

CALIFORNIA EMERGING TECHNOLOGY FUND

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SENIOR SERVICE AMERICA INC.

JUNE 28, 2007

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	SENIOR SERVICE AMERICA INC. (SSAI)
Name(s) of Principal(s) and Complete Titles	Anthony R. Sarmiento, President and Executive Director
Contact Information (complete)	8403 Colesville Road, Suite 1200, Silver Spring, MD 20910, tsarmiento@ssa-i.org
Name of Program or Project (if different from organization)	(SSAI's project will propose to provide broadband access to disadvantaged older persons in the City of Oakland.)
Geographic Location or Focus of Program or Project	<p>Specific counties in 16 states, including the following California counties:</p> <ul style="list-style-type: none"> Alameda County Contra Costa County Los Angeles County Monterey County San Luis Obispo County Santa Barbara County <p>(The proposed CETF project will focus on the City of Oakland.)</p>
Demographic Overview of Focus Community or Population	<p>Older persons at least 55 and over whose family income falls below 125% of the Federal poverty guideline and who face barriers to re-entering the workforce.</p> <p>Below is a profile of the participants served in the city of Oakland during program year 2005:</p> <ul style="list-style-type: none"> • 81% minority; • 63% 60 years or older, 36% 65 years and older; • 45% high school diploma or less, 23% less than high school;

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	<ul style="list-style-type: none"> 81% at or below Federal poverty guideline.
Description of Program or Project named above	The mission of Senior Service America is to reaffirm and enhance the value of older persons (especially those who are low and moderate income) as an essential resource for building better communities and productive workplaces.
o Goals	
o Objectives	<ol style="list-style-type: none"> 1. Help older persons improve the quality of their lives through employment and work-related training and education. 2. Increase the quality and quantity of opportunities for older persons to work in the public and private sector (including the private for-profit sector). 3. Improve society’s perception of older workers. 4. Strengthen the capacity of Senior Service America’s network of local partners to assist disadvantaged older persons. 5. Become a model organization/employer that values and builds on the strengths of each of its staff.
o Strategies	<p>Senior Service America’s major program is the Senior Community Service Employment Program (SCSEP), in which low-income seniors are paid to work in over 2,000 local nonprofit and public agencies while learning new skills to equip them to re-enter the workforce, SSAI receives annual funding through a competitive process from the US Department of Labor as one of 18 national grantees to operate SCSEP, implemented exclusively through subgrants to a diverse network of local partners. SSAI’s SCSEP subgrantees include local and regional government agencies, community-based and faith-based organizations, senior centers, community colleges, and others.</p> <p>SSAI also receives funding from the US Environmental Protection Agency as one of five national organizations to operate the Senior Environmental Employment (SEE) Program. This program employs older persons 55 and over to work in various EPA offices and facilities throughout the country.</p>
o Actions	<p>In addition to managing its SCSEP subgrantee network, Senior Service America has produced several publications for the aging services provider community, including <i>Engaging Immigrant Seniors in Community Service and Employment Programs: A Guide for Providers</i>, co-authored with the Center for Applied Linguistics, and a DVD, <i>“The SCSEP Story: Transforming Lives, Building Communities.”</i></p> <p>SSAI has also implemented several pilot and demonstration programs, including initiatives that prepared SCSEP participants for the GED Test; conduct oral histories of older Louisianans after Hurricanes Katrina and Rita; serve as peer counselors and trainers on brain wellness and memory functions; and tutor children in primary school settings.</p>
o Outcomes	In the grant year that ended June 30, 2005, SCSEP participants in SSAI’s program provided over 5.3 million hours serving their communities through a wide range of local nonprofit and public agencies, including senior centers, libraries, senior nutrition programs, schools, legal aid offices, day care centers, museums, etc. In addition, almost 2,400 seniors left the program and were placed into jobs not supported by grant funds.
o Brief History (when was	The organization was established in 1962 under a different name as a related organization of the National

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<p>the organization founded or when was the program launched?)</p>	<p>Council of Senior Citizens, a leading advocacy organization for older Americans established by the national AFL-CIO and its unions. In 2002 the organization changed its name to Senior Service America Inc.</p> <p>SSAI is governed by a seven-member board of directors, which includes Barbara Easterling, national Secretary-Treasurer of the Communications Workers of America; Rev. Kenneth Smith, Senior Fellow at the Chicago Community Trust; and Dr. Donna Christian, CEO of the Center for Applied Linguistics.</p> <p>SSAI has been awarded a grant from the US Department of Labor to operate SCSEP every year since 1968, and has been funded by the US Environmental Protection Agency to operate the SEE Program since the program's inception in 1984.</p>
<ul style="list-style-type: none"> o Size and Magnitude of Program or Project <ul style="list-style-type: none"> ▪ Number of People Served, Involved, Impacted 	<p>SCSEP: In the year that ended June 30, 2005, over 11,000 low-income seniors participated in SSAI's SCSEP program..</p> <p>SEE: Over 300 older persons work in EPA offices and facilities in several states.</p>
<ul style="list-style-type: none"> ▪ Annual Budget, Percentage of Earned Income and Staff 	<p>\$72 million, 52 staff</p>
<ul style="list-style-type: none"> ▪ Funding Sources and Partners 	<p>US Department of Labor: \$55 million US Environmental Protection Agency: \$17 million</p> <p>SSAI provides funds to 82 local SCSEP subgrantees in 16 states, including the following organizations in California:</p> <ul style="list-style-type: none"> • Alliance on Aging, Inc. (Monterey) • Chinese Committee on Aging (Los Angeles) • City of Oakland Department of Department of Human Services • Work Training Programs (Santa Barbara) <p>For the program year starting July 1, 2007, SSAI will award \$3.4 million to its California subgrantees, and \$1.1 million to its City of Oakland subgrantee.</p>
<ul style="list-style-type: none"> o Results and Evidence of Success <ul style="list-style-type: none"> • Metrics for Evaluation Progress 	<p>As a grantee of the US Department of Labor, Senior Service America is required to report extensive data about the characteristics, status, and program outcomes related to all of its SCSEP participants on a quarterly basis. The Older Americans Act requires that SCSEP grantees be measured by specific performance measures. For more information about this data collection and program performance measurement system, see http://charteroakgroup.org/resources/scsep.shtml.</p>
<ul style="list-style-type: none"> • Change in Outcomes or Metrics Over Time • How long does it take to secure results for 	<p>For the program year that ended June 30, 2004, the US Department of Labor ranked Senior Service America as the highest performing SCSEP grantee in the country. SSAI has met or exceeded SCSEP program goals every year since 1968.</p>

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REGION FACT FINDING CONVERSATION
WITH KEY STAKEHOLDERS AND PROSPECTIVE PARTNERS

DATE
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the program above?

The US Department of Labor provides quarterly progress reports of its SCSEP grantees. Senior Service America collects and provides monthly progress reports to its SCSEP subgrantees.

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