



Seeing the Value Your Town Funds

The senior center's digital service system

A briefing for selectmen, finance boards, and municipal agents

Presented by John Bogs, Big Cat Marketing Group

The budget-season question

"What does our town actually get for this?"



Scattered records

Binders, sign-in sheets,
spreadsheets



Rarely by town

Center-wide totals, not
your residents



Anecdotes

Good stories, hard
numbers missing

What the center does for your residents



Benefits secured

Heating help, SNAP,
Medicare Savings, housing



Medicare counseling

Certified counselors, open
enrollment help



Meals and dinners

Daily meals and the
monthly catered dinner



Rides and equipment

Medical rides and
equipment loans



Activity and connection

Programs that keep
residents engaged



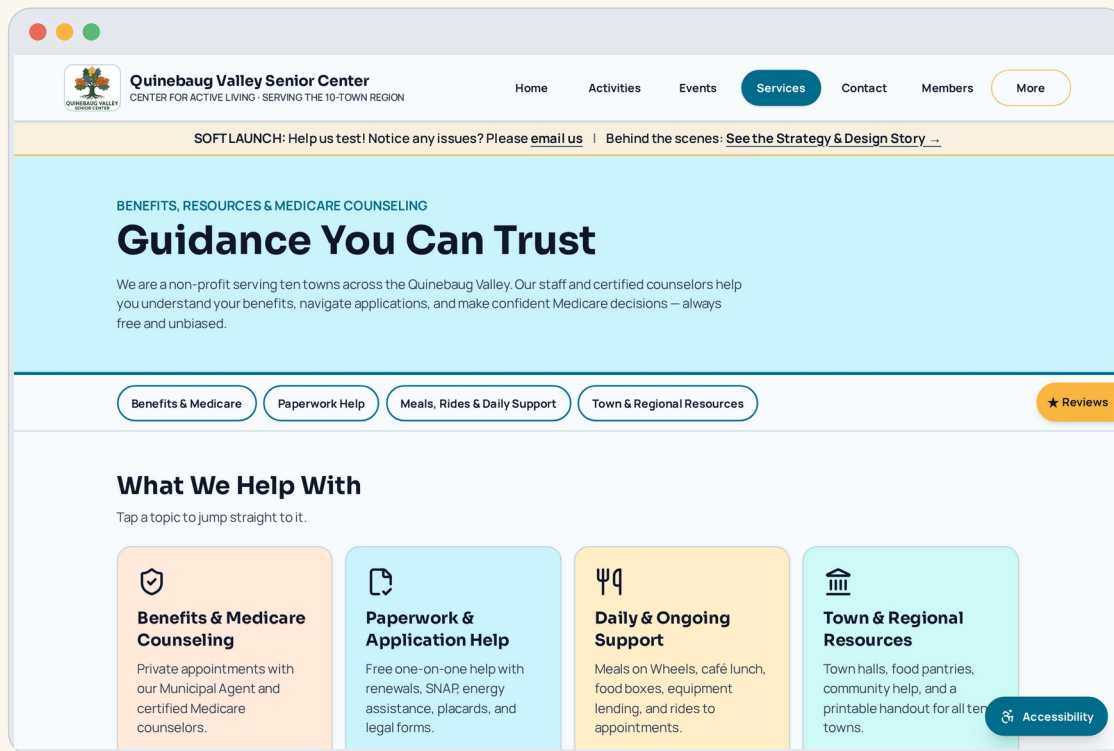
Independence at home

Support that helps people
age in place

SEE IT ON THE SITE

What the center does for residents

- Benefits and Medicare counseling
- Paperwork help, meals, rides
- Town and regional resources in one place



Actual screen from qvscc.org, captured October 2026.

qvscc.org/services

What was built: one connected system



Public site

Open to every resident,
no account needed



Member area

Each resident sees only
their own records

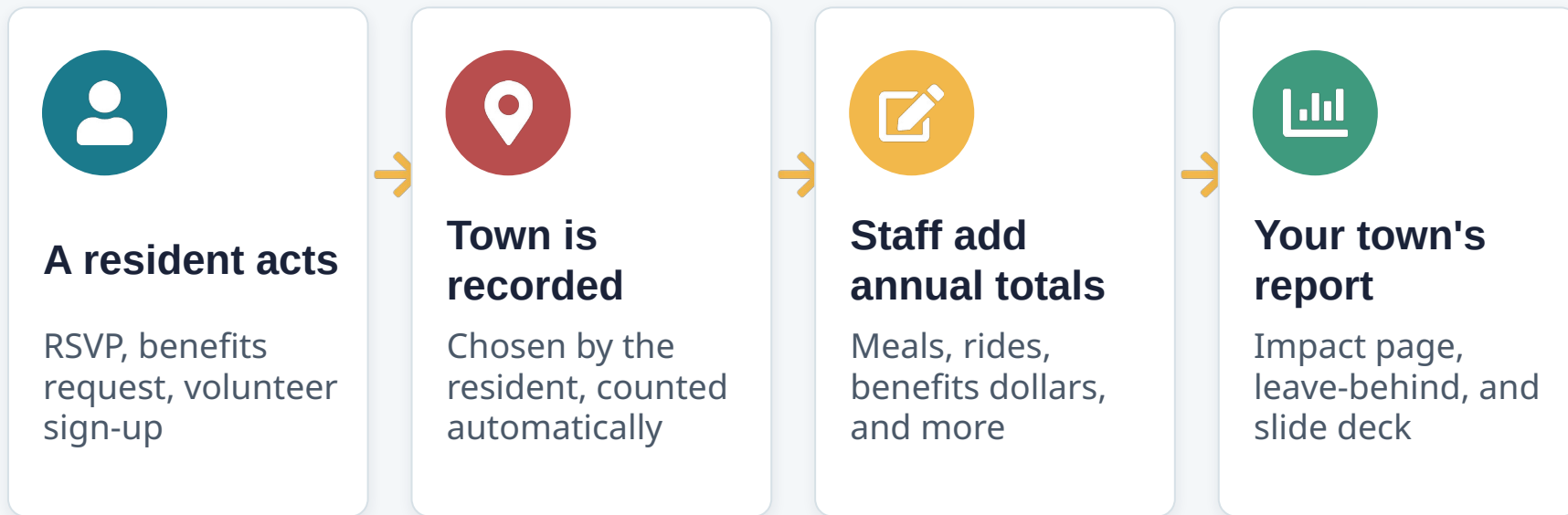


Staff side

Schedules, requests,
and town reports

Everyday service creates the record of what each town receives.

How town-by-town evidence is created



Activity is counted as it happens, not reconstructed at year end.

Your town's impact page

The screenshot shows the website for the Quinebaug Valley Senior Center. The header includes the center's name, logo, and navigation links: Home, Activities, Events, Services, Contact, Members, and a 'More' button. The main section is titled 'COMMUNITY IMPACT' and 'Our Impact Across the Quinebaug Valley'. It explains that users can pick their town to see the center's impact on neighbors, including residents helped, benefits secured, free services delivered, and people behind the numbers. A list of towns is shown: Brooklyn (selected), Canterbury, Eastford, Killingly, Plainfield, Pomfret, Putnam, Sterling, and Thompson. Below this, the 'Brooklyn' section is displayed, noting that annual totals will be added after the next program year. A message states: 'We're gathering this year's numbers for Brooklyn. For current details, call us at (860) 774-1243.' A table titled 'From your neighbors in Brooklyn' shows: Benefit help requests: 0, Volunteer sign-ups: 0, Senior stories shared: 0, and Event & dinner RSVPs: 1. At the bottom, there are three service cards: 'Town Hall' (Brooklyn Town Hall, (860) 779-3411), 'Social Services' (Municipal Agent for the Elderly: Sophie Charron, based at Quinebaug Valley Senior Center — (860) 774-1243), and 'Food Pantry' (Salvation Army, 570 Providence Road, Brooklyn — (860) 779-1970).



Annual totals

Meals, rides, benefits dollars, volunteer hours, equipment, Medicare sessions



From your neighbors

Requests, volunteers, stories, RSVPs recorded automatically



Local contacts

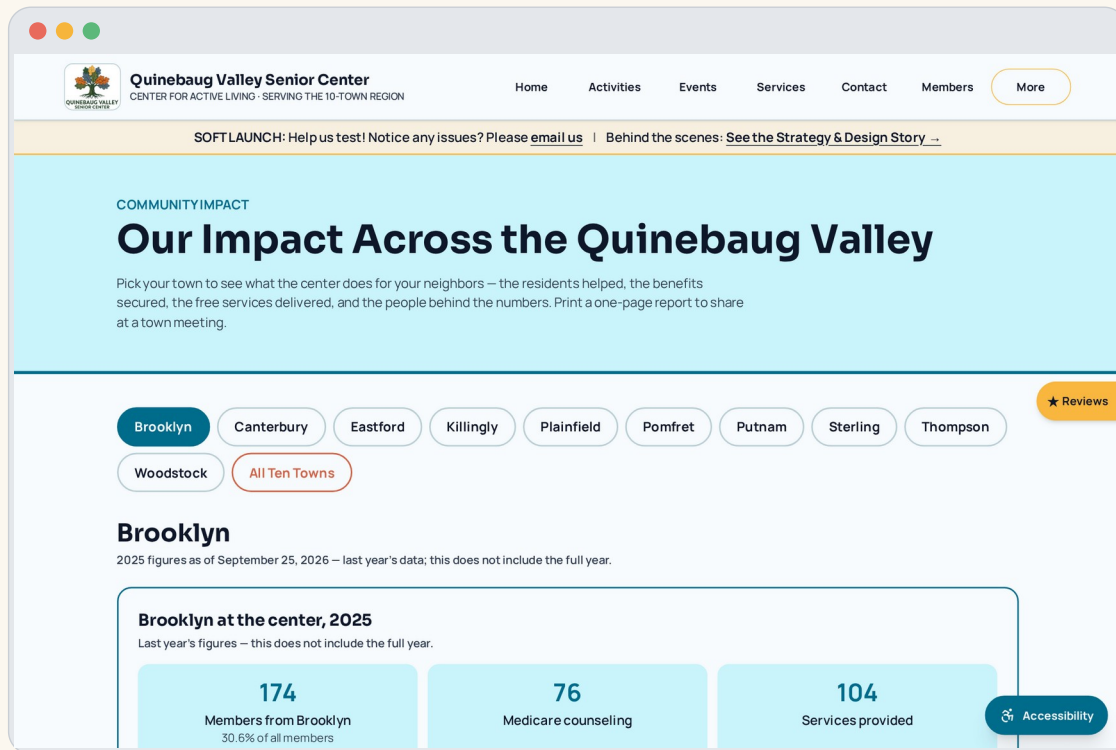
Town Hall, social services, food pantry, transportation

Each town has its own page

SEE IT ON THE SITE

Your town's own impact page

- Pick any of the ten towns
- Staff-entered yearly totals, with the date they cover
- Missing totals are named, never shown as zero



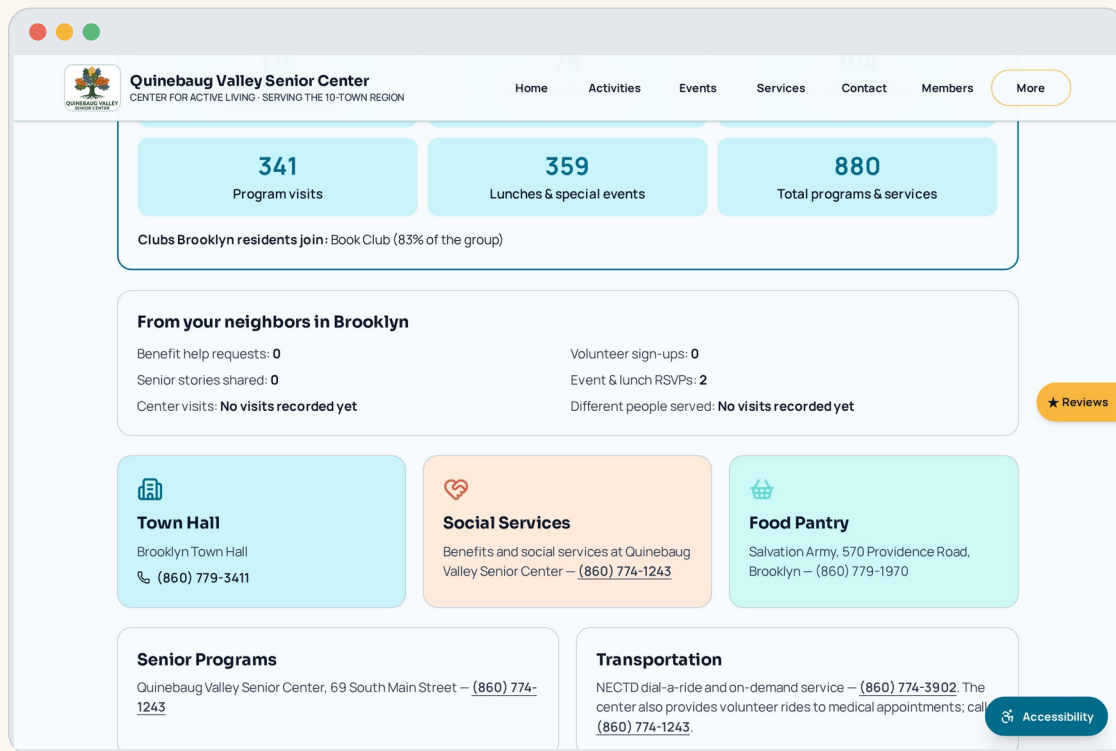
Actual screen from qvscc.org, captured October 2026.

qvscc.org/impact

SEE IT ON THE SITE

Recorded activity and local contacts

- Counts from the website itself: requests, RSVPs, visits
- "No visits recorded yet" instead of a misleading zero
- Town hall, social services and food pantry contacts



Actual screen from qvsc.org, captured October 2026.

qvsc.org/impact

Ready for your next meeting



One-page leave-behind

Your town's numbers on a single printed page



Five-part slide deck

For selectmen and finance board meetings



Drafted talking points

Built only from your town's own figures

"How many of our residents did you serve?" becomes a 30-second answer.

Seeing all ten towns side by side



Rank and sort towns

By recorded activity



Filter by date range

Applies to recorded activity



Spot outreach gaps

Low numbers prompt a conversation



Plan with towns

Outreach, rides, and programming

The comparison tool is staff-only today; the public comparison page says Coming Soon.

Numbers you can trust



No invented numbers

Missing data is named, never shown as zero.



Clear sources

Annual totals are staff-entered and not audited; reports say so.



Separate measures

Date filters apply only to recorded activity.



AI guardrails

Drafting tools never estimate or project totals.

Candor is what makes the reports worth reading.

What your residents gain



Help any time

Programs, reservations, and answers day or night.



Private benefits check

See likely programs and send a request for help.



Support for families

One trusted place to find services and numbers.



Built for older adults

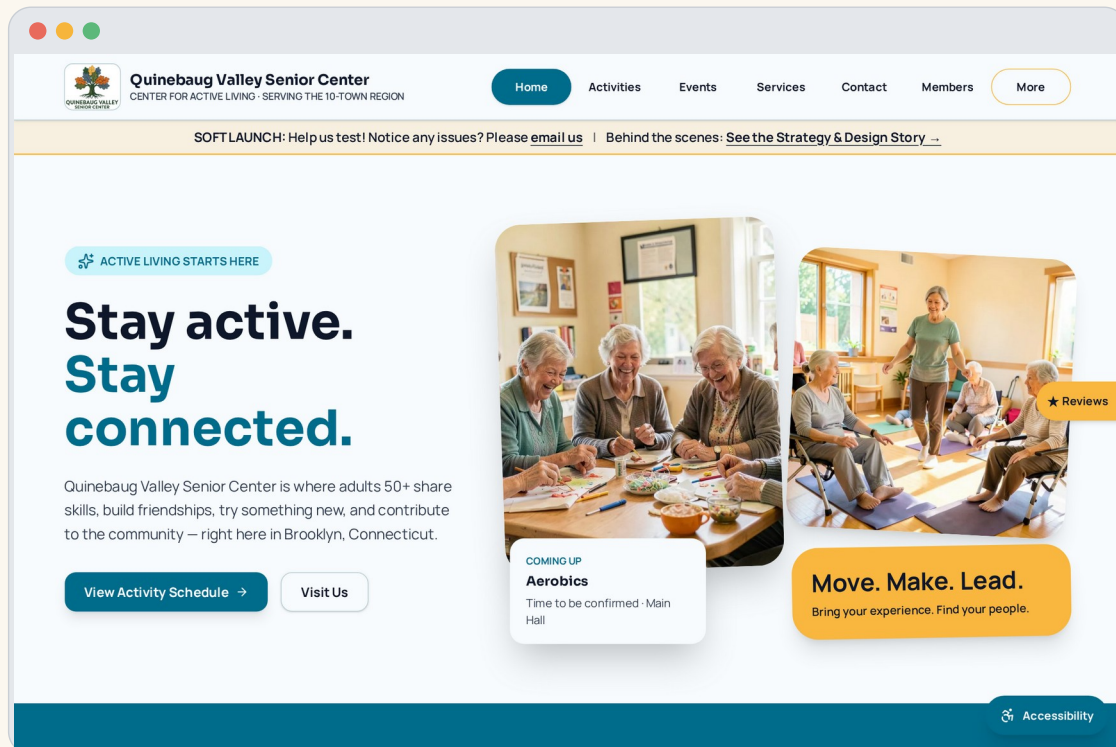
Large text, contrast, read-aloud, clean printing.

Residents get help faster, and more of them find the help they qualify for.

SEE IT ON THE SITE

The front page seniors see

- Large, clear buttons to the activity schedule and visit info
- What's coming up, right on the first screen
- Accessibility button always in the corner



Actual screen from qvscc.org, captured October 2026.

qvscc.org

What your town gains



Evidence for budgets

Town-by-town data instead of anecdotes



Outside dollars

Benefits secured bring state and federal support to residents



Fewer calls to town staff

Residents find services and contacts themselves



Prevention

Connection and safety tools support independence

Privacy and responsible stewardship



No account required

Screeners don't ask for a name.



Private member records

Each member sees only their own.



Approved staff access

Controlled by the director; no shared passwords.



Reviewed stories

Staff approve before publishing.



Limited, optional AI

Staff-only drafting from the center's data.



Accessible by design

Built for older adults from the start.

Where things stand today



Live at qvsc.org in a soft launch, being refined



Annual totals are entered by staff each year



Recorded activity grows as residents use the site



Automated email and text reminders not active yet

The picture gets richer every month as residents use it.

Every visit counted at the front door

NOW LIVE · qvscc.org/kiosk (staff sign-in)

Check-in kiosk

Residents tap their name when they arrive. Staff log guests and their town.

Counted by town

Visits and different people served appear on each town's Impact page.

Totals only

The public sees counts, never names or dates.

Honest gaps

Towns with no visits yet say so instead of showing a made-up number.

Real attendance from your residents, recorded as it happens.

What's coming (in development)



Closure alerts

Notify residents fast on snow days



Check-In List

Flags regulars who haven't visited lately



Donor tracker

Stronger private giving alongside town support



Spanish support

More residents can use the site

All items on this slide are in development.

How your town can help



Link to qvscc.org

From your town website and newsletters



Refer residents

And families, especially for benefits help



Ask for your report

Your town's report, before budget season



Tell us what to measure

Your input shapes the reports

Questions?

Clear, honest evidence of what your town receives.

Your town's report

**Quinebaug Valley Senior
Center**

(860) 774-1243

See your town's page at qvsc.org

Questions about the system

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