



Your Center's Digital Front Desk

A tour of qvsc.org for directors and staff

What it solves · How it's laid out · Your tools · Why it matters

Presented by John Bogs, Big Cat Marketing Group

What we set out to solve



Repeat phone calls

The same questions all day: lunch, schedules, heating help.



Paper and scattered lists

Clipboards, sticky notes, one person's benefits folder.



Duplicate updates

Calendar, flyer, website, and handout edited separately.



Budget-season scramble

Town and donor numbers spread across binders.

Good people. Important work. Tools that didn't talk to each other.

The strategy: one connected system



Public site

Anyone, no account

- Calendar and events
- Benefits check-up
- Quick Answers
- Help Hub and town pages



My Center

Private member area

- My reservations
- Saved check-ups
- Help request status
- Reminder preferences



Staff side

Approved staff only

- Dashboard and queues
- Schedule builder
- Admin tools
- Reports and Helping Hand

All three share the same information, so nothing is entered twice.

Enter it once. It works everywhere.

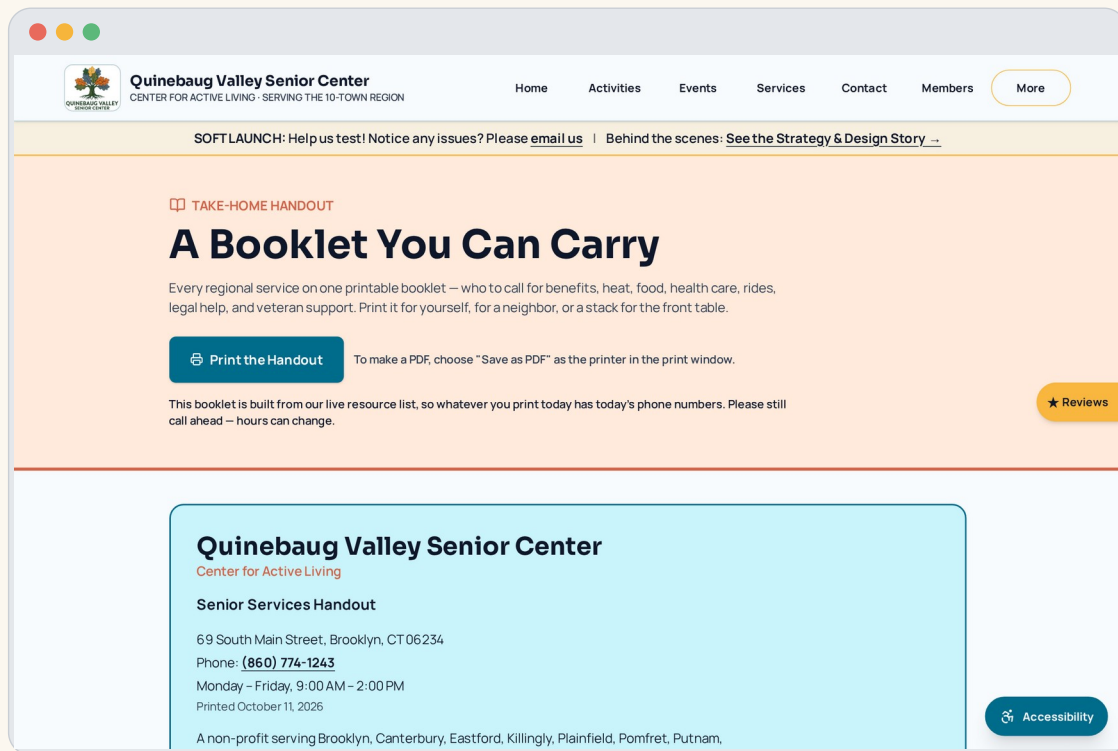


SEE IT ON THE SITE

One update, printable everywhere

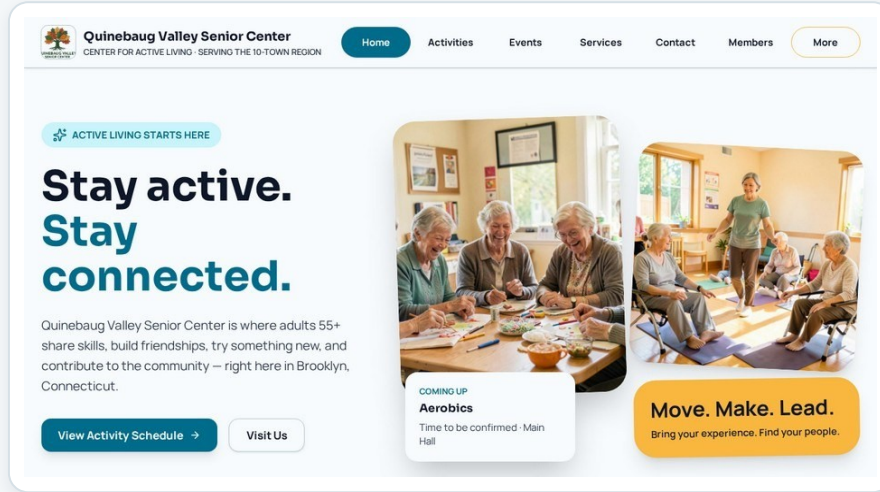
- The printable handout is built from the live resource list
- Today's print has today's phone numbers
- Same for the calendar and event list

qvscc.org/handout



Actual screen from qvscc.org, captured October 2026.

What seniors and families see



qvsc.org front page



Live calendar and Coming Up



RSVPs with confirmation codes



Benefits check-up and requests



Quick Answers and Help Hub



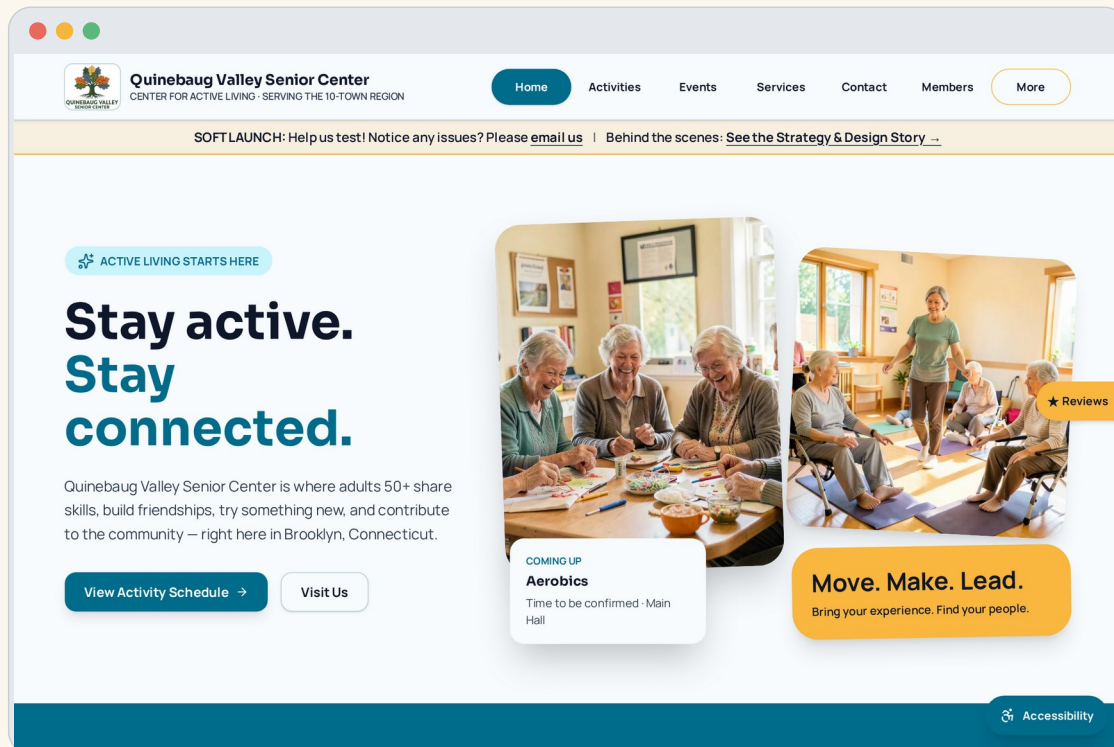
Accessibility options and printing

When someone calls with a question, you can confidently send them here.

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



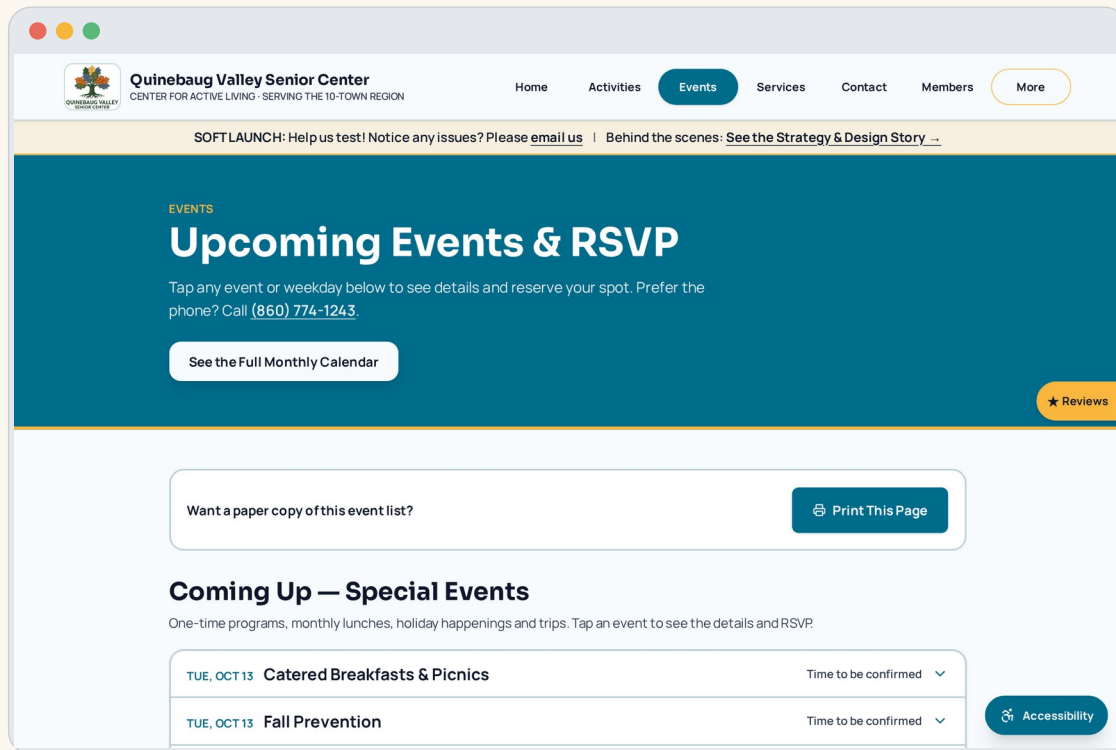
Actual screen from qvscc.org, captured October 2026.

qvscc.org

SEE IT ON THE SITE

Events and reservations

- Tap any event to see details
- Reserve a spot online and get a confirmation code
- Prefer the phone? The number is right there
- Print the list with one button



Actual screen from qvscc.org, captured October 2026.

qvscc.org/events

Benefits help that arrives organized

The screenshot shows the Quinebaug Valley Senior Center website. The header includes the center's name, logo, and navigation links: Home, Activities, Events, Services, Contact, Members, and More. Below the header, a section titled 'BENEFITS APPLICATIONS' features the heading 'Apply for the Help You've Earned'. A subtext explains that the form helps seniors understand their eligibility for various benefits based on income, housing, and other factors. The main form area is titled 'What Benefits Might I Qualify For?' and contains six numbered questions, each with 'Yes' and 'No' radio button options. The questions are: 1. Are you 60 or older? 2. Is your monthly income limited or tight? 3. Do you rent your home or worry about housing costs? 4. Do you worry about paying heating or electric bills? 5. Do you worry about affording groceries? 6. Are you on Medicare or about to enroll?

The benefits check-up

1

Senior takes the check-up

8 anonymous yes-or-no questions

2

Sees likely programs

Plus papers to bring and who to call

3

Submits a request

Housing, SNAP, energy, Medicare Savings

4

Lands in your queue

Contact info and town, ready to call back

SEE IT ON THE SITE

The private benefits check-up

- Eight yes/no questions
- No name, no account, nothing saved
- Ends with programs worth asking about and our phone number

The screenshot shows a web browser window with the Quinebaug Valley Senior Center logo and navigation menu. The main heading is 'What Benefits Might I Qualify For?'. Below it, a paragraph explains the purpose of the form. A blue button with a phone icon and the text 'Call us: (860) 774-1243' is visible. The form itself is a light blue box containing the same heading and instructions. It lists two questions with 'Yes' and 'No' buttons. A 'Reviews' button is on the right, and an 'Accessibility' button is at the bottom right.

Quinebaug Valley Senior Center
CENTER FOR ACTIVE LIVING · SERVING THE 10-TOWN REGION

Home Activities Events Services Contact Members More

SOFT LAUNCH: Help us test! Notice any issues? Please [email us](#) | Behind the scenes: [See the Strategy & Design Story](#) ...

What Benefits Might I Qualify For?

Answer eight yes/no questions yourself. No name is needed and nothing is saved. You'll see which programs may help, a quick answer for each one, and our phone number if you'd like to talk.

[Call us: \(860\) 774-1243](#)

What Benefits Might I Qualify For?

Answer eight quick questions — no name, no account, nothing saved. This is a guide, not a guarantee — we'll confirm everything together.

1. Are you 60 or older?

Yes No

2. Is your monthly income limited or tight?

Yes No

[★ Reviews](#)

[Accessibility](#)

Actual screen from qvsc.org, captured October 2026.

qvsc.org/benefits-check

My Center: what members see



Reservations

Dates, party size, confirmation codes



Saved check-ups

Benefits and falls results



Help request status

Received, in progress, finished



Reminders and profile

Interests and program reminders

Privacy boundary: each member sees only their own records.

Note: anonymous reservations or check-ups made before signing in don't appear automatically.

SEE IT ON THE SITE

My Center sign-up

- Free online account
- Staff approve each new account to protect privacy
- Members see their reservations, requests and notes from staff

The screenshot shows the 'My Center' sign-up page for the Quinebaug Valley Senior Center. The page has a light orange background. At the top, there is a navigation bar with the center's logo, name, and tagline, followed by links for Home, Activities, Events, Services, Contact, Members, and a 'More' button. Below the navigation bar, a banner reads 'SOFT LAUNCH: Help us test! Notice any issues? Please email us | Behind the scenes: See the Strategy & Design Story ...'. The main content area is divided into two columns. The left column, titled 'MEMBERS', features the heading 'Stay connected' and a subtext: 'Create an account to meet other members and connect through shared skills, projects, and interests.' Below this, a box titled 'What you get with My Center' lists three benefits: event and lunch reservations, requests for help, and notes/reminders from staff. It also states that creating an account is free and that staff approve new accounts for privacy. Another box titled 'Your privacy matters' notes that names and interests are visible only to signed-in members. A final box titled 'Center staff' explains that approved staff can bypass the sign-up form. The right column contains the sign-up form with buttons for 'Sign in' and 'Create account'. It includes input fields for 'Email address' and 'Password', a 'Sign in' button with an envelope icon, a 'Forgot password?' link, an 'or' separator, and a 'Continue with Google' button. At the bottom of the form is a link: 'Need help? Contact the center.' On the far right, there is a 'Reviews' button with a star icon and an 'Accessibility' button with a person icon.

Quinebaug Valley Senior Center
CENTER FOR ACTIVE LIVING · SERVING THE 10-TOWN REGION

Home Activities Events Services Contact Members More

SOFT LAUNCH: Help us test! Notice any issues? Please [email us](#) | Behind the scenes: [See the Strategy & Design Story ...](#)

MEMBERS

Stay connected

Create an account to meet other members and connect through shared skills, projects, and interests.

What you get with My Center

- Your event and lunch reservations in one place
- Your requests for help and their status
- Notes and reminders from center staff

Creating an online account costs nothing. Center staff approve new accounts to keep members' information private. Center membership is separate.

Your privacy matters. Names and interests are visible only to signed-in members.

Center staff: use this same form. If your email is on the approved staff list, you go straight to the staff Dashboard after signing in.

Sign in Create account

Email address

Password

Sign in

Forgot password?

or

Continue with Google

[Need help? Contact the center.](#)

★ Reviews

Accessibility

Actual screen from qvsc.org, captured October 2026.

[qvsc.org](#) → Members

Your staff dashboard



One work queue

Programs, RSVPs, requests, volunteers, members, sign-ups.



Click to call or email

No re-dialing from a paper slip.



Notes and status

Private notes; new, in progress, or closed.



Change history

See who changed what, and when.

If someone is out sick, anyone can pick up where they left off.

SEE IT ON THE SITE

The staff dashboard

- Next two weeks at a glance
- One-tap buttons to every staff tool
- Open the check-in kiosk from here

qvsvcc.org/dashboard

The screenshot shows a web dashboard for the Quinebaug Valley Senior Center. The header includes the center's logo, name, and tagline, along with navigation links for Home, Activities, Events, Services, Contact, Members, and a More menu. A secondary navigation bar contains links for a software launch notice, email contact, and a strategy & design story. The main content area is titled 'STAFF ONLY Dashboard' and features several interactive buttons: 'Ask the Data', 'Town Talking Points', 'Compare Towns', 'Open Check-In Kiosk', 'Edit Town & Volunteer Listings', and 'Edit the Schedule'. Below these buttons is a section titled 'Next Two Weeks' which displays a grid of activity cards. Each card lists an activity (Aerobics, Chair Yoga, Crochet Group, Quilting & Knitting, Daily Meals in the Café, Set Back, Catered Breakfasts & Picnics, and Fall Prevention) along with its date, time, and location. On the right side of the dashboard, there are two additional buttons: '★ Reviews' and 'Accessibility'.

Quinebaug Valley Senior Center
CENTER FOR ACTIVE LIVING · SERVING THE 10-TOWN REGION

Home Activities Events Services Contact Members More

SOFTLAUNCH: Help us test! Notice any issues? Please [email us](#) | Behind the scenes: [See the Strategy & Design Story](#) →

STAFF ONLY
Dashboard

Ask the Data Town Talking Points Compare Towns Open Check-In Kiosk
Edit Town & Volunteer Listings Edit the Schedule

Next Two Weeks

Aerobics Mon, Oct 12 · Time to be confirmed Main Hall	Chair Yoga Mon, Oct 12 · 9:00 AM – 9:45 AM Main Hall
Crochet Group Mon, Oct 12 · Time to be confirmed Craft Room	Quilting & Knitting Mon, Oct 12 · Time to be confirmed Craft Room
Daily Meals in the Café Mon, Oct 12 · 11:30 AM – 1:00 PM Café	Set Back Mon, Oct 12 · Time to be confirmed Game Room
Catered Breakfasts & Picnics Tue, Oct 13 · Time to be confirmed Main Hall	Fall Prevention Tue, Oct 13 · Time to be confirmed Main Hall

★ Reviews Accessibility

The schedule builder



Recurring programs

Weekly, monthly, or yearly



Special events

One-time events with time and place



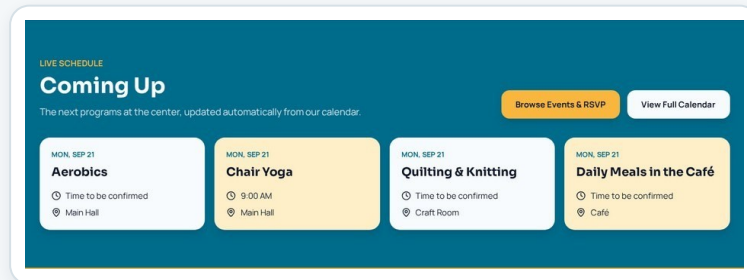
Exceptions and cancellations

Change one date without touching the rest



Updates everywhere

Homepage, calendar, events, and print



Changes appear in Coming Up automatically

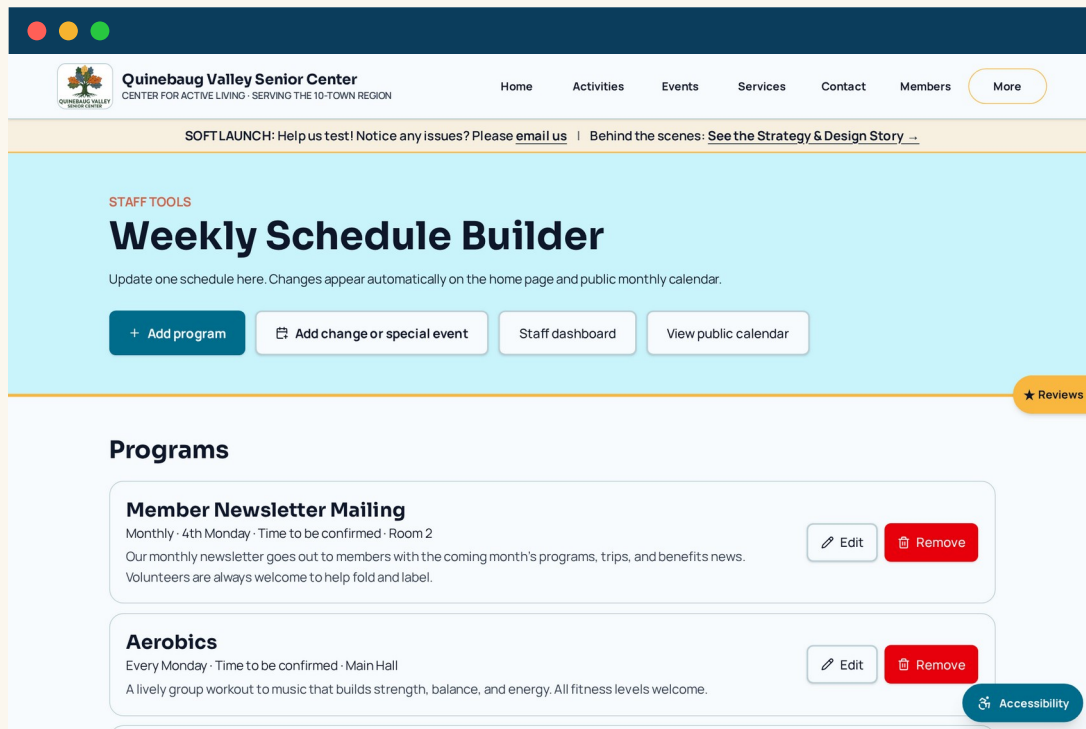
Snow day? Cancel that one date. Every page updates at once.

SEE IT ON THE SITE

The schedule builder

- Add a program once
- Edit or remove in one click
- Changes show on the public calendar instantly

qvsvcc.org/schedule



Admin tools: keep it current yourselves



Towns

Town listings and contacts



Volunteer roles

What volunteers can sign up for



Community resources

The Help Hub directory



Dinner details

With warnings for missing info



Quick Answers

Write and publish articles



Impact totals

Annual numbers for each town

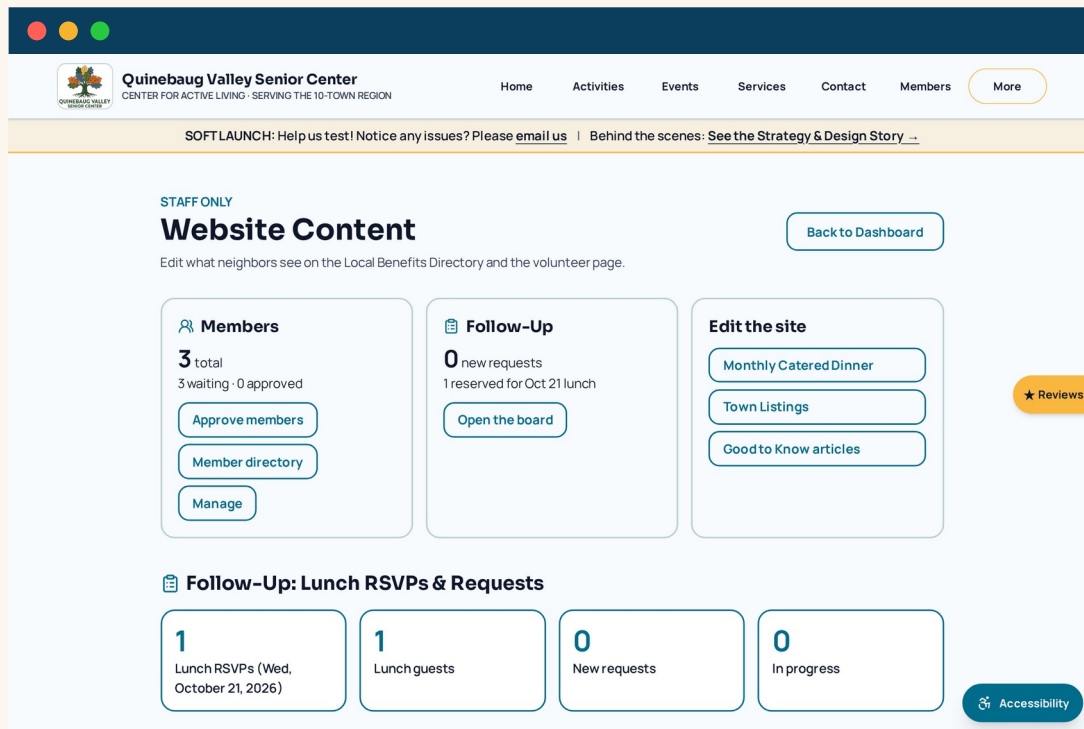
No web designer, no IT ticket. Changes show everywhere right away.

SEE IT ON THE SITE

Admin tools

- Approve members
- See new requests and dinner RSVPs
- Edit town listings and articles

qvsvcc.org/admin



The screenshot displays the admin dashboard for the Quinebaug Valley Senior Center. The header includes the center's logo, name, and tagline, along with navigation links for Home, Activities, Events, Services, Contact, Members, and a More menu. A secondary navigation bar provides links for a soft launch test, email contact, and a strategy design story. The main content area is titled 'STAFF ONLY Website Content' and includes a 'Back to Dashboard' button. It features three primary sections: 'Members' (showing 3 total, 3 waiting, 0 approved, with buttons for 'Approve members', 'Member directory', and 'Manage'), 'Follow-Up' (showing 0 new requests, 1 reserved for Oct 21 lunch, with an 'Open the board' button), and 'Edit the site' (with buttons for 'Monthly Catered Dinner', 'Town Listings', and 'Good to Know articles'). A 'Reviews' button is also present. Below these is a 'Follow-Up: Lunch RSVPs & Requests' section with four cards: '1 Lunch RSVPs (Wed, October 21, 2026)', '1 Lunch guests', '0 New requests', and '0 In progress'. An 'Accessibility' button is located in the bottom right corner.

Quinebaug Valley Senior Center
CENTER FOR ACTIVE LIVING · SERVING THE 10-TOWN REGION

Home Activities Events Services Contact Members More

SOFTLAUNCH: Help us test! Notice any issues? Please [email us](#) | Behind the scenes: [See the Strategy & Design Story](#) →

STAFF ONLY

Website Content

[Back to Dashboard](#)

Edit what neighbors see on the Local Benefits Directory and the volunteer page.

Members

3 total
3 waiting · 0 approved

[Approve members](#)

[Member directory](#)

[Manage](#)

Follow-Up

0 new requests
1 reserved for Oct 21 lunch

[Open the board](#)

Edit the site

[Monthly Catered Dinner](#)

[Town Listings](#)

[Good to Know articles](#)

[★ Reviews](#)

Follow-Up: Lunch RSVPs & Requests

1
Lunch RSVPs (Wed,
October 21, 2026)

1
Lunch guests

0
New requests

0
In progress

[Accessibility](#)

Access, moderation, and your email list



Controlled access

The director approves staff emails. No shared passwords.



Story moderation

Resident stories wait for staff approval before publishing.



Email interest list

Names, emails, and towns you can search, copy, and remove.

Automated emails and texts are not active yet; the list supports staff-managed follow-up.

Town impact reports



Staff-entered annual totals

Meals, rides, benefits dollars, Medicare sessions



Activity recorded by town

Requests, volunteers, RSVPs, stories



One-page report and slide deck

Printed from each town's page



Staff-only town comparison

Rank towns; filter by date range

The screenshot shows the Quinebaug Valley Senior Center website. The header includes the center's name, tagline 'CENTER FOR ACTIVE LIVING · SERVING THE 10-TOWN REGION', 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 includes a sub-header 'Pick your town to see what the center does for your neighbors — the residents helped, the benefits secured, the free services delivered, and the people behind the numbers. Print a one-page report to share at a town meeting.' Below this is a row of buttons for different towns: Brooklyn (selected), Canterbury, Eastford, Killingly, Plainfield, Pomfret, Putnam, Sterling, and Thompson. Under the 'Brooklyn' button, it says 'Annual totals will be added after the next program year.' and a light blue box contains the text 'We're gathering this year's numbers for Brooklyn. For current details, call us at (860) 774-1243.' Below this is a section 'From your neighbors in Brooklyn' with two columns of data: 'Benefit help requests: 0' and 'Senior stories shared: 0' on the left, and 'Volunteer sign-ups: 0' and 'Event & dinner RSVPs: 1' on the right. At the bottom are three colored boxes: 'Town Hall' (light blue) for Brooklyn Town Hall with phone number (860) 779-3411; 'Social Services' (light orange) for Municipal Agent for the Elderly: Sophie Charron, based at Quinebaug Valley Senior Center — (860) 774-1243; and 'Food Pantry' (light green) for Salvation Army, 570 Providence Road, Brooklyn — (860) 779-1970.

Missing numbers are named, never faked

SEE IT ON THE SITE

Compare all ten towns

- Rank towns by any measure
- Pick a date range
- Print the comparison for meetings

qvsvcc.org/town-comparison

The screenshot shows the Quinebaug Valley Senior Center website. The header includes the center's logo and name, a navigation menu with links to Home, Activities, Events, Services, Contact, Members, and a 'More' button. A secondary navigation bar contains a 'SOFTLAUNCH' notice and a link to 'See the Strategy & Design Story'. The main content area is titled 'STAFF TOOLS' and 'Compare Towns'. It includes a brief instruction on how to use the tool, two buttons for writing talking points or asking questions, and a 'Date range' selector with options for 'Last 30 days', 'This year', 'Last 12 months', and 'All time'. A 'Print this comparison' button is also present. Below the tool, a table header is visible, listing various metrics for ranking towns, such as 'Total activity', 'Benefits requests', 'Volunteer applications', 'Event & lunch RSVPs', 'Center visits', 'Stories shared', 'Meals served', 'Rides given', 'Benefits secured', 'Volunteer hours', and 'Equipment loans'. An 'Accessibility' button is located in the bottom right corner of the page.

Quinebaug Valley Senior Center
CENTER FOR ACTIVE LIVING · SERVING THE 10-TOWN REGION

Home Activities Events Services Contact Members More

SOFTLAUNCH: Help us test! Notice any issues? Please [email us](#) | Behind the scenes: [See the Strategy & Design Story](#) →

STAFF TOOLS

Compare Towns

Rank every town we serve by the activity this site records and by the annual totals you enter in the Admin panel. Click any column heading to rank by that measure.

[Write talking points for a town](#) [Ask a question about this data](#)

Date range [★ Reviews](#)

From To

[Last 30 days](#) [This year](#) [Last 12 months](#) [All time](#)

The date range applies to requests, RSVPs and stories submitted through this site. The annual totals you type in (meals, rides, benefits dollars, volunteer hours, equipment loans, Medicare sessions) are yearly figures and are not split by date.

[Print this comparison](#)

Ranked by Total activity · All time

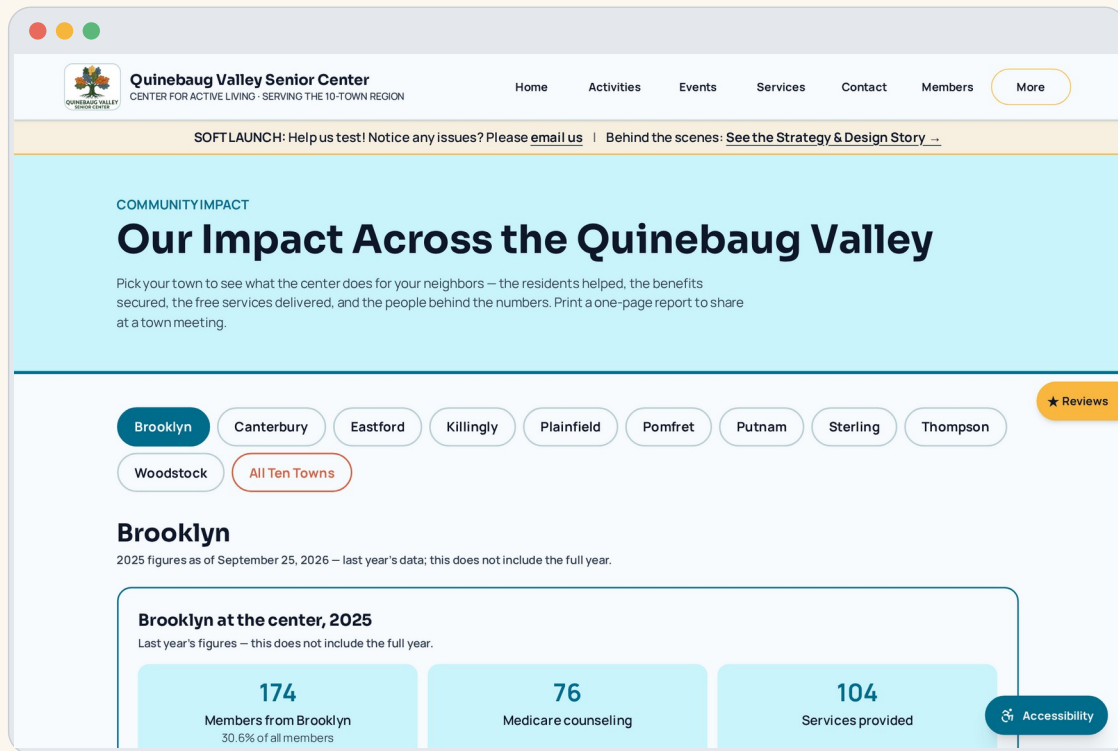
Rank	Town	Total activity	Benefits requests	Volunteer applications	Event & lunch RSVPs	Center visits	Stories shared	Meals served	Rides given	Benefits secured	Volunteer hours	Equipment loans
------	------	--------------------------------	-------------------	------------------------	---------------------	---------------	----------------	--------------	-------------	------------------	-----------------	-----------------

[Accessibility](#)

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



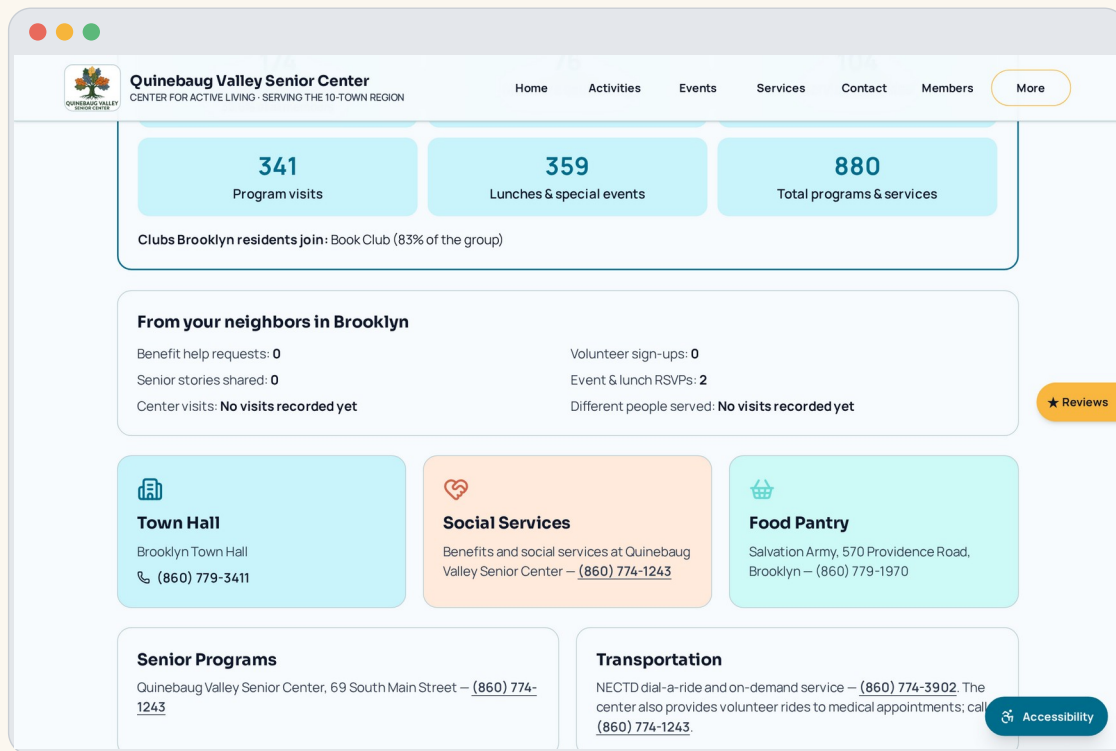
Actual screen from qvscc.org, captured October 2026.

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

Helping Hand: a quiet assistant for staff



Town Talking Points

Pick a town, audience, and goal. Get a draft opening, key points, likely Q&A, and a closing request.



Ask the Data

Plain-English questions across all ten towns, in saved, shared conversations.



Uses only your data. Names what's missing. Never invents numbers.

Senior-facing tools are not AI: the check-ups and read-aloud use transparent rules or browser features.

SEE IT ON THE SITE

Town Talking Points

- Pick the town and the audience
- Drafts from that town's own numbers
- Nothing is estimated or guessed

qvsvcc.org/talking-points

The screenshot shows the Quinebaug Valley Senior Center website. The header includes the logo and name, a navigation menu (Home, Activities, Events, Services, Contact, Members, More), and a secondary navigation bar with links like 'SOFTLAUNCH: Help us test!', 'Notice any issues? Please email us', and 'Behind the scenes: See the Strategy & Design Story'. The main content area is titled 'STAFF TOOL Town Talking Points' and includes a brief description: 'Tell us the town, who you are speaking to, and what you want out of the meeting. We will draft talking points and funding recommendations using that town's own numbers.' Below this are two buttons: 'Compare towns' and 'Back to dashboard'. A 'Reviews' button is also visible. The form itself has three sections: 'Town' with a dropdown menu showing 'Brooklyn', 'Who are you presenting to?' with a dropdown menu showing 'Board of Selectmen' and four radio button options ('Board of Selectmen', 'Town budget committee', 'Town meeting voters', 'Rotary / civic club'), and 'What do you want out of the meeting?' with a text input field. An 'Accessibility' button is located in the bottom right corner.

Quinebaug Valley Senior Center
CENTER FOR ACTIVE LIVING · SERVING THE 10-TOWN REGION

Home Activities Events Services Contact Members More

SOFTLAUNCH: Help us test! Notice any issues? Please email us | Behind the scenes: See the Strategy & Design Story →

STAFF TOOL

Town Talking Points

Tell us the town, who you are speaking to, and what you want out of the meeting. We will draft talking points and funding recommendations using that town's own numbers.

Compare towns Back to dashboard

★ Reviews

Town

Brooklyn

Who are you presenting to?

Board of Selectmen

Board of Selectmen Town budget committee Town meeting voters Rotary / civic club

What do you want out of the meeting?

Accessibility

SEE IT ON THE SITE

Ask the Data

- Ask a plain question about the towns
- Answers come from your own records
- Every conversation is saved

qvsvcc.org/insights

The screenshot shows the 'Ask the Data' web application for the Quinebaug Valley Senior Center. The header includes the center's logo and name, a navigation menu (Home, Activities, Events, Services, Contact, Members, More), and a 'SOFTLAUNCH' banner with links for user feedback. The main content area features the title 'Ask the Data' with a subtitle explaining that answers are built from existing data. Below this are three buttons: 'Ask a new question' (highlighted in orange), 'Compare towns', and 'Back to dashboard'. A 'Reviews' button is also present. The 'Saved conversations' section indicates that no questions have been saved yet. The footer contains contact information, a 'Get Help' section with links to 'Benefits Check-Up' and 'Avoid Scams', an 'About Us' section with links to 'About & Membership', 'Speakers', and 'News & Photos', office hours, and a 'Get News by Email' sign-up form. An 'Accessibility' button is located in the bottom right corner.

Quinebaug Valley Senior Center
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Home Activities Events Services Contact Members More

SOFTLAUNCH: Help us test! Notice any issues? Please [email us](#) | Behind the scenes: [See the Strategy & Design Story](#) →

STAFF TOOL

Ask the Data

Ask a question about the towns we serve and get an answer built from the numbers already entered on this site. Nothing is estimated or guessed.

[Ask a new question](#) [Compare towns](#) [Back to dashboard](#)

★ Reviews

Saved conversations

Every question and answer is saved here so any staff member can look back at it.

No questions yet. Select "Ask a new question" to start.

Quinebaug Valley Senior Center
A Center for Active Living
69 South Main Street
Burlington, VT 05403

Get Help
[Benefits Check-Up](#)
[Avoid Scams](#)

About Us
[About & Membership](#)
[Speakers](#)
[News & Photos](#)

Call Our Office
(860) 774-1243
Hours
Monday - Friday

Get News by Email
Program news, lunch dates, and important dates sent by our staff.

[Accessibility](#)

A week at the center, before and after

BEFORE

Monday voicemail full of repeat questions

Clipboard dinner sign-ups

Snow day: edit several places

Benefits intake from scratch

A week with the binders for a town



WITH THE SYSTEM

Answers online; requests waiting in your queue

RSVPs with names, party sizes, and towns

Cancel one date; every page updates

Seniors arrive knowing what to bring

Print a town report in minutes

How it serves the center's four goals



Membership

Welcoming site, easy RSVPs, free My Center accounts, a growing email list.



Visits

Always-current calendar, Quick Answers any hour, fridge-ready printouts.



Proving worth

Town impact pages, printed reports and decks, town comparison.



Donors

Impact numbers and real stories, plus drafted talking points.

Your part: keep schedules current, enter totals, answer requests.

Honest boundaries today



Soft launch: public, working, and still being refined



Automated email and text reminders are not active yet



Annual town totals are staff-entered, not audited



Town comparison is staff-only; public page says Coming Soon



Reports print through the browser's Print or Save as PDF



Some activities are labeled sample or in development

Being clear about limits is what makes the numbers trustworthy.

Front-desk check-in kiosk

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

Tap a name

Each approved member has a big name card. One tap checks them in and shows the time.

Pick the activity

One tap records what they came for. Undo is right there for mistakes.

Guests welcome

First-time visitors are logged with their name and town.

Counts flow out

Visits feed My Center and each town's Impact Report automatically.

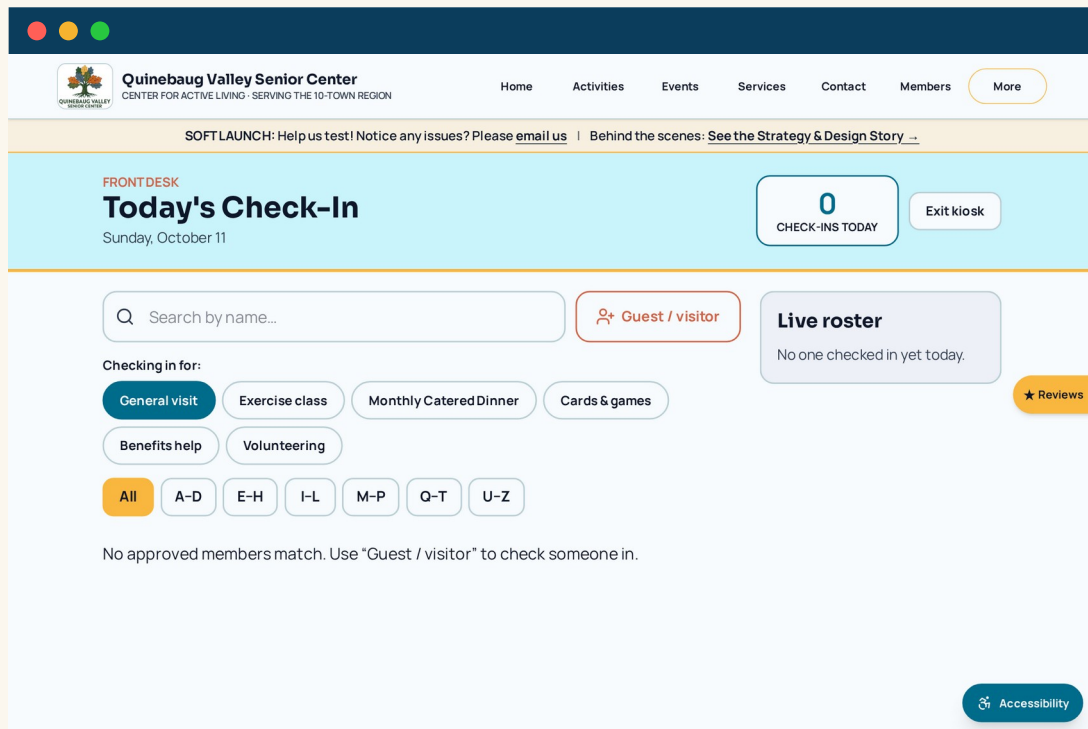
No more clipboard sign-in sheets to tally at the end of the month.

SEE IT ON THE SITE

The check-in kiosk

- Tap a name to check in
- Pick the activity in one tap
- Live roster and guest button

qvsvcc.org/kiosk



What's coming next (in development)



Text Alerts + closure banner



Check-In List and birthdays



One-click printable calendar



Kitchen meal list



Room rentals



Donation and memorial tracker



Optional Square payments



More Helping Hand, incl. Spanish

Your input decides what gets built first.

Getting the most from it



Keep the schedule builder current

Everything flows from it



Check the dashboard daily

Close out requests so nothing waits



Enter each town's annual totals

Reports ready before budget season



Ask for their town and a My Center account

Your best membership tool



Point callers to qvscc.org

Add it to printouts and phone messages



Share your feedback

That's how it keeps improving

Questions?

Built around the work you already do.

Live site

qvsc.org

Want a live look at any tool?

Support from Big Cat

John Bogs

860-608-5243

thepride@bigcatmarketinggroup.com