions:** This file is available as an Acrobat PDF and is customizable in Acrobat Pro or Adobe Reader. Instructions for customizing this file appears on the next page. You must have either Acrobat Pro or Acrobat Reader on your system. You can download Acrobat Reader free at <https://get.adobe.com/reader/othersversions/>



Instructions for Customizing PDFs and MSWord Docs (see next page)

Media Kit Contents:

OH OH Photo images

- Description:** Three images are available for your in use newsletters, website and social media. It is also recommended to include a media kit with your press release.
- Instructions:** Two versions are available: for web and for print.

OH OH brand images

- Description:** OH OH and Caring Careers logos are available to insert into your promotional materials. It is also recommended to include a media kit with your press release.
- Instructions:** Two versions are available: for web and for print, with and without text.

Instruction for Customizing PDFs and MSWord Docs:

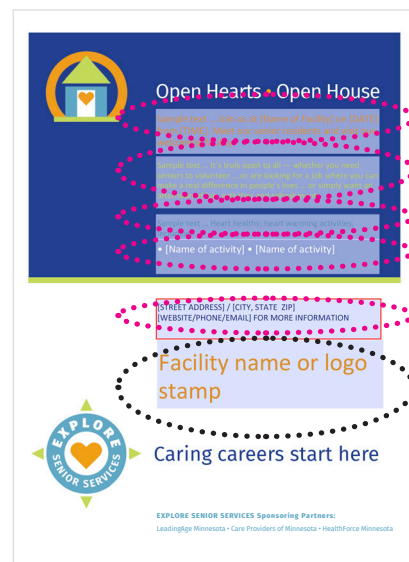
The Press Release, Flyer/Poster and Small Sign files are available as MSWord Docs which are customizable if you have MSWord. The Yardsign is a PDF file, also customizable if you have Acrobat Pro or Acrobat Reader, however it may be easier to have your sign printer customize it for you. (Download Acrobat Reader free at <https://get.adobe.com/reader/otherversions/>)

Specific areas of each document are available for customization:



<< Customizable text >>

<< Customizable text or image >>



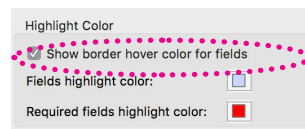
Instructions for Customizing MSWord Docs

Open the MSWord doc. It works best if you click directly onto the text you wish to change and start typing; DO NOT highlight the entire block text, and DO NOT copy and paste text from another document. Once you are done editing, delete unwanted any characters. The areas for text are predetermined and limited, so you will need to write text to fit. If the font changes, please reset "Calibri" for brand consistency.

In the area for Customizable "Organization text or Image" you have a choice of text or image. If you choose text, simply customize the text as described above. If you prefer to put your logo image, click and highlight the text and delete it. Place your cursor where you would like your logo and go to "Insert > Pictures > Picture from file" ... find your logo and insert. Resize as needed. Go to "File > Save" and voila!

Instructions for Customizing PDFs

Open the PDF file in Acrobat Pro or Reader (download Acrobat Reader free at <https://get.adobe.com/reader/otherversions/>). If the customizable text areas are tinted, go into "**Preferences > Forms**" to deselect "Show border hover color for fields." Returning to your pdf, click and highlight the text you wish to change and type new text. The areas for text are predetermined, limited and cannot be changed, so you will need to write text to fit.



In the area for Customizable "Organization text or Image" you have a choice of text or image. If you choose text, simply customize the text as described above. If you prefer to put your logo image, click and highlight the text and delete it. Now go to "Tools" ... select "Stamp" ... select "Custom Stamp > Create" ... you can now browse to find your organization's logo. Select it and hit "OK." You will be asked to give it a "category" (i.e. "Logo" ... giving it a "name" is optional) and hit "OK" ... then go to "Stamps Palette > Logo (or the "category" name you just gave it)" and select your image. It will now appear on the screen; move it to the bottom left of the document and click to place it (if you place it in the same location of the original text box, it will be inaccessibly covered by the text box). Adjust the image size using the corner markers and now move it to the original text location. Go to "File > Save" and voila!



Open Hearts • Open House



Caring Careers Start Here

EXPLORE SENIOR SERVICES Sponsoring Partners:

LeadingAge Minnesota • Care Providers of Minnesota • HealthForce Minnesota



Caring Careers Start Here

Sponsoring Partners: [Leading Age Minnesota](#) • [Care Providers of Minnesota](#) • [HealthForce Minnesota](#)



Open Hearts • Open House



Open Hearts • Open House

Intergenerational Activity Suggestions for Open Hearts Open House Events

General Categories

- **Healthy Living/Exercise:** Zumba/Dancing, Yoga, Baseball, Walking, Share Recipes, Healthy Cooking, Exercise Classes, Balloon Badminton, Noodle ball
- **Arts/Crafts:** Karaoke, Poetry, Theatre, Painting, Birdhouse, Watercolor, Clay, Baking, Cookie Decorating, Friendship Bracelets, Tie Dye T-shirts, Sign Making, Card Making, Personal Planters, Book Reading, Beadwork, Button Design Contest, Specialized Holiday Activities, Sing Along, Scrapbooking, Knitting
- **Outdoor Activities:** Gardening, Nature walk, Fishing, Lawn Games
- **Social Events:** Movie Night, Coffee, Ice Cream, Fondue, Tea, Pizza Night, Bonfire, BBQ, Potluck, Cultural Activities, Comedy Night, Costume Party, Holiday Party, Book Club, Religious Groups, Bible Study, New Volunteer Welcome
- **Games:** Casino Night, Bowling, Bingo, Game Day, Wii, Cards, Uno Tournament, Puzzles, Trivia, Riddles, Brain-Games, Scavenger Hunt, Murder Mystery, Scrabble, Yahtzee
- **Other Ideas:** Magic Show, Manicures, Parades, Spa Day, Boat Ride, Music Festival, Petting Zoo, Show and Tell, Sporting Event, Music Therapy, Reading Buddies, Mentors, Charity Work/Volunteering, Music Concerts, Orchestras, Choir

Age Categories

- **Elementary (5-10):** Uno Tournament, Puzzles, Scavenger Hunt, Costume Party, Sing Along
- **Middle School (10-14):** Game Day, Wii, Riddles, Yahtzee, Scrabble, Movie Night, BBQ, Comedy Night, Cultural Activities, Book Club, Friendship Bracelets
- **High School (14-18):** Cards, Brain-Games, Murder Mystery, Fondue, Bonfire, Poetry
- **College (18+):** Casino Night, Trivia, Coffee, Tea, Potluck, Yoga, Share Recipes
- **All Ages:** Ice Cream, Bingo, Bowling, Pizza Night, Holiday Party, Religious Groups, Bible Study, New Volunteer Welcome, Karaoke, Theatre, Painting, Birdhouse, Watercolor, Clay, Baking, Cookie Decorating, Tie Dye T-shirts, Sign Making, Card Making, Personal Planters, Book Reading, Beadwork, Button Design Contest, Specialized Holiday Activities, Knitting, Scrapbooking, Zumba/Dancing, Baseball, Balloon Badminton, Noodle Ball, Walking, Exercise Classes, Healthy Cooking

Detailed Activity Descriptions:

Healthy Living/Exercise

Zumba/Dancing:

- Description:** Get blood flowing with some dancing (varies in intensity) to different music genres.
- Items needed:** TV and a Zumba DVD or a Zumba instructor
- Directions:** Clear an area for a group of people to be able to move/dance in. Have the music/DVD/instructor picked ahead of time. Before people arrive, make sure to inform them about the activity so they can dress appropriately. Set up the technology and enjoy this unconventional way to exercise. Make sure to take water breaks!

Yoga:

- Description:** Enjoy meditating as a group, indoors or outdoors, while simultaneously stretching and warming up your muscles.
- Items needed:** Mats/Thick Blankets
- Directions:** For this activity you can either have someone conduct a session or you can follow a video. If you are having someone put their own session together, we recommend looking up stretches/basic yoga moves from the Mayo Clinic or other health centers. These stretches will work on all of the muscles throughout the body and are safe for people of all ages and health statuses. Make sure everyone has some sort of padding on the ground beneath them and enough space to stretch out in.

Baseball:

- Description:** Play a game of baseball or have your facility put a team together.
- Items needed:** A ball (regular baseball or softer version), a hitting T (for people who may need accommodations), and enough people
- Directions:** Play a game of baseball or watch a team of faculty/volunteers. Get into the spirit with signs, food, and cheering.

Walking:

- Description:** Make socializing and exercise fun; pick a route and get your steps in for the day!
- Items needed:** A good pair of shoes, a route in mind, and water
- Directions:** Pick ahead of time a route (can be indoor, outdoor, at facility or campus) and make sure everyone is wearing proper attire. Plan for rest/water breaks!

Share Recipes:

- Description:** Everyone has a favorite recipe and there is more than likely a story that comes with that food. Let's put together a recipe book that can be used in cooking/baking events or even in everyday settings!
- Items needed:** Book, paper, and colored pens
- Directions:** Have people come prepared with a recipe or two that are their favorites. Put together a recipe book that will be shared, while talking about the recipes/why it's a favorite/and what they associate the food with. Food is a great conversation starter!

Detailed Activity Descriptions

Healthy Living/Exercise (continued)

Healthy Cooking:

- Description:** Make eating healthy fun by learning new recipes as a group! Follow an instructor's directions in order to make a dish that you will be able to recreate later.
- Items needed:** Recipe, ingredients, instructor, cooking supplies, and enough space
- Directions:** Have whoever will be running the session come up with a recipe ahead of time. Make sure to limit the amount of people involved and get a head count before this activity. Prep work should be done ahead of time. Have fun making a recipe and then tasting it afterwards. Send everyone home with a copy of the instructions!

Noodle ball:

- Description:** This game is accommodating for all people (especially residents in memory care, etc.) and it has been a huge hit at participating facilities!
- Items needed:** Foam noodles (one for each participant) and blown up balloons (5 max.)
- Directions:** Give all the participants a noodle and have volunteers throw the balloons toward them. Watch the fun unfold as the residents try to pass the balloons and keep them off the floor with their noodles! Can be played sitting or standing.

Arts/Crafts

Karaoke:

- Description:** Enjoy some karaoke to your favorite songs!
- Items needed:** Karaoke machine, YouTube, and a TV
- Directions:** Both YouTube and karaoke machines will need to be hooked up to a larger screen (TV) for better viewing. Have many music options available, keep in mind the generations of your participants. Collect music ahead of time.

Poetry:

- Description:** Learn to write and then share your poetry. This is a great way to learn a new hobby!
- Items needed:** Paper, pencils, poem examples, and directions on how to write certain poem types
- Directions:** Gather together to learn about different types of poetry and how to write them. Make sure to complete the prep work of types of poems, how to write poetry, and examples for getting started ahead of time. Provide paper and writing utensils and toward the end encourage sharing of the writings.

Theatre:

- Description:** Dabble in the art of theatre through attending a show in the community or putting on one yourself.
- Items needed:** Tickets if attending a performance, and a script/costumes if putting on a show
- Directions:** Depending on the participants decide whether attending a local performance would be best or if they would enjoy putting on one themselves. This is a great way to get involved with the community and to make new connections.

Detailed Activity Descriptions

Arts/Crafts (continued)

Painting:

- Description:** Unleash your inner Van Gogh through painting classes. You can follow the instructor's directions or go freestyle!
- Items needed:** Paint, brushes, water in small cups, paper towels, plastic plates, example painting, and canvases
- Directions:** Prepare the supplies for each participant, as they will need water/plates for their paint/canvases/brushes/and paper towels. This is becoming a very popular activity and can be relatively inexpensive as most of the supplies people have already. Look into coupons or deals on canvases. Come up with the painting ahead of time, make sure to paint it yourself so that they can have an example and you know what instructions you will be giving.

Birdhouse:

- Description:** Learn to make birdhouses or even just decorate some already made ones. Provide bird seed and see the gardens liven up with the colored birds.
- Items needed:** Wood, paint, brushes, bird seed, potentially nails/glue if assembling a birdhouse
- Directions:** Decide whether your participants would enjoy building or painting birdhouses. Depending on this, your materials will be different. If painting, look into Michael's or similar stores for already made birdhouses. Provide the paint, brushes, paper towels, and birdseed. If creating birdhouses, look up easy birdhouses to build for beginners. Get your supplies from a local craft store. Be sure to create an example birdhouse for people to follow.

Watercolor:

- Description:** Go back to the basics and enjoy some watercolor painting!
- Items needed:** Paper, watercolor paint, brushes, cups
- Directions:** Come up with a painting idea (or let people do whatever they want) and paint away! Similar directions to "Painting."

Clay:

- Description:** Make some sculptures or pottery
- Items needed:** Clay, rolling pin, toothpicks
- Directions:** Provide the clay from a craft store and print out images of craft ideas. Provide a rolling pin and some toothpicks for texture making.

Baking:

- Description:** Pick a recipe and bake away
- Items needed:** Ingredients, recipe, access to baking materials
- Directions:** Let the residents and volunteers help you as you bake. Provide the materials and the utensils. Suggestion: limit the number of people for this activity to save money.

Cookie Decorating:

- Description:** Decorate some cookies and then enjoy them as a snack
- Items needed:** Sugar cookies, frosting, food coloring, knives, napkins, sprinkles
- Directions:** Mix the food coloring into frosting. Provide knives for application and sprinkles for decoration.

Detailed Activity Descriptions

Arts/Crafts (continued)

Friendship Bracelets:

- Description:** Make bracelets for your friends or yourself
Items needed: String, beads, tape, scissors, directions, examples of bracelets
Directions: Provide directions and examples of different types of bracelets.

Tie Dye T-shirts:

- Description:** Create some cool t-shirt designs
Items needed: T-shirts (or have people bring their own), dye, rubber bands
Directions: Print out directions on how to dye t-shirts and also designing tips.

Sign Making:

- Description:** Create posters for upcoming events (examples: sporting, fundraisers, etc.)
Items needed: Poster paper, markers
Directions: Let the creativity flow and make some signs to spread awareness of the event.

Card Making:

- Description:** Create some cards that you will be able to send to a loved one
Items needed: Paper, stamps, tape, markers, etc.
Directions: Gather some supplies and print off some examples of types of cards to create (examples: birthday, anniversary, etc.).

Personal Planters:

- Description:** Create individual planters for your home
Items needed: Pots, paint, dirt, seeds/plant
Directions: Decorate with paint, fill with dirt, and either put seeds or a plant in your new pot. Make sure to water!

Button Design Contest:

- Description:** Design your own button!
Items needed: Button holders, paper, writing utensils
Directions: Create categories and come up with prizes for the winners. Have everyone design his or her own button.

Scrapbooking:

- Description:** Create a scrapbook of some of your favorite memories
Items needed: Paper, scrapbook, sticks, scissors, pens
Directions: Have people bring in some money to help cover funds. They should also supply their own pictures. Everyone can work on their own or you can have residents team up with guests to work on a scrapbook.

Knitting:

- Description:** Create items in this knitting group
Items needed: Needles, yarn, directions, ideas, and a leader
Directions: Come up with ideas of items to create and some directions for them. Decide whether you will supply the supplies or if it will be bring your own. Host a knitting group.

Detailed Activity Descriptions

Outdoor Activities

Gardening:

- Description:** Get some sunshine and work on the garden.
- Items needed:** Garden, seeds, watering can, sticks
- Directions:** Plant flowers and/or vegetables in the garden! Write the plant's name on the popsicle stick and put it in the ground next to where you placed it. Make sure to water and weed!

Nature walk:

- Description:** Go on a walk on a favorite trail or to a favorite spot.
- Items needed:** Route idea, water, sunscreen, good shoes
- Directions:** Get some exercise by picking a destination and enjoying a walk in nature.

Lawn Games:

- Description:** Play ladder golf, corn hole, cricket, etc.
- Items needed:** Games
- Directions:** Supply games and set them up outside.

Social Events

Movie Night:

- Description:** Pick a genre and enjoy some popcorn.
- Items needed:** Movie, TV, popcorn, drinks
- Directions:** NA

Coffee/Tea/Ice Cream Socials:

- Description:** Host a social of your choice.
- Items needed:** Whatever food/drink you picked
- Directions:** Supply food/drinks of choice and chat with the participants

Fondue:

- Description:** Enjoy cheese or chocolate fondue.
- Items needed:** Fondue pot, chocolate, cheese, items to dip (examples: bananas, marshmallows, pretzels, etc.)
- Directions:** NA

Pizza Night:

- Description:** Let's do pizza and movies!
- Items needed:** Pizza, movie, TV, plates, napkins, drinks
- Directions:** NA

Bonfire:

- Description:** Have guests over for a bonfire and roast some s'mores.
- Items needed:** Marshmallows, graham crackers, chocolate bars, sticks for roasting, wood, fire pit, chairs
- Directions:** NA

Detailed Activity Descriptions

Social Events (continued)

BBQ:

- Description:** Enjoy some freshly grilled food.
Items needed: Hot dogs, buns, condiments, hamburger, buns, plates, utensils, drinks
Directions: Try and get a headcount of how many people are going to attend. Then set up the supplies and buy the food. Cook away!

Potluck:

- Description:** Team up with a resident and come up with a recipe to bring to the potluck.
Items needed: Recipe, ingredients, etc.
Directions: Work in teams to cook and supply the food for the potluck.

Comedy Night:

- Description:** Everyone needs a good laugh so come enjoy a comedian and try out your own material at the end of the event.
Items needed: Comedian, chairs
Directions: Find a local or upcoming comedian who can come entertain. Let others bring their own material and practice their own skills.

Holiday Party:

- Description:** Host a party!
Items needed: (Depends on the holiday)
Directions: Halloween perhaps do a costume contest, Christmas do white elephant, Easter put on an egg hunt, etc.

Book Club:

- Description:** Meet up to enjoy your book and bagels!
Items needed: Book (picked by group leader) and snacks
Directions: NA

New Volunteer Welcome:

- Description:** Host a gathering to welcome new guests, staff, and volunteers to the community.
Items needed: Snacks, drinks, chairs
Directions: Meet and greet time, introduce the new members of team to the community. Host an activity at this event to work on team bonding.

Games

Casino Night:

- Description:** Play some cards.
Items needed: Cards, directions for those who don't know how to play
Directions: Host your own casino night.

Bowling:

- Description:** Bowl in the comfort of the facility.
Items needed: Large bowling set
Directions: Set up the pins down a hallway and take turns trying to knock them down. Have someone keep track of score and set up the pins.

Detailed Activity Descriptions

Games (continued)

Bingo:

Description: Play Bingo and win some prizes.
Items needed: Bingo set, prizes
Directions: Get prizes from donation, dollar store, or use quarters.

Wii:

Description: Play Wii bowling.
Items needed: Wii, Wii sports, TV
Directions: If there are a lot of people have everyone gets two turns and you can bowl as a team. Otherwise play regularly.

Cards:

Description: Play some card games.
Items needed: Cards, directions for those who don't know how to play
Directions: Come up with some favorite card games, print off directions, and then play.

Puzzles:

Description: Work as a team and figure out some jigsaws.
Items needed: Puzzles
Directions: NA

Brain-Games/Riddles/Trivia:

Description: Host some brain stimulating, team activities.
Items needed: Trivia material, riddles, and some brain games
Directions: Buy a set or come up with your own material to host this event.

Murder Mystery:

Description: Somebody has been murdered and you have to find out who did it.
Items needed: Murder mystery game
Directions: Read about this game before playing and provide some costumes (hat, glasses, etc.).

Scrabble/Yahtzee/Uno:

Description: Have a game day or create some tournaments.
Items needed: Games
Directions: Follow the directions for the games.

Other Ideas

Magic Show:

Description: Host a local magician and put on a magic show!
Items needed: Magician
Directions: Watch as the residents and guests enjoy some hand tricks.

Spa Day:

Description: Have your very own spa day!
Items needed: Nail polish, lotion, facemasks
Directions: Paint nails, give hand massages, and do facemasks with the residents.

Detailed Activity Descriptions

Other Ideas (continued)

Reading Buddies:

- Description:** Pair up residents and children to read some books.
- Items needed:** Books, worksheets, markers
- Directions:** Take a few books and worksheets to go with the books and give them to residents and their buddies. Have the children work on their reading/comprehension skills.

Charity Work/Volunteering:

- Description:** Get some community service done by teaming up with people in the community. Get volunteers to aid the residents in completing this activity.
- Items needed:** A charity or volunteer opportunity
- Directions:** Team up with a charity in the community to do some volunteer work. Get volunteers to help the residents put together backpacks for low income students, meals for food shelf, etc.

Music Concerts/Orchestras/Choir:

- Description:** Listen to beautiful music by talented musicians! This could be family members, high school students, etc.
- Items needed:** Musician, instrument, large space
- Directions:** Set up an area for the musician to play and get the word out. The more the merrier.



Caring Careers Start Here

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