

Making It Happen

Volume 1.4 Spring 2007



EDMONTON
SENIORS
COORDINATING
COUNCIL

Inside this issue:

The Board Bus	2
ED's Message	3
Grandparents	8
Presentations	9
Elder Abuse	10
S.C. Funding	12
Better Websites	13



Seniors' Transportation Steering Committee

Following the November 3, 2006 Roundtable on Seniors Transportation, a steering committee has been working to move ideas to action. The steering committee includes representatives from the City of Edmonton departments of Transportation, Transit and Community Services, representatives from Alberta Infrastructure and Transportation, and Alberta Seniors and Community Supports. The group also includes representatives from Seniors United Now (SUN), Millwoods Seniors Outreach Connection, Capital Health Homecare, the Alberta Motor Association (AMA), Lifestyle Helping Hands, the Geriatrics Department of the Glenrose Rehabilitation Hospital, and the Seniors Driving Centre.

(Continued on page 9)

Operation Friendship Seniors Society

Operation Friendship Seniors Society is a non-profit society, incorporated since 1974, that provides community-based preventive social services and housing to seniors in Edmonton's inner city. The mission of the society is to offer services to improve the quality of life of inner city seniors.

The Society currently operates the **McCauley Senior's Drop-In Centre**, seven days a week, as a safe gathering place where seniors can socialize, develop friendships, volunteer, and become part of the community. Both recreational and wellness activities are available, as well as free nourishing meals. Foot care, flu clinics, a visiting public health nurse, showers, a change of clothing and haircuts are also provided.

Operation Friendship Seniors Society's **Housing Registry Program** helps seniors find appropriate housing and provides follow-up. The **Helping Hands Program** helps seniors stay

(Continued on page 6)

Next Board Chairs and Executive Directors Meeting

Friday, May 18, 2007
10-12 noon

At Westend Seniors Activity Centre
(9629-176 Street)

Putting the Board Bus Back on the Road:

- Attracting and retaining good board members and other volunteers.

*Val Mayes, Edmonton Chamber of Voluntary Organizations:
Board Chairs and Executive Directors Meeting*

There are 8000 not-for-profit organizations in Edmonton. They all have boards. What can we do to help the ones we are associated with to run better?

What makes the differences between boards?:

What is needed on the Board Bus?

A Destination
(Vision, Mission)

Check out: (Goals)
- Who else is there?
- Who has got what?
- Who is driving?
 With a license?
- Who is navigating?
 With maps?
 With GPS?

Make sure: (Plans)
- To pack everything needed
- That maintenance is done

HEALTHY BOARDS

Mutual respect
Fun!
Dynamic
Productive
Esteeming
Debriefing
Evaluative
Passionate
Everyone has something important to do
Prepared
Willing and able to learn
Trust
Shares vision
Appreciation

NOT SO HEALTHY BOARDS

Boring
Micro-managed
Procrastination
Distrust
Individual egos
Off-topic
Close-minded
Negativity
Limited ownership
Lack of leadership
Two sets of rules
No shared purpose

What would attract you to serve on a board?

Positive Outlook
Challenge
A place to contribute
Passion
Caring

Recruiting:

- Organizations that require volunteers to have police information checks should mention that in their advertisement. This will discourage some inappropriate volunteers.
- Think about creative places to advertise, for example at CNIB, where as their representative stated, "there are many people willing to become volunteers, but are never asked by anyone."
- Do a needs-assessment to figure out what skills are needed on your board. Recruit specifically to find people who match those skills. (Visit the ESCC website to see a sample [Board Skills Questionnaire](#).)
- Have potential board members fill out applications.

(Continued on page 5)

Your Own Web Pages

Each member organization has pages on the ESCC Website. You can update these as often as you like. Send news to David or be trained to do updates yourself. Make it as fancy as you like. (For example see the **Association of Day Support Programs** web pages).

If your organization doesn't have a **website of your own** then these pages are even more important. Many people now search the World Wide Web for services and organizations. If you are a member of ESCC – get your web pages up to date. If you are not a member - become one now and enjoy your organization's presence on the web.

Executive Director
Sheila Hallett
executive.director@seniorscouncil.net

Member Services
David Loper
memberservices@seniorscouncil.net

Executive Director's Message

Having worked for the ESCC for about nine months now and with my previous experience as an executive director for the Calder Seniors Drop In Society, I am starting to see the big picture of community services for seniors in Edmonton. I understand the stresses that senior-serving organizations are experiencing in the areas of staff recruitment and retention, low wages, funding challenges, space constraints, risk management, and volunteer recruitment and retention (especially for volunteer board of directors). These challenges impact services and programs. I also understand how essential it is that seniors all over the city are able to access services they need. Lack of adequate transportation for seniors and the changing demographics and population add to the challenges and altogether you have a sector that could really benefit from joint planning, coordination and problem solving.

I sense that the time is right to really dig in and plan for the future so that organizations can grow and evolve, fill gaps and meet increasing needs. Here's how I see that ESCC can help. In working with the City of Edmonton Community Services to come up with a long-term strategy for funding senior centres, I have tried to get a sense of service coverage for Edmonton. All senior-serving organizations, not just senior centres, are unique and have evolved to fit the needs in their community. That has worked well up to now, but there are gaps in services. For instance with all the snow that

(Continued on page 4)



Executive Director Sheila Hallett at the Greying Nations Conference

(Continued from page 3)

Future Plans Meeting

Organizational representatives (executive directors and board chairs) are invited to discuss how service gaps could be addressed in a broad strategic plan at an upcoming meeting:

May 18th

10-Noon

Westend Seniors Activity Centre

We will also be seeking input on a process for developing the broad strategic plan for senior services in Edmonton.

Please RSVP to executivedirector@seniorscouncil.net and also let us know if there are other agenda items you'd like to discuss.

We hope all senior-serving organizations will become involved as we begin this important work.

Edmonton received this past winter, a strain was put on snow-shovelling programs. There were times when agencies couldn't handle anymore phone calls from seniors needing assistance and they had to refer the seniors elsewhere. Offers of help from volunteers through community leagues raised the issue of security clearance procedures as a potential barrier to volunteer recruitment. Seniors calling agencies to request help in getting their walks shovelled were required to take out memberships in some locations and not at others. Services cover certain areas of the city well, but not so well in other areas. Some services are provided by volunteers for free, and in other cases there is a charge.

Through the Task Force on Community Services for Seniors (which wrapped up in 2003), participants spoke loud and clear about five key principles that programs and services for seniors should reflect: sustainability, diversity, accessibility, equity and community involvement. The snow shovelling service example demonstrates that there are problems with accessibility and equity. That is where the Edmonton Seniors Coordinating Council comes in. We were set up to take a leadership role in helping organizations to plan and coordinate programs and services for older adults. The ESCC's key responsibility is to develop a broad strategic plan for addressing the needs of seniors in Edmonton that will provide guidance for planning by its member organizations and others.

The challenges I noted above are really pushing agencies and frustrating both seniors and occasionally volunteers. One possible way to help organizations would be to have some common understanding and definition of services and programs and then ample resources to support these across the whole of Edmonton (sustainability). In order to honour the principles of accessibility and equity and eliminate service gaps the system should have basic standard services (and potentially programs) seniors could expect to find across the city (i.e. snow shovelling) and these services must be affordable for seniors living on a low income. Beyond the basics there will always be for-profit service providers for those seniors who can afford them and there will be some special services/programs that organizations design to meet the needs of their own specific clientele (diversity and community involvement).

Sheila Hallett, Executive Director, ESCC

(Continued from page 2)

Contents of the Board Orientation Binder:

- Code of conduct
- Confidentiality statement
- Skills needed to do the job
- Expectations of the board members
- Liability
- Bylaws
- History
- Vision
- Policies
- Procedures
- Job description
- Emergency procedures
- Strategic plan
- Mission
- Budget
- Example of funding application
- Minutes (a years worth)
- Financial statements
- Contact info – board & staff
- Brochure
- Annual report
- Space (in the binder to add more goodies)

Websites of Interest

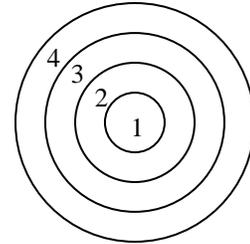
- www.ecvo.ca
- www.rcvo.org
- www.govolunteer.ca

How people are prepared for participation on the board:

The Community of Practice concept

Four concentric circles

- 1) Board
- 2) Volunteers
- 3) Members
- 4) Others (the outer circle)



The second circle is an important one to identify as a place on which to draw for new board members. People in that circle are ones who already have enough interest in the organization to help out by volunteering. They are the ones not on the board who organize and run special events or do various programs such as the travel club. They are the natural pool that should be considered for board recruitment.

There are many strategies to help move these valuable people from that second circle into the inner circle of the board. They could be recruited to be assistants to board members for specific tasks. If part of a board member's job is to oversee the library materials or a fundraising venture, give an interested person part of that job to do.

Also, try mentoring projects where you match a board member with someone who may be interested, but is apprehensive about applying for a position on the board. That way the person could learn more about the job. Some organizations use probation periods where the volunteer has the opportunity to see if the commitment fits their expectations and needs and the organization has an opportunity to see if the person fits in that volunteer position.

Val Mayes, Edmonton Chamber of Voluntary Organizations



Operation Friendship Seniors Society

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Mission Statement

Operation Friendship Seniors Society's mission is to offer services to improve the quality of life of inner city seniors.

Regular Membership in ESSC

May be held by not-for-profit senior-serving organizations incorporated under the Societies Act or Part 9, Companies Act. "Senior-serving organizations" are groups that provide social and recreational programs and/or social support services specifically for Edmonton's aging population.

(Continued from page 1)

in their homes as long as possible. Workers accompany seniors on shopping trips, transport seniors for medical and dental appointments, provide friendly visits for isolated or shut-in seniors, and help connect seniors to the larger community. The **Outreach Program** reaches out and brings services to inner city residents. Outreach workers respond to referrals from agencies and the community at large by linking people to needed resources and services. The **Volunteer Program** provides individuals, groups, and organizations with opportunities to become involved with their community, especially with people in need.



In 1985, Operation Friendship Seniors Society began building and managing housing. The society now offers a continuum of housing: a forty unit **Rooming House** built for hard-to-house seniors; **Hutton Place**, a twenty bachelor unit apartment building, for independent seniors; and two lodges: **Sparling Lodge** and **McCauley Lodge**. It also manages an additional apartment building for Capital Regional Housing and are working on a Designated Assisted Living Building. In total, the society manages 158 housing units.

Operation Friendship Seniors Society serves close to 1,200 older individuals. There are about 50 paid society staff and over 1200 volunteers. Services may be accessed in person or by telephone.

Operation Friendship Seniors Society is a place with a great spirit, vision and values, and great food. It is also a great place to volunteer.

ESCC Membership

One hundred percent of last years members have renewed their membership in ESCC. We have also had many new members to fill the list.

	Membership 2006	2007
Reg	29	34
Assoc		
Org	8	8
Indiv	4	6
Total	41	48

Welcome to new ESCC members since Mid-December 2006:

Regular Members

- Bernadette N. Swann Social Care Foundation
- Edmonton Senior Slo-Pitch Assoc.
- Golden Horizon Seniors Society
- Jewish Drop-In Centre
- Korean Seniors College Society
- Millwoods Seniors Outreach Connection
- Seniors Outreach Network Society
- South East Edmonton Seniors Association
- South-West Senior's Outreach Society

Associate members:

Capital Health Home Care

Values of Operation Friendship Seniors' Society

Non-judgmental:

OFSS believes our clients have a right to live their own lifestyles. Services are offered in a non-judgmental way without expectation of rehabilitation.

Choice:

OFSS presents healthy alternatives, allowing seniors to make choices to improve their quality of at their own initiative.

Friendship:

OFSS seeks out inner city seniors in need and establishes a supportive friendly environment.

Dignity:

OFSS believes everyone should be treated with dignity, respect, honesty and fairness regardless of their life styles.

Safety:

OFSS believes that clients and staff have a right to work and receive services in a safe, non-violent setting.

Independence:

OFSS will offer services to foster independence.

Community:

OFSS values the community of inner city seniors and the support they provide to each other and the wider community of Edmonton and the support provided to Operation Friendship Seniors Society.

Transparency:

OFSS will conduct business as a responsible member of the community, valuing transparency of decision making and protection of individual privacy and confidentiality.

Staff Support:

OFSS will support its staff to achieve the mission and vision of the organization.



For full information about the Grandmothers to Grandmothers and on the Stephen Lewis Foundation see www.stephenlewisfoundation.org

To get involved locally or for more information on *the GANG* contact Vicki vickistrang@shaw.ca.

Right now *the GANG* and the other groups across Canada are urging our federal Canadian government to honour Bill C-9 which was passed unanimously in 2004. It was a Bill allowing the manufacture and export of generic drugs including antiretroviral drugs for HIV/AIDS to poor countries, but so far not a single pill has been shipped to any country.

See the launch of the DVD "A Generation of Orphans" produced by the Stephen Lewis Foundation. **May 11, 12 noon at Centre Stage in the CBC Atrium** (123 10062 102 Avenue) to celebrate Mother's Day. We are indeed giving voice to our African sisters.

The Grandmother to Grandmother Campaign "The GANG" - by Vicki Strang

We have all heard about the HIV/AIDS pandemic, particularly as it affects the African continent. Many of us have been moved by the wrenching words of Stephen Lewis in his Massey Lecture Series and book *Race Against Time*, specifically how the pandemic is shredding the fabric of the African family. Productive adults are dying leaving orphaned children. The children are caring for their dying parents and end up living in child-headed homes. The African grandmothers, who have lost their own children to AIDS, have been stepping into this family void. They are the ones who are caring for the orphaned grandchildren and propping up the very foundation of African society.

Realizing the dire circumstances of the African grandmothers, the Stephen Lewis Foundation launched its *Grandmother to Grandmother Campaign* in March, 2006. The Campaign took hold with the Toronto *Grandmother Gathering* in August, 2006 when the Foundation brought 100 African grandmothers from their villages to share their stories with some 200 Canadian grandmothers. It was a gathering like no other! The energy from that gathering surged powerfully across the country. Today there are more than 150 grandmother groups in Canada; the number is increasing all the time. They are also beginning to form in the USA and other countries.

The grandmother group in Edmonton is *the GANG*, or Grandmothers of Alberta for a New Generation. We started out with 10 in the fall but quickly grew to more than 80 members strong. It is the love and deep devotion to our own children and grandchildren that fuels our desire to stand in solidarity with the African grandmothers who struggle against great odds to give the best they can to their children and grandchildren. It is our mission, therefore, to give voice to the plight of African grandmothers, to share our resources with them, and, most of all, to give them hope. We stand with them when they say "Our children, like all children, deserve a future. We will not raise children for the grave." *The GANG* is organizing regionally, with sub-groups forming in Sherwood Park, Morinville, and St. Albert. To date, we have held informational events, organizing workshops and one fundraising event. It was deeply moving and reaffirming to meet with Stephen Lewis personally on April 11, 2007 as he was passing through on one of his many speaking engagements. He again emphasized that grandmothers have tremendous power to effect change.

The presentations mentioned here along with the ESCC booth at the Greying Nation Conference March 21-23, 2007 allowed us to feature the many programs and services that our member agencies provide in Edmonton.

The next meetings of **Executive Directors** and **Board Chairs** will be **May 18th, from 10 a.m.-Noon** at **Westend Seniors Activity Centre (9629-176 Street)**.

All senior-serving organizations are welcome to send representatives to this meeting.

The ESCC will give updates on our work and will be seeking input on a process for developing the broad strategic plan for senior services in Edmonton.

Please RSVP to executivedirector@seniorscouncil.net and also let us know if there are other agenda items you'd like to discuss.

ESCC Presentations in the community:

On February 7th and 9th the ESCC and the City of Edmonton Community Services spoke to three classes of first-year nursing students at Grant MacEwan Community College. About 240 students learned what is available in the community to support seniors and they were treated to some chuckles and the insights of ESCC board member Arlene Meldrum as she provided a first-hand account of healthy aging in the community. Brenda Wong, Seniors Coordinator with the City, David Loper and Sheila Hallett all contributed demographic information, case examples and tips for nurses to round out the presentation and it was very well received.

On March 7, 2007 Sheila attended 'The Pursuits of Leisure' event hosted by the Strategic Financial Concepts. The event was for their clients who will be retiring in the next year or so. Sheila presented a talk on Healthy Active Aging and Wellness in the Community to inform soon-to-be retirees about all the options for activities within their communities.



(Continued from page 1)

The group has been very busy taking the recommended priorities from the Roundtable and expanding on the ideas, identifying stakeholders and attaching budget figures to the actions. Several of the ideas relate to work that involves the City of Edmonton and these ideas are going to be submitted in May to City Council. It is

hoped that many of the recommendations will be included in the 2008 budget. Other ideas that do not relate specifically to the City, will continue to be worked on in the next few months. The group is also planning on hosting another Roundtable in the fall of 2007. Stay tuned for more developments.



**Cultural Diversity:
Looking to Models
for Consultation.**

The model of a consultation team is being considered by a group of interagency representatives that work with seniors from immigrant and refugee communities along with ESCC.

The group will be meeting again on

**Monday
May 14
1 p.m.
CN Tower
12th floor
boardroom
(1202).**

The group will be discussing a terms of reference and identifying key organizations that should be involved in the team.

If you are interested in attending this planning meeting, please [R.S.V.P.](#) to ESCC.

**Associate
Membership
in ESCC**

Is available for individuals or other organizations that have an interest in the delivery of services to seniors.

Elder Abuse Protocols

Board Chairs and Executive Directors met on Thursday April 12th at Strathcona Place Senior Citizens Centre to hear a presentation regarding protocols for responding to family violence. Presenter Sacha Aldrich is the Protocols Coordinator with the Community Initiatives Against Family Violence (CIAFV) Protocols Project.

The CIAFV, a standing set of working groups whose membership is community based, addresses the issues of family violence in the Edmonton area. Their goal is to reduce family violence by promoting consistency across systems and agencies and in the detection and response to victims of family violence. Protocols are guidelines, procedures or policies to follow in any given situation.

Sacha brought along tools regarding elder abuse that have been developed locally or in other jurisdictions and adapted for local use. One tool is a Flow Chart regarding the abuse and neglect of older or vulnerable persons. It shows what to do and gives some sample interview questions, strategies and possible interventions. It also includes referral contact numbers. A Resource Wheel also helps visualize the process. Sacha also brought along an Elder Abuse Resource List, which was compiled by the Elder Abuse Intervention Team here in Edmonton. See the following page to read about the Elder Abuse Intervention Team Model.

Following the meeting, Sacha sent a Risk Management Tool and a Safety Plan for Older Adults that were developed by the Protocols Project with input from the Elder Abuse Intervention Team and Edmonton Seniors Safe Housing. If your agency is interested in these tools please visit the ESCC website and look under the Resources for Agencies at (1.j) for [Elder Abuse Tools from CIAFV](#) or click here.

Outreach workers will be inviting Sacha to one of their interagency outreach meetings this fall. There is potential for them to develop their own protocols (if their agency endorses this process) and then link protocols with other senior-serving agencies involved in the interagency outreach group. In 2006, there were 232 senior clients in Edmonton who were receiving assistance for elder abuse. With coordinated approaches and more awareness about the issues, there can be progress made to reduce elder abuse in Edmonton.

The advantage of the Consultation Team is that it provides two-way communication and the opportunity to:

1. Network
2. Share expertise
3. Discuss cases
4. Facilitate problem solving
5. Expedite the referral process
6. Identify gaps in service
7. Share new resources
8. Develop strategies to create social change



To clarify the role of the ESCC and the City's Seniors Coordinator position it may be helpful to consult a chart that was produced to outline the division of duties. This can be viewed on the ESCC website under "Meet the ESCC" and it is called [ESCC Role Clarification](#).

Edmonton Elder Abuse Consultation Team Model

The Edmonton Elder Abuse Consultation Team has been meeting together for several years with the purpose of having a regular forum for those working directly or indirectly with the issue of elder abuse. This team consists of people who can help deal with the issues that come up as well as service providers that work directly or indirectly with the issue of elder abuse.

Representation is from the following groups: AADAC, Alberta Justice Public-Trustee's Office, Association of Adult Day Support Programs, Capital Health (Homecare, Alberta Hospital, Community Health Primary Care, Regional Mental Health, Northern Alberta Regional Geriatric Service, Community Care Coordination), Catholic Social Services, Edmonton and Area Child and Family Services Region 6, Edmonton Community Services, Edmonton Police Service, Family Violence Prevention Centre, Good Samaritan Society, Greater Edmonton Foundation, Human Resources and Skills (federal), Native Seniors' Centre, Office for the Prevention of Family Violence, Office of the Public Guardian, SAGE, Veterans Affairs and the Victorian Order of Nurses.

They meet monthly and allow time for updates from their agency's perspective regarding elder abuse. They share information, tools, resources or strategies that have been helpful (best practices). They have follow-up time to review/update cases that have gone through the consultation process and time for any member agency to consult the team on a new case.

They have terms of reference, a chair or co-chairs, and a minute-taker. They will also have sub-committees struck to assist with initiatives and they have a 50% decision making rule and each agency is only allowed one vote. The team determines membership and reviews requests from organizations who wish to become part of the team—requests must be made in writing to the chair and it is put on the agenda for team discussion. If your organization would like more information about the team you can contact co-chair Bernice Sewell of SAGE (423-5510 extension 334.)

The Definition of a Senior Centre

1)
"A community facility that provides a diversity of activities and services in response to the needs of the local older adult population."

2)
"A seniors centre is a community focal point on aging where older persons come together and can access services and activities which enhance their dignity, support their independence, and encourage their involvement in and with the community. As part of the comprehensive community strategy to meet the needs of older persons, seniors centre programs take place or emanate from a facility. These programs consist of a variety of services and activities in such areas as education, creative arts, recreation, advocacy, leadership development, employment, health, nutrition, counseling, information and other supportive services."

Senior Centre Funding

The City of Edmonton has expanded their 2007 Building Operating Grant for Senior Centres to include all senior centres in Edmonton, not just centres which are housed in City-owned buildings. At a City-hosted meeting of senior centres Feb. 16/07 the group looked at definitions of senior centres and favoured a definition set out by the province (as outlined in the "Current and Future Roles and Needs of Seniors Centres in Alberta" (Report of the Seniors Centre Study Group), May 2002) (see Definition 1). The province also adapted the a vision originally developed by the National Council on Aging, USA. ..(see Definition 2) .

At the March 19th meeting of City administration and senior centre representatives the group continued to compare service and program information from the centres and strategize about how this information could be used to develop a plan. Though not included in the above definition, they thought the following were important considerations during the grant review process:

- more support to centres with "staff"
- hours of operation/ number of programs
- registered "not-for-profit"
- open non-restrictive membership

The administration in Community Services is to put forward a long-term strategy for funding senior centres to City Council June 25, 2007. It may be broader than just operating funds—work continues on this through Brenda Wong, the City's Seniors Coordinator. Brenda will call a meeting in May to share the draft report with the group before it is forwarded to City administration.

The ESCC has been included in these meetings to aid in the planning process. One of the main mandates of the ESCC is to facilitate the development of a broad strategic plan for addressing the needs of seniors in Edmonton that will provide guidance for planning by its member organizations. I saw the City's funding strategy as a piece of puzzle in the broad strategic plan. Part of our role at those meetings was to bring forward ideas such as other funding models which could be considered. At the March 19th meeting I brought information about a potential funding formula from the State of Delaware and you can learn more about this from the ESCC website under Resources for Agencies ([Delaware Senior Centre Funding Formula](#)).

(Continued on page 13)

Website !

Read your website regularly! See that it is up to date and accurate. Assure that it has good grammar and no spelling mistakes. Frequently give changes and corrections to your web person.

(Continued from page 12)

It is basically a means of classifying programs and services and then applying them into a formula which allows for differences in demographics and participation rates. The group took the information as food for thought. The ESCC will set up consultation meetings this year to do further work on the broad strategic plan and we hope that agencies will really get involved and give their input. --Sheila Hallett, Executive Director, ESCC.

Other Web Stuff

- Use a hyphen (–) in your URL not an underscore (_)
- Search for your site using both www.youraddress and without the www – with just your address. Both of these should get you to your site.
- Site maps with links to all your pages allow the search engine to find them all easily.
- To see what pages of your website are visible (to a search engine) try this: In the Google search line type “site:” then your web address (leave out the “”). Eg. “site:seniorscouncil.net”. This yields 314 pages of the ESCC website that Google sees. It can direct searchers to any of those pages.

Improving your website Help people can find you more easily

A recent conference in Europe decided to redefine “wilderness.” They said it was anyone or anywhere not “plugged into” society. If this is the Information Age, certainly all organizations must be plugged into the Internet to reach many of their consumers. A website presence is not only an important way for people to market goods, but also a great tool for marketing ideas and services for people. Today there are between 60-100 billion web pages online. This number grows by an astonishing 64,000 sites per day. Each week 1.8 million first time users go online, adding to the 550 million searches that occur each day. With these kinds of statistics, how can we be certain that our information is reaching its target?

We must address the rules of the search engines. 85% of all website traffic comes from these engines, with 60% coming from Google alone. How does one appear higher on the left side of the Google search results page? (Those who appear on the top in blue or on the right side have paid for their placement.)

First: **Read your website regularly!** See that it is up to date and accurate. Assure that it has good grammar and no spelling mistakes. Frequently give changes and corrections to your web person.

Secondly: **Follow the following tips:**

Formatting – Setting Up Your Page’s Content

- Be certain that page titles relate exactly to page content. Put **bold** headline text at the top of the page. (This page title is what appears as the clickable title in web search results.)
- Limit each page to one topic. Use different pages for

(Continued on page 14)

URL (your website address)

When it comes to domain names, usually the older the better. Do not change it without a good reason. If you do, use a redirect to send people from the old address to your new one.

If you must change your name, change to words not numbers, punctuation or special characters.

Meta Tags

Meta tags are important. They should be descriptive & be key words to your site. They are best if based on study as to the most searched words. There are links that tell you this data.

Funding for ESCC Provided by:



(Continued from page 13)

different content. Every page should be optimized with specific words for that specific page's topic.

- Each page should have 2-4 key phrases that are repeated.
- Place content headers at the top of each paragraph.
- Change the content of your site weekly. Search engines come daily and respond to new content.
- Avoid conjunctions, abbreviations and contractions. For Search Engine purposes it is better to use "language training and cultural training" than to use "language and cultural training" If someone is looking for language training, your website will fall to the bottom of the list.
- Encourage links between your website and others (that have appropriate content.)
- Make your navigation bar titles specific rather than general. (E.g. not "Programs" but "Programs for Seniors")
- Search engines love text. Have a minimum 100 words per page to a maximum of 300-400 words per page. (See more on Flash below.)
 - o If you have a link to another page don't use the words "more", "learn more" or "click here." Instead use a descriptive word or words for the next topic.
 - o Text links are always better than graphic or logo links.

More Technical Tidbits:

Flash – This is a useful program for creating those neat animated parts on a website, but:

- A "Flash" introduction confuses search engines because it is all graphics. There are no words for the search engine to read. (Yes you see words but they as they are produced in graphics not in text, Google cannot read them and classify your page.)
- Navigation buttons using Flash, blocks the Search Engine's travel to the rest of the pages of your site.
- If you want to check out and see what a Search Engine will actually see on your site, try this trick:
 - o Click on your website home page
 - o CTRL-a (select all)
 - o CTRL-c (copy)
 - o Open the program **Notepad** by going to (Start/Programs/Accessories/Notepad)
 - o CTRL-V
- You will see all the search engine readable text on that page

For more information, check out the website of the people that put on the seminar. <http://www.epiar.com/>. This whole presentation and others are available there.