

2026 Senior Center Digital Readiness & Accessibility Scorecard

A 10-point checklist to see whether your website is serving seniors and family caregivers, or creating extra front-desk work. Give yourself 1 point for each "Yes."

Pillar 1: Senior & Family Accessibility

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| 1. | 1-Tap Phone Calling
Can a senior or family member on a smartphone tap any phone number to dial, or is it trapped in a PDF or image flyer? | ☐ Yes ☐ No |
| 2. | High Contrast & Large Text
Does the site offer a high-contrast mode and larger text for low-vision visitors, without browser plugins? | ☐ Yes ☐ No |
| 3. | The "Fridge Test"
When a senior prints the monthly calendar or lunch menu, does it come out as a clean handout, not four pages of broken layout? | ☐ Yes ☐ No |
| 4. | Scam & Benefits Answers
Does the site offer plain-language answers to common questions: scams, Medicare enrollment, energy assistance, rebates? | ☐ Yes ☐ No |

Pillar 2: Front-Desk Operations & Events

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| 5. | Online Event & Dinner RSVPs
Can people reserve a seat for dinners or trips online, giving the kitchen an accurate headcount? | ☐ Yes ☐ No |
| 6. | Card Payment Options
Can attendees pay by card, online or with a front-desk tap, instead of cash envelopes and checks? | ☐ Yes ☐ No |
| 7. | Staff Updates Without IT
Can staff change a menu, cancel an activity for snow, or add an event in under a minute, without waiting on Town Hall IT? | ☐ Yes ☐ No |
| 8. | Member Space & Announcements
Do members have a private space to see programs and receive announcements from the director? | ☐ Yes ☐ No |

Pillar 3: Municipal Funding & Budget Defense

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| 9. | Town-by-Town Impact Tracking
Can you quickly report how many residents from each town attended events, got rides, or received Medicare counseling? | ☐ Yes ☐ No |
| 10. | Ready-Made Board Report
At budget time, can you produce a clean one-page summary or slide deck showing officials your community value? | ☐ Yes ☐ No |

Your score: _____ / 10

What Your Score Means

8-10 points: Modern Community Hub

You're ahead of the curve. Staff spend less time on paperwork, and town officials have clear proof of your impact.

5-7 points: Typical Municipal Page

Your site works as an online brochure, but your front desk is absorbing manual work: handling cash, answering repeat calls, and compiling reports by hand.

Under 5 points: High Friction

Accessibility gaps frustrate seniors and adult children, and without easy reporting, defending your budget at Town Hall is an uphill climb.

Three Quick Wins You Can Make This Month

- **Make every phone number tappable.** Type numbers as text, not inside images or PDFs, so phones can dial them.
- **Post your calendar as a web page, not just a PDF.** It reads better on phones and can print as one clean sheet.
- **Start tracking which town each visitor comes from.** Even a simple tally gives you real numbers for budget season.

See It Working

Quinebaug Valley Senior Center in Brooklyn, CT, serving a 10-town region, has a website built around all ten of these checks: tap-to-call numbers, high-contrast and large-text options, printable schedules, online event RSVPs, plain-language Quick Answers, a member portal, and town-by-town impact reports. See it at qvscc.org. (Card payments are available as an optional add-on.)

Want a free 15-minute review of your center's site?

Brought to you by Big Cat Marketing Group

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