



**Pioneer
Network**

Changing the culture of aging in the 21st century

State Culture Change Coalitions Networking Call Summary
January 13, 2009

Topic: Coalition Web Sites, E-Newsletters and the Pioneer Network's New Web Site

Present: Bonnie Darwin and Beth Mann (California); Lynette McGowen (Colorado), Kim McCrae (Georgia), Maureen Statland (Illinois), KaraLe Causey (Louisiana), Alissa Weintraub, Janine McClennon and Peggy Leoni (Massachusetts), Julie Ballard (Missouri), Christina Seidler (Wisconsin). Staff: Cathy Lieblich (Florida), Amy Elliot (Ohio).

Amy Elliot talked about the new Pioneer Network website and the desire for it to meet the needs of various stakeholders. Amy said that there is a State Coalitions section that is meant to be a resource to coalitions and invited coalitions to contribute content in addition to their upcoming events. The next phase of web site development is the establishment of interactive forums for coalitions to share what they are doing and exchange ideas with each other on an ongoing basis.

Bonnie Darwin, Coordinator for the California Culture Change Coalition, discussed the coalition's web site. They use Pay Pal so that those that want to register for a regional collaborative meeting or another educational offering can register and pay through the web site. The fee for the coalition is only \$13/month to keep a standing account with Pay Pal. She said that the coalition's web site is beautifully designed but it is a challenge to maintain and keep it updated.

Christina Seidler from Wisconsin CARES said that they send out an e-newsletter using I-Contact which is a hosting service. A hosting service takes care of any problems with spam. Lynette McGowen from the Colorado coalition uses Constant Contact for their e-newsletter. Kim McCrae from Georgia said that they have an e-newsletter and will find out from Aging Services of Georgia (formerly GAHSA) how they do it. When preparing content for the Culture Change Network of Georgia's web site, Kim looked at other coalitions' web sites and asked for permission to use some of their content. Since a lot of the content is nursing home focused, however, Kim spent time broadening it to apply to the continuum of aging services. She said that since the Pioneer Network web site is so good, they are linking people to it and referring them to it a lot. Their e-newsletter, Transformations, is now available on their web site. The Georgia coalition is planning to do periodic update e-mails to keep "subscribers" informed about the coalition's activities on an ongoing basis.

Lynette McGowen said that the Colorado coalition has an ombudsman who is their web site volunteer and a very active Communications Committee Chair which makes all the difference. A nomination form for new Board members is on the web site as well as a recent Denver Post article and information about the coalition's recent Accord. The coalition used Pay Pal for Accord registration. The power point presentations from their monthly educational forums are also on the web site.

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Kim McRae told the group that she is interested in building on Karen Schoeneman's article on "The Language of Culture Change" and welcomes suggestions for new language. This could be a topic for one of the interactive forums on the Pioneer Network web site.

The topic for the next Coalitions Networking Call is "Strategies for including the continuum of aging services in the coalition." The call will take place on February 10, 2009 from 4:00 -5:00 p.m. EST. The call in number is 218-936-7988; access code: 72856#.

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