



FROM THE EXECUTIVE DIRECTOR

ANNUAL REPORT

It has been another busy year at PSRC. In reflecting on the year, the thing that stands out most to me is the many ways that we implemented new technology.

- The new website was introduced in June. It is easier to navigate, mobile-friendly, and has updated information and resources.
- We moved to electronic newsletters and eblasts while continuing a print option by subscription. This was both cost-saving and enables us to make updates/corrections after going to press.
- We installed the new electronic sign board at the Suzanne Patterson Building, creating an opportunity to let you know about upcoming events, important tips, and the day's activities.
- You have noticed that we encourage online registration. Tracking all programs in our database and conducting evaluations helps us plan and manage programs better.
- Staff and board are also using SharePoint to share and archive documents.

PROGRAM HIGHLIGHTS INCLUDE:

- "Then & Now: Growing Up African American in Princeton," featured two generations of local residents who shared their stories and engaged with the audience.
- "Coming of Age in An Aging America," a collaboration with the Princeton Public Library, showed a video followed by panel discussion on the need to adapt to an America with more older adults than children.
- Participation in the community-wide collaboration Migrations, included (at PSRC) art shows, lectures, TED talks, book discussion groups, and a Sharing Migration Stories group. PSRC

PROGRAMS 2016–2017 /

PROGRAMS 2017–2018 (13% increase in programs offered)



also participated in the community-wide Welcoming Princeton effort.

- We presented several lectures, including authors and artists.
- We offered more FYI programs on a wide range of topics including health, wellness, and personal safety.
- The Fall Conference, "Technology and You," presented 11 workshops and a resource fair, drawing the largest attendance ever.
- The Health & Flu Fair featured health screenings, vaccinations, and information from state and local government agencies.
- Hit movies, documentaries, and opera videos were shown and TED Talk discussions continue to be popular.
- We continue to offer retirement programs, including a lecture series at the Princeton Public Library and groups.
- Evergreen Forum offered 28 classes for almost 600 students each semester. It is working well to use the Presbyterian Church of Lawrenceville for many of the classes. Our lifelong learning programs are both popular and expanding.
- Technology lab and classes have been very popular, and we deeply appreciate the volunteers who help every week.

SUPPORT SERVICES:

- We were pleased to reopen Mercer County's Nutrition site in Princeton, offering lunch and socializing daily.
- Ridership with Crosstown Transportation continues to grow (as does the aging population).
- HomeFriends celebrated its 30th year, providing volunteer companionship to 24 people.
- More than 500 people attended a wide range of groups this year. Widows now welcome Widowers and Let's Talk in English has been re-envisioned as Global Conversations.
- PSRC's awareness of local resources and benefits continues to be our most valued service by the community, family members, and area professionals. Again, demand grows with the population.

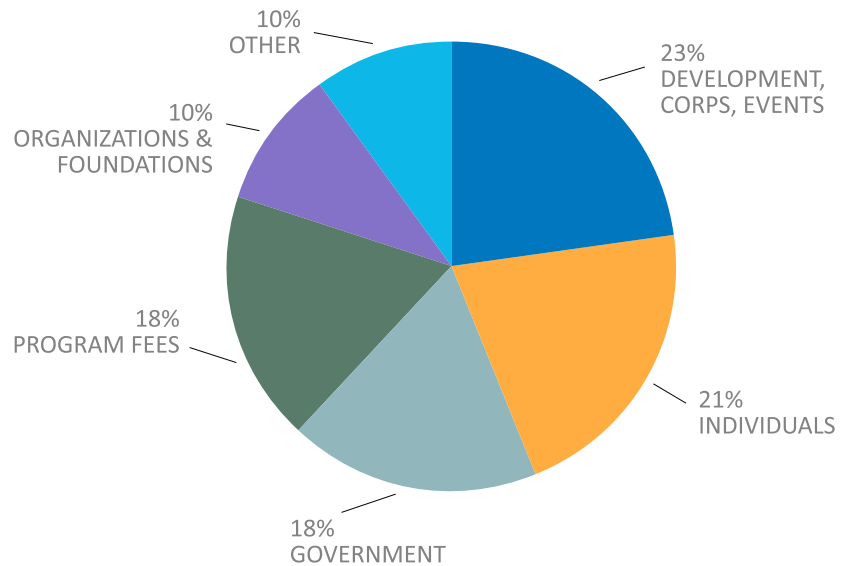
GRANDPALS has had a year of smooth transition from longtime coordinators Olivian and Sallie to Wendy and Carla. Nearly 130 dedicated volunteers read to 300 elementary school children this year. Olivian and Sallie were celebrated at the annual luncheon.

EVERGREEN 2016–2017 /

EVERGREEN 2017–2018 (12% increase in attendance)



SUPPORT 2017–2018



THE DEVELOPMENT TEAM worked hard to support PSRC's programs and services, conducted an annual appeal, a major event, Rago luncheon, and a dance, as well as a special GrandPals campaign and grant writing. The number of annual corporate sponsors has grown. As a non-profit, PSRC relies on your generous support. Thanks to Janssen Pharmaceuticals, Inc., David Mathey, Curtis W. McGraw, Unitarian Universalist Church, and the Dorthea van Dyke McLane Association foundations for supporting our support services, and to the Robert Wood Johnson III Fund, the George H. & Estelle M. Sands Foundation, and the Municipality of Princeton for unrestricted support. Thanks to Bloomberg Philanthropies and The Bunbury Fund for supporting technology at PSRC, and to the George H. & Estelle M. Sands Foundation, Nordson Corporation, PNC Bank, Johnson Park, Littlebrook, and Riverside school PTOs, and campaign donors for supporting GrandPals.

In addition to work on the website, **MARKETING** has redesigned most of our communications, including the newsletter, enews, and event advertising.

PSRC is pleased to have David Cohen appointed as Liaison with Princeton Council, facilitating communication as we undertake the nutrition program and work on changes at the Suzanne Patterson Building, starting with upgrading the wifi.

We are also happy to have established

an advisory board to help the board and staff with strategic visioning and community awareness.

I do not need to tell readers of our monthly and weekly news that there is a lot to offer at PSRC. It would not be possible without a dedicated, collaborative staff; a steadfast board; and amazing volunteers who teach, assist in the lab, help at the front desk and with events, and serve as

GrandPals and HomeFriends.

PSRC has made excellent progress on the current strategic plan, and is in good shape to pursue remaining goals in the coming year.

Susan W. Hoskins, LCSW
Executive Director