

# Strategic Program Plan

## City of Denton Parks and Recreation

This form is to be used for initial program planning and is intended to be flexible as program development occurs.

**Program Name:** Stay Active and Independent for Life (SAIL) **Service Category:** Enrichment Activities 45-60%  
**Division:** Leisure Services **Location:** Denton Senior Center  
**Coordinator:** Tyler Smith **Date:** 3/22/2023

### Program Determinants:

Research-based need justifies program	x	Based on research from the CDC as well as the Washington State Department of Health adults age 65 and older at a heightened risk of falls. This program is different from Matter of Balance previously offered, and is now considered the new standard. <a href="https://www.cdc.gov/injury/features/older-adult-falls/">https://www.cdc.gov/injury/features/older-adult-falls/</a> <a href="https://doh.wa.gov/you-and-your-family/injury-and-violence-prevention/older-adult-falls/falls-washington">https://doh.wa.gov/you-and-your-family/injury-and-violence-prevention/older-adult-falls/falls-washington</a>
Resident Interest		
Resident Need		
Lack of Community Opportunity Otherwise	x	
Center/Division/Department Strategic Goals		
Other Organization Strategic Goals/Priorities		
Center/Division Strategic Goals		
Existing successful program		

### Identify Target Group:

All-inclusive 50+ those who need the service provided or are interested in improving balance and coordination; highly targeted to the 65+ older adult

### Program Description/Details

Stay Active & Independent for Life (SAIL) is a community-based fitness class that meets twice weekly for one hour. The fall prevention fitness class includes: a warm-up, aerobics, balance, strength training, and stretching exercises. Exercises can be modified to your activity level and can be completed in a seated or standing position. Periodic fitness checks are conducted to track general mobility, arm strength, and leg strength. The periodic fitness checks allow participants and instructors to monitor and visualize improvement in strength and balance. **CLASS TIMES:** Tues/thurs, 1 hour once or twice a week. Participants will need closed-toed shoes, water bottle, cane/walker (if needed)

### SMART Program Goals & Objectives: What benefit does the participant receive.

**GOAL 1:** To increase patron safety and allow participants to stay active and independent for life  
**OBJECTIVE 1:** Pre and post surveys of participants to gauge knowledge and learning  
**OBJECTIVE 2:**

**GOAL 2:** Internal Goal - offer an alternative balance class for overflow Silver Sneaker Classic classes, more focused for the 65+ fall prevention  
**OBJECTIVE 1:** ensure class is at an optimal time that does not compete with other like fitness offerings  
**OBJECTIVE 2:**

[Updated Recreation Programs & Services Matrix \(CAPRA 6.2\)](#)

### Facility Needs

Gymnasium size space, hand weights, chairs for participants.

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Program Name: Stay Active and Independent for Life (SAIL) Coordinator: 0

## Marketing Needs

Tier 1 (Meet with Manager & Marketing) - \$50	select add ons	Placing flyers around the center and word of m
Social Media Posts (2), post both month of		
1 posted a couple weeks leading up to event		
1 posted week of event		
Post to Calendar of events (Facebook, DRC, Discover Denton, City of Denton)		
Posted to Newsletter		
Printed fliers		

## Staffing Needs

Scheduling classes with the Hospital and instructor availability.

## Preliminary Cost / Revenue Analysis

Profit/Loss **\$451.20**  
% Recovery **189%**

Direct Expense	Cost	Multiplier	Total
Hospital Instructor partnership (50% of registration)	\$0.00	0	\$0.00
June	\$10.00	12	\$120.00
July	\$10.00	12	\$120.00
August	\$10.00	12	\$120.00
September	\$10.00	12	\$120.00
	\$0.00	0	\$0.00
	\$0.00	0	\$0.00
	\$0.00	0	\$0.00
	\$0.00	0	\$0.00
Marketing Fee (all sessions)	2%	\$960.00	\$19.20
Software Fee (all sessions)	1%	\$960.00	\$9.60
<b>Estimated cost</b>			<b>\$508.80</b>

Revenue/Fee Type	Fee	Multiplier	Total
SAIL Registration - \$10/month at 12 participants	\$0.00	0	\$0.00
June	\$20.00	12	\$240.00
July	\$20.00	12	\$240.00
August	\$20.00	12	\$240.00
September	\$20.00	12	\$240.00
	\$0.00	0	\$0.00
	\$0.00	0	\$0.00
	\$0.00	0	\$0.00
Sponsorships/Donations	\$0.00	0	\$0.00
<b>Estimated Revenue</b>			<b>\$960.00</b>

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### Planning / Brainstorming Sessions to Meet the Target Group

Meeting with the Hospital to discuss times and dates of the class. Ensuring a good communication schedule to ensure that part

### Implementation Plan

2 month out - begin planning with presenter specifics of the class (dates, times, etc.)  
 1 month out - begin marketing plan of announcing during classes as well as flyers around the center  
 1 week out - Coordinator will inform presenter of number of participants registered  
 1 week out - Front desk will call participants and remind them of upcoming program

### Evaluation Process (i.e. After Action Report, Quantifiable Measures, Surveys, Cost Recovery...)

Success will be measured by use of participant surveys (post and pre) and registration in the class.

### Explain why you think this would be a good program/event and any potential barriers?

This program provides opportunities for the members of the Denton Senior Center to participate in a program that strives to keep them active and independent. The program allows trained professionals to offer their services to members at a reduced cost. The collaborative nature of the program will only benefit the Denton Senior Center as it seeks accreditation. Potential barriers: the population resisting the services. This could be due to perceived weakness or frailty of the participant, confidence in one's abilities even as they have diminished with the natural progression of time and aging. Times when program is offered.

### Potential Award Categories

<a href="#">NRPA Innovation Awards</a>		
<a href="#">TRAPS North Region Programming Awards</a>		
<a href="#">TRAPS State Programming Awards</a>		
<a href="#">DFW Directors Association Awards</a>		
Other: NCOA Spotlight Awards		
Other:		

### Manager Review

manager notes: approve with or without changes, delay, deny, signature

Approved with anticipated updates for cost of service and official day and time.

### Notes

I updated the form to the latest version and added a couple things (Goal 2 + Objective)