

EST. 1982

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WE'RE PROUD *of* OUR YEARS

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Offering Classes and Educational Events: Getting Started

Jordan Lyons, MPA
Resource Specialist Supervisor

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Missoula Aging Services' mission

Missoula Aging Services promotes the independence, dignity and health of older adults and those who care for them.

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About me

Jordan Lyons, MPA

- Resource Specialist Supervisor
- Formerly Education Coordinator and Resource Specialist

I have helped organize events on these topics:

- Estate Planning
- Long-Term Care Planning
- Powerful Tools for Caregivers
- Reverse Annuity Mortgages
- SHIP
- Social Security



Defining Education

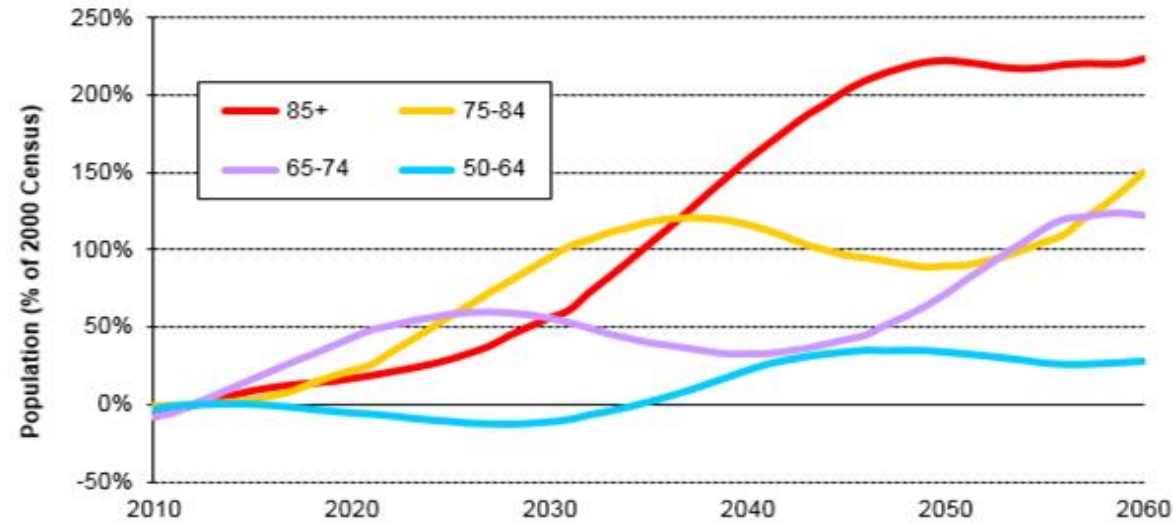
Activities that improve participants' knowledge or skills.

Many types of activities, including:

- Events
- Media
- One-on-one assistance

Why Educational Events?

Projected Growth in the Older Population in Montana as a Percentage of 2012 Population, by Age Group, 2010-2060



	Year 2012	Year 2060	% of 2012 population calculation: (yr 2060 pop / yr 2012 pop)	% Increase in population relative to 2012 calculation: (yr 2060 pop - yr 2012 pop) / yr.2012 pop
Age 85+	22,715	73,483	3.23	223%
Age 75-84	47,111	117,668	2.50	150%
Age 65-74	84,550	188,189	2.23	123%
Age 50-64	216,827	278,585	1.28	28%

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Scale

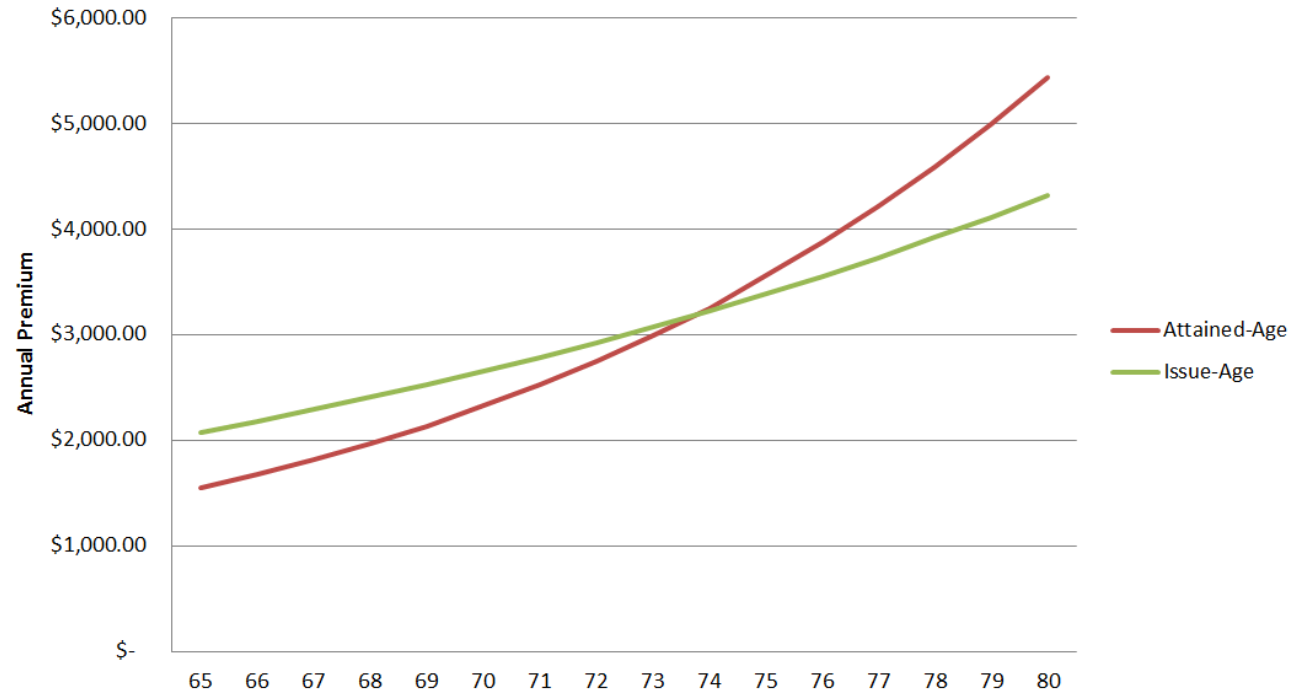


Reach 10, 50, or 100 people in approximately the same amount of time as an appointment

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Quality

Attained-Age vs. Issue-Age Medigap Policies: BCBS Plan F



Develop a great way to convey information.

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Promotion



Time-specific events create more interest than on-going services.

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Find people you don't reach with calls, walk-ins, and appointments.



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Financial Sustainability

Admission into an event, especially if participants get materials, is a value proposition people can easily understand and are willing to pay.

Other financial opportunities: grants, payment from employers

How to Conduct Education Events

Identify your agency's objectives:

- Scale up
- Improve quality of services
- Promote services
- Reach diverse populations
- Improve financial sustainability

You may face trade-offs, so prioritize.

Identify Community Needs

Internal Sources:

- Strategic plan
- Database
- Staff input

External Sources:

- Focus groups/advisory council
- Media
- Community surveys:
 - BRFSS
 - Community Health Assessment

Identify existing education programs

- Assisted living facilities
- Colleges
- Congregate Meals/Senior Centers
- Employers
- Health department
- Home care providers
- Hospitals
- Independent Living Centers
- Libraries
- School District
- Support Groups

Find resources

Powerful Tools
for *Caregivers*



Stepping On

Building Confidence and Reducing Falls


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Find experts and presenters




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Learn about adult education

coursera | Catalog | health education |  | For Enterprise

You searched for **health education**. 303 matches

Active filters: **English** 

Courses and Specializations

<input type="checkbox"/> English 299	 Instructional Methods in Health Professions Education University of Michigan
<input type="checkbox"/> Spanish 2	 Health Literacy and Communication for Health Professionals University of Nebraska
<input type="checkbox"/> French 2	 Training and Learning Programs for Volunteer Community Health Workers Johns Hopkins University

[Show More](#)

Subtitle Languages

<input checked="" type="checkbox"/> English 303
<input type="checkbox"/> Spanish 29
<input type="checkbox"/> Chinese 21 (Simplified)

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All Topics

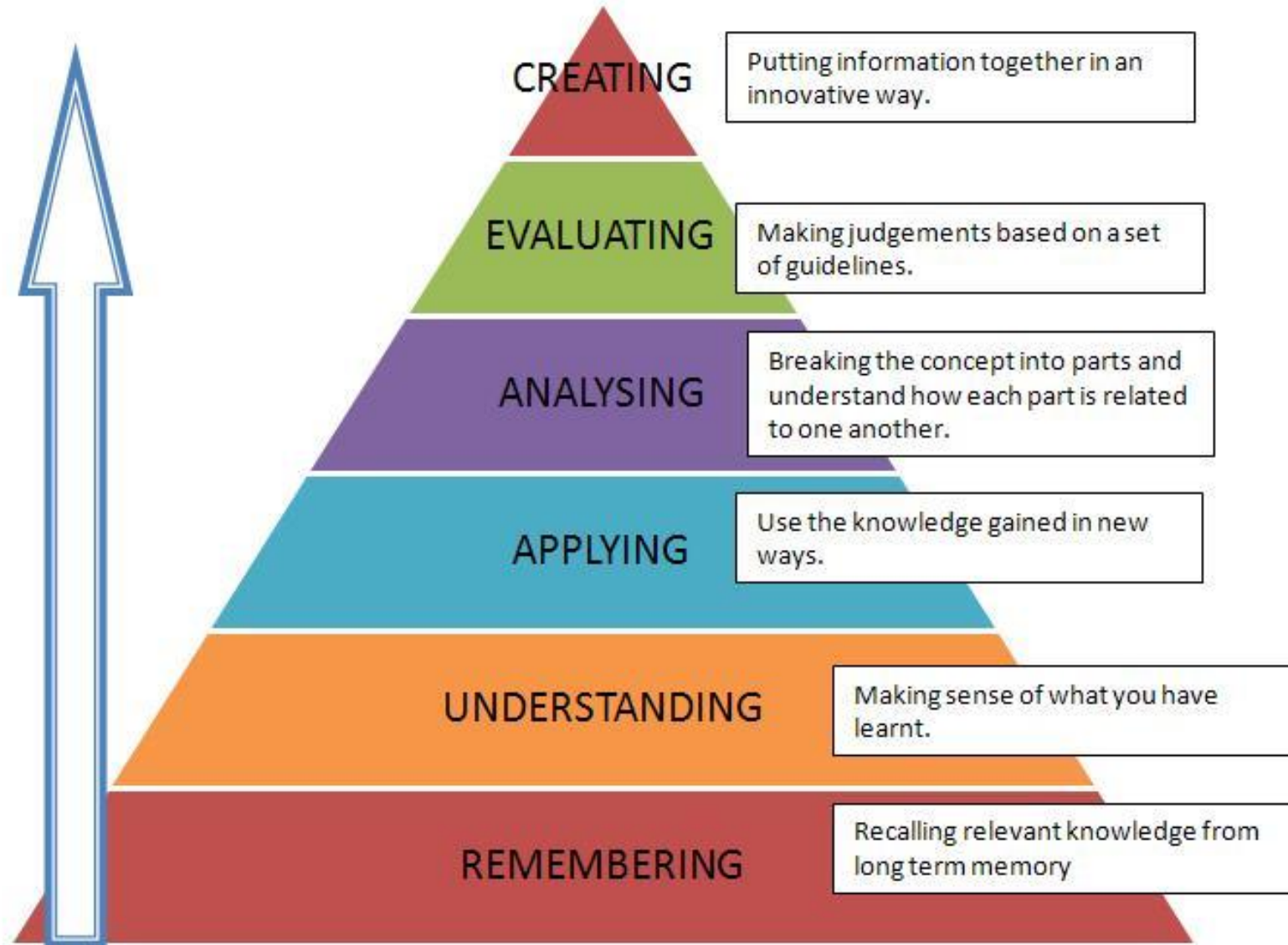
<input type="checkbox"/> Business 118
<input type="checkbox"/> Social 96

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Bloom's Taxonomy

Medicare Workshop,
Social Security Q&A

Evidence-based classes:
Stepping On,
Powerful Tools for
Caregivers



Interactive, Innovative Events



- Not all “classes”
- Not all PowerPoint
- Don’t use too many bullet points
- Really.

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Adding Interactivity



- Computer lab
- Live polling
- Breakout sessions
- Q&A style
- Homework
- Humor

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Use a variety of venues

Every venue is comfortable for some people, but not others.

- Universities
- Schools
- Churches
- Community Centers

Get credit with funders



- FFP
- PAM
- SMP
- MLTSS?
- Others?

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Have participants sign up, even if your event is free. Use #eventtech

Eventbrite

facebook

cvent

meetup

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To Charge or Not to Charge?

...That is the question.

You may not be able to charge:

- What do funding sources allow?
- What do your volunteers want?
- What does your space allow?

Charging admission

- Anecdotally, people who pay are more likely to show up
- You must provide greater value than 1-on-1 appointments
- You can still give away a lot of tickets
 - Door prizes
 - Drawings
 - Sweepstakes
 - 2-for-1

Free or reduced-cost entry

- To pursue your agency's mission
- Scholarships, sliding fee scale, or suggested donation can help people with lower incomes.

Scholarships

Don't let your effort exceed the value of the scholarship:

- Minimize paperwork
- Get value from scholarship recipients:
 - In-kind, volunteering at event
 - Testimonial, photo, video

Suggested donation

Suggested donation can mean fewer donations, but more money donated overall.

“The Case for Free Admission” by Casey N. Cep

<http://www.newyorker.com/business/currency/the-case-for-free-admission>

Evaluate events:

- Use Google Forms, SurveyMonkey, SurveyGizmo, even an Excel spreadsheet.
- Ask participants:
 - What they liked
 - What they learned (quiz)
 - What they will do

Make a video or audio recording of your event to use on your website, or for quality improvement.



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Don't be afraid of a few empty seats

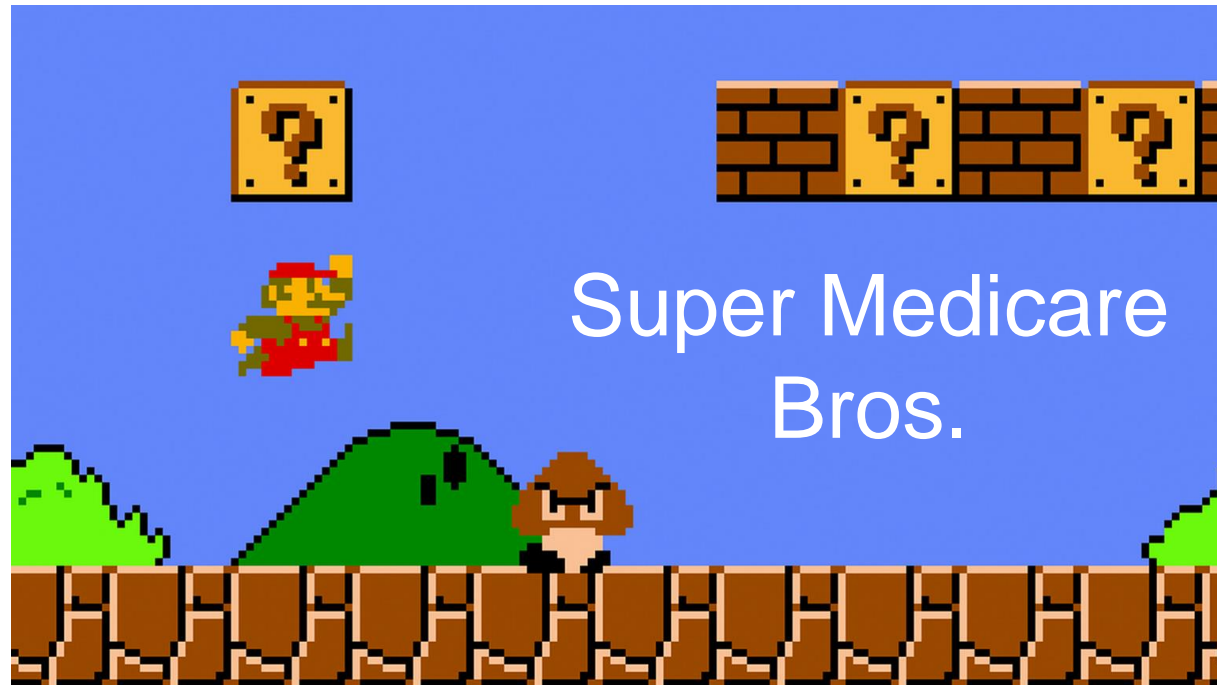


Image: Wikimedia Commons

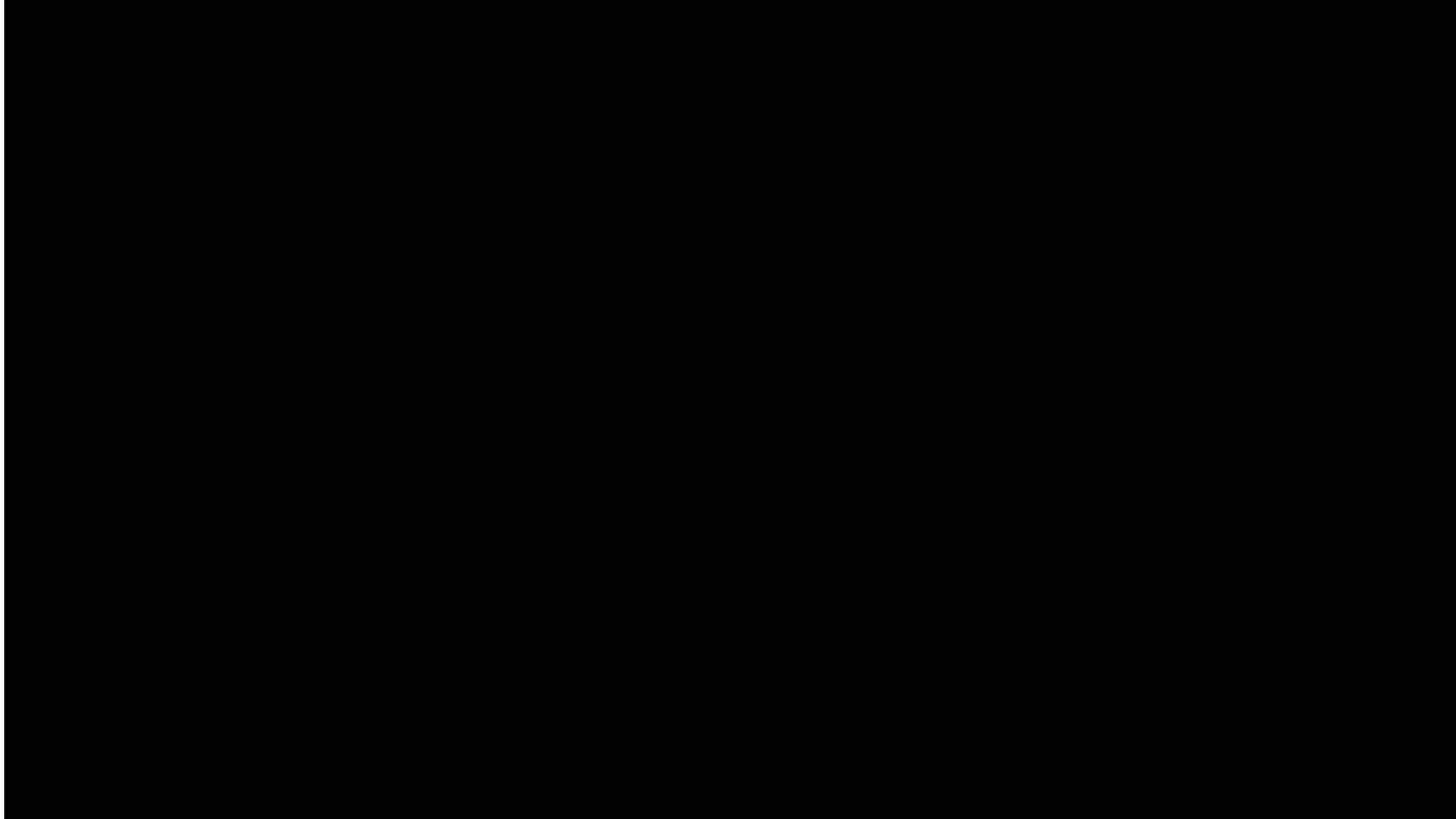
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The future of education programs

- Online classes
- Videos
- Apps
- Games?



Have fun!



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Keep in touch

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