



About This Plan

This strategic plan was developed using a comprehensive approach that combined professional analysis, staff expertise, and direct community input. In 2025, the city of Burleson commissioned a consultant to complete a facility needs assessment for all city-owned buildings. The Burleson Senior Activity Center was included in this study,

WHICH IDENTIFIED AGING INFRASTRUCTURE, DEFERRED MAINTENANCE, AND ACCESSIBILITY CHALLENGES THAT MUST BE ADDRESSED TO SUSTAIN AND GROW SERVICES.

In addition to the facility review, the plan draws heavily on feedback from the staff who operate the center daily and understand both operational strengths and ongoing needs. Their insights provided critical context about space limitations, programming demands, and support required for continued growth.



Senior Activity Center

AN INTRODUCTION

Since moving to its current location in 1997, the Burleson Senior Activity Center has been a cornerstone for the city's older adult community. At that time, Burleson's population was just under 20,000. Today, the service area has grown to more than 55,000 residents, and the center continues to play a vital role in enriching the lives of Burleson's older adults.

The Senior Activity Center is open free of charge to anyone age 50 and older, creating an inclusive space for connection, wellness, and recreation.



When looking at demographics, about 12.5% of Burleson residents are age 65 and older, which is slightly lower than the Texas average of 13.2% and the national average of 16.8%. Burleson's relatively young median age (about 34.9 years) suggests a growing number of adults in the 50-64 age group. According to the most recent American Community Survey, 7,261 residents are between the ages of 50 and 59, while 6,384 residents are 65 or older. This shows that the largest wave of potential center participants is just entering eligibility, signaling strong future demand. (Source: U.S. Census Bureau, 2010; updated annually by the American Community Survey.)

Numbers & Trends

Over the past eight years, the Burleson Senior Activity Center has demonstrated both resilience and remarkable growth. Prior to the COVID-19 pandemic, the center experienced steady increases in participation, with more than 55,000 annual visits and over 8,000 program and class attendances by FY 2018-19. The pandemic, however, created a sharp disruption. Attendance dropped by more than 70%, program participation was cut nearly in half, volunteer hours fell to just over 200, and the number of sponsored events declined significantly as public health restrictions limited in-person gatherings.

Despite these challenges, the center has rebounded strongly in the years since. Beginning in FY 2021-22, participation steadily increased, with annual entries rising above 38,000 and program participation returning to over 7,400. By FY 2022-23, attendance had climbed to nearly 48,000, and program participation surpassed 10,000. Volunteer support began to recover as well, with more than 1,000 hours donated, while the number of sponsored events nearly doubled compared to pandemic levels, reaching 81.

The most dramatic growth has occurred in the past two fiscal years.

In FY 2023-24, the center recorded its highest-ever activity levels, with nearly 56,000 annual entries and more than 19,000 program and class attendances—both record highs. Volunteer hours surged to 1,701, a nearly fivefold increase from pandemic lows, and the number of sponsored events exceeded 200, establishing the center as one of the city's most active community hubs.

In FY 2025, the center had **a record-breaking**

60,154
visitors

2,900
volunteer hours

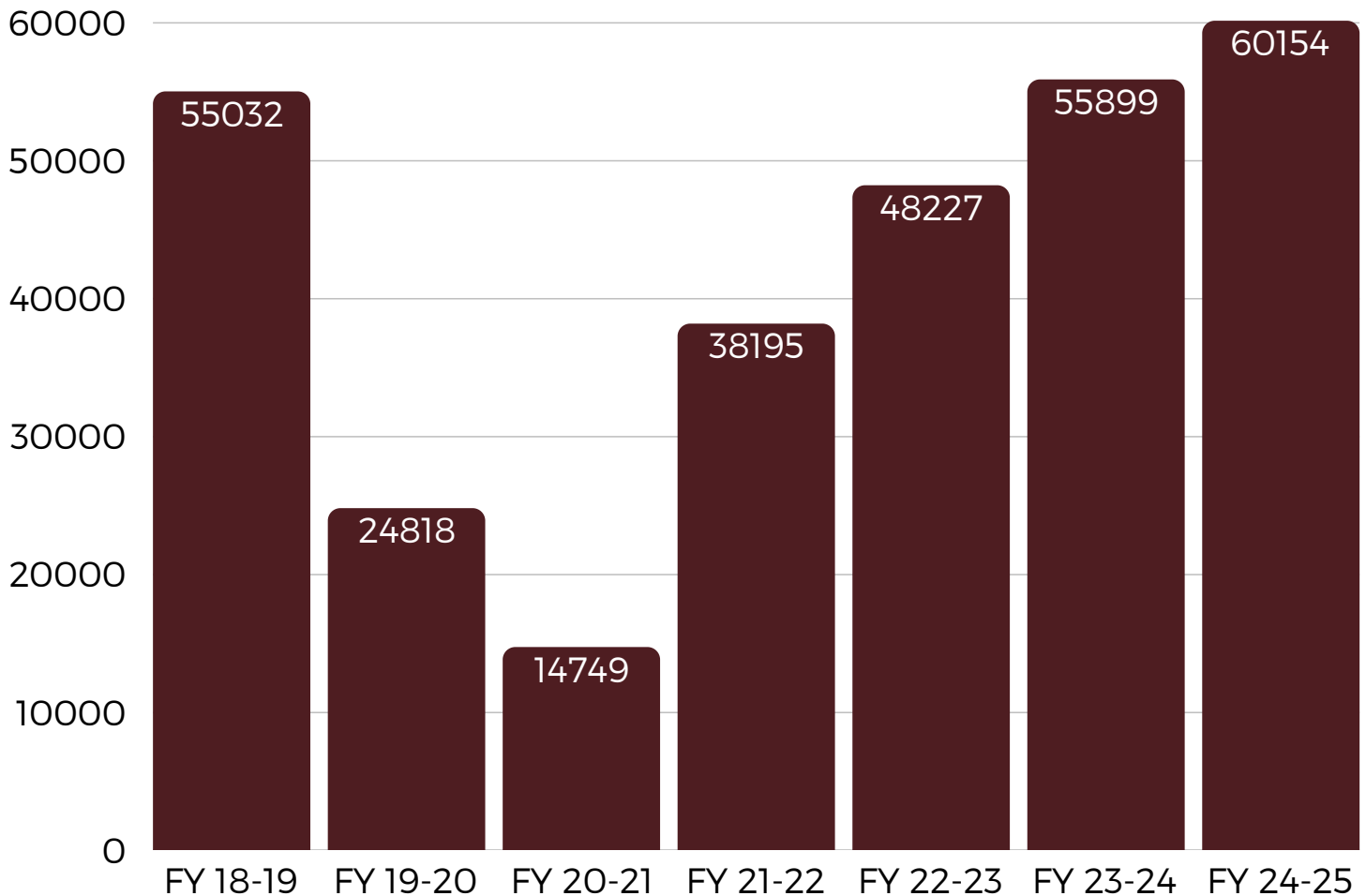
21,351
program attendees

190
events



Numbers & Trends

Senior Center Participants by Fiscal Year



These trends illustrate the center's resilience and its growing role in the community. Not only has the Senior Activity Center recovered from pandemic-era declines, it has far exceeded pre-pandemic engagement levels. Program and class attendance has grown even faster than overall entry numbers, showing that seniors are increasingly participating in structured activities. Volunteerism has revived and reached record levels, demonstrating strong community support and ownership. Likewise, the rapid expansion of sponsored events highlights both the demand for senior-focused opportunities and the center's ability to meet that demand. Together, these data points make a compelling case for continued investment in the center's facilities, staffing, and programs to sustain and build upon this growth.

About This Plan

To ensure the plan reflects the voices of those most impacted, the city launched two separate surveys in August 2025. One was targeted at current participants of the Senior Activity Center, distributed in both paper and electronic formats to maximize accessibility. A total of 189 responses were collected, with the majority completed in paper form. The second survey was distributed electronically to the broader Burleson community, and it received 345 responses from residents of all ages. Together, these surveys revealed not only the value seniors place on the friendships, exercise, and social programs offered at the center, but also areas for improvement such as parking, expanded evening and weekend hours, and more diverse program options including fitness, technology help, arts, and day trips.

Finally, demographic data from the U.S. Census Bureau and the American Community Survey was incorporated to provide context about the city's growing population of older adults.

BURLESON HAS A SLIGHTLY SMALLER SHARE OF RESIDENTS AGE 65 AND OLDER THAN TEXAS OR THE UNITED STATES AS A WHOLE, THE CITY HAS A LARGE AND GROWING 50–64 AGE GROUP, REPRESENTING THOUSANDS OF RESIDENTS SOON TO ENTER ELIGIBILITY FOR THE CENTER.



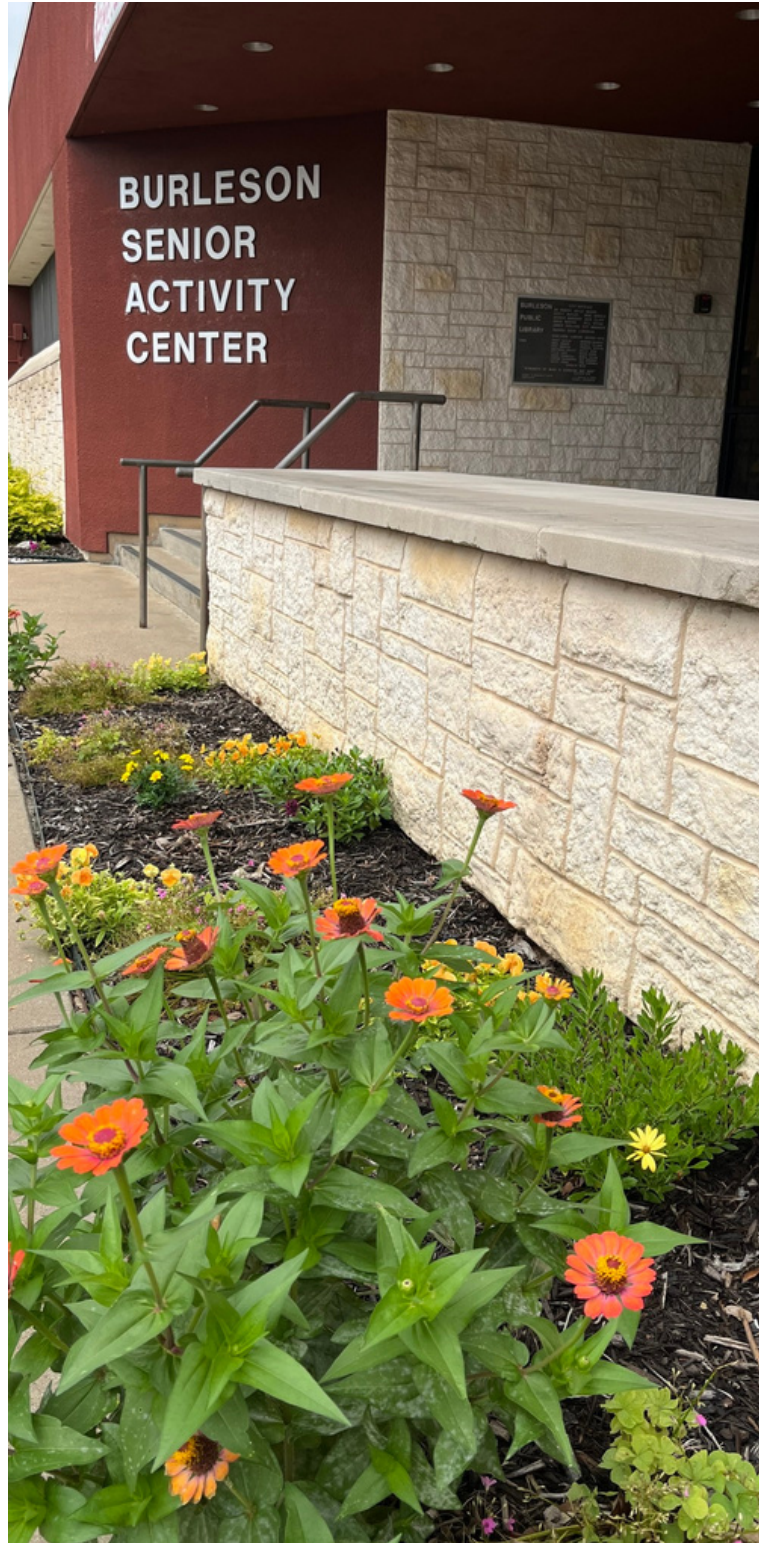
By blending facility assessments, staff perspectives, participant and community survey results, and demographic analysis, this plan provides a clear and comprehensive picture of the Senior Activity Center's current performance, the needs of its users, and the opportunities that lie ahead.

Strengths & Challenges

CHALLENGE: FACILITY LIMITATIONS

One of the most significant challenges facing the Burleson Senior Activity Center is the facility itself. Originally **built in 1980** as the city library, the west portion of the building was later converted for senior center use. In **1996**, an east addition was constructed, bringing the facility to a **total of 10,500 square feet**. While the building has served the community well for nearly three decades, its age and original design create substantial limitations for current and future use.

A **2025 consultant study** of city facilities identified **\$68,500 in deferred maintenance** at the center, contributing to ongoing deterioration and depreciation. The study placed the current estimated replacement **value of the facility at \$2.3 million** and flagged six items for immediate or future attention. Among them were chipped paint in the mechanical room, water damage to ceiling tiles, missing flooring in mechanical spaces, and the need for replacement of aging water and gas pipes. The study also recommended additional signage to improve accessibility and wayfinding.



Beyond these consultant-identified issues, staff have raised serious concerns about the day-to-day functionality of the building. Accessibility remains a major obstacle, with **non-ADA compliant stairs** leading to the nearby post office, awkward handicap ramps, insufficient accessible parking, and restroom fixtures, such as the height of toilets, that do not meet the needs of many seniors. The **deteriorating grease trap, building siding, and cracked walls** also raise safety and aesthetic concerns. Functionally, the building lacks adequate space for activities, classrooms, and storage. The kitchen is undersized and poorly equipped, with limited counter space, an insufficient sink, and several outdated appliances. Progress has been made in the past year with the purchase of a stovetop, vent hood, double oven, refrigerator and freezer to replace the appliances that were original to the building. Staff also struggle with insufficient desk space, a lack of independent janitorial facilities, and too few electrical outlets throughout the building.

Looking ahead, the facility does not align with the center's **growing demand and programmatic needs**. Staff have noted the need for a **larger, modernized kitchen**, more classrooms and exercise rooms, a dedicated game room, and permanent space for pool tables. Technology and safety improvements, such as a ceiling-mounted projector, updated screens, and motion-activated lighting, are also necessary. Storage needs continue to expand as programming grows, particularly for seasonal decorations, equipment, and supplies. Finally, as the number of participants increases, additional staff will be needed, which will require **new office space and technology resources**.

IN SHORT, WHILE THE SENIOR ACTIVITY CENTER HAS BECOME A VITAL HUB FOR BURLESON'S OLDER ADULT COMMUNITY, ITS AGING AND UNDERSIZED FACILITY IS A CRITICAL WEAKNESS THAT LIMITS ITS ABILITY TO MEET CURRENT DEMAND, EXPAND PROGRAMMING, AND CREATE A FULLY ACCESSIBLE AND WELCOMING ENVIRONMENT FOR ALL PARTICIPANTS.



Strengths & Challenges

CHALLENGE: AWARENESS GAPS

Another significant weakness identified through the community survey is the lack of awareness and visibility of the Burleson Senior Activity Center and its programs. While nearly half of community respondents reported being familiar with the center, a notable **49% indicated they had only heard of it but did not know much about it, or were not aware of it at all.** This points to a substantial portion of Burleson's population that remains disconnected from the center's offerings.

For those who were aware, many expressed uncertainty about what activities or services were available. In fact, among respondents who had never visited the center, **27% said they did not know what was offered, and 12% assumed the center "wasn't for them."** Others cited barriers such as not knowing anyone who attends, inconvenient hours, or not being sure they would feel welcome.

Several open-ended responses specifically mentioned that the building felt "old" or "not inviting," and some participants described experiences of cliques or unfriendliness that discouraged further attendance.



Strengths & Challenges



Community members also emphasized the need for **stronger outreach and communication**. Suggestions included more advertising through local publications and social media, direct mailings of calendars, digital signage outside the building, and a more visible presence in the community. Respondents compared Burleson's outreach unfavorably to that of neighboring cities, noting that better promotion could significantly increase participation

These findings highlight a critical gap: while the Senior Activity Center provides a wide variety of valued programs, **too many residents are either unaware of them or do not feel the center is accessible or welcoming to newcomers**. Without improved visibility, branding, and outreach strategies, the center risks underserving the very population it aims to engage.

Strengths & Challenges

The Burleson Senior Activity Center has a number of clear strengths that provide a solid foundation for future growth and success. These strengths highlight both the internal culture of the center and its external reputation in the community.



STRENGTH: LOYAL & ENGAGED MEMBERSHIP

One of the center's greatest assets is its loyal base of participants. Many members have been attending for years, with more than half of survey respondents reporting weekly or even multiple weekly visits. This consistent engagement demonstrates that the center is not just a place for occasional programs, but rather a trusted community hub where seniors build routines, friendships, and meaningful connections. Such loyalty creates stability for programming and ensures that new initiatives are supported by a strong core of participants.

STRENGTH: WELCOMING STAFF & ATMOSPHERE

The friendliness of the staff is consistently cited as one of the most appreciated aspects of the center. Both participant and community surveys emphasized how the staff make people feel supported, valued, and cared for. Many participants described the center as a place where they feel comfortable and welcomed, which is particularly important for seniors who may be facing isolation. The staff's commitment to fostering a positive environment helps reduce barriers for newcomers and encourages ongoing participation.

Strengths & Challenges

STRENGTH: DIVERSE PROGRAMS AND ACTIVITIES

The breadth of programming is another major strength. From games such as bingo, bridge, and dominoes, to exercise classes, language classes, quilting and sewing groups, holiday celebrations, meals, and special events, the center offers something for nearly every interest. Both current participants and community members expressed appreciation for this variety, noting that it makes the center a vibrant and active place. The diversity of programs also ensures that seniors with different backgrounds, abilities, and interests can all find meaningful opportunities for engagement.

STRENGTH: BROAD COMMUNITY SUPPORT

Even among residents who do not attend the center themselves, there is recognition of its value. In the community survey, about half of respondents reported knowing someone who currently uses or could benefit from the center. This suggests that the center's impact extends beyond its walls, touching families, neighbors, and friends throughout Burleson. Such recognition can be a powerful foundation for community partnerships, volunteer recruitment, and advocacy for future investment.



Strengths & Challenges

STRENGTH: AN AFFORDABLE AND ACCESSIBLE RESOURCE

Finally, the affordability of the Senior Activity Center is a key strength. All Burleson residents aged 50 and older are eligible to participate at no cost, making it one of the most accessible resources available to older adults.

This is particularly important given that many seniors live on fixed incomes. The affordability of programs—combined with the popularity of social dances and special events—attracts not only Burleson residents but also seniors from surrounding communities.

The center's ability to provide high-quality programming at little or no cost strengthens its role as a regional asset and an essential part of Burleson's quality of life.

IN CONCLUSION

Together, these strengths showcase the Senior Activity Center as a welcoming, affordable, and dynamic place that enriches the lives of older adults and builds stronger connections across the community.



OVERALL SATISFACTION

The participant survey revealed **high levels of satisfaction with the Burleson Senior Activity Center**. Respondents consistently praised the center as a **welcoming and engaging place** that enriches their daily lives. The most frequently mentioned highlights included opportunities for social interaction, the variety of exercise and physical activities, and the overall friendliness and dedication of the staff team. For many seniors, the center is not only a place to attend activities but also a vital part of their social and emotional well-being.

SOCIAL CONNECTION AND BELONGING

Participants overwhelmingly identified social interaction as their favorite aspect of the center. Many respondents expressed how the friendships and sense of community they've built have had a positive impact on their lives.

“This Senior Activity Center is wonderful. Many activities. I have made many wonderful friends. So much is offered here that there is never a dull moment.

I think it's wonderful as it is, there is something I think for everyone. Great for socialization, feels warm and inviting.

I have really enjoyed coming to the center. People are friendly & you meet new people.



PHYSICAL HEALTH AND WELLNESS

Exercise and physical activities were the second most cited area of satisfaction. Participants highlighted fitness classes, dances, and activity-based programs as both enjoyable and beneficial.

“The Center is a blessing. There is so much to do here. I like it better than the YMCA or EOS.

People are friendly, clean, enjoy the acoustic jam, recorder lessons, karaoke, dances plus everything.

STAFF FRIENDLINESS AND SUPPORT

The staff were consistently praised for their welcoming and helpful attitudes, contributing to the positive environment that keeps seniors returning week after week.

“ *The staff does a great job!*

Love the senior center and specially the staff.

The staff and the director are greatly appreciated! Very helpful and informative!!

I personally feel the staff does a very good job. Friendly and open.



PRIDE AND APPRECIATION FOR THE CENTER

Participants frequently expressed gratitude and pride for the center as a community asset. Many respondents described it as a unique and vital resource for Burleson seniors.

“ *So glad I found you!*

Enjoy every min I'm here.

This is an awesome place! We are lucky seniors!

Ya'll are doing a wonderful job. Love the Senior Center :)

SUMMARY

The overwhelming positivity reflected in the survey highlights the strong foundation the Senior Activity Center has built. Participants view the center as a place of connection, activity, and belonging, supported by a team of staff who are recognized for their friendliness and care. These high satisfaction levels demonstrate that, despite facility limitations, the center is succeeding in its mission to enrich the lives of Burleson's older adults and is well-positioned to grow and serve even more residents in the future.

IMPROVEMENTS

While overall satisfaction with the Burleson Senior Activity Center is very high, survey participants also provided constructive feedback on areas that could be improved. These suggestions reflect both facility needs and programmatic opportunities, and they align closely with staff observations and the consultant's facility assessment. Collectively, these insights highlight where investments in the building, operations, and programming can further enhance the experience for all members.

FACILITY ACCESSIBILITY AND COMFORT

Many participants raised concerns about accessibility, particularly the need for better handicap ramps, automatic-flush toilets, and more senior-friendly restroom facilities. Parking was also noted as a frequent challenge.



“Need a handicap ramp in the front, by the side parking area – no curb interference.

Availability of disabled parking.

Bathrooms for senior adults. There is only one tall stool... the small stools present a potential safety concern.

Ladies restroom needs toilets that flush automatic.

CLEANLINESS AND MAINTENANCE

Cleanliness and upkeep were recurring themes, particularly with floors and tables in high-traffic areas. Participants also suggested having supplies available for self-cleaning.

“Would like to have our floor swept regularly (under tables also).

Helper to make sure floors are cleaned & tables wiped daily.

Make sanitary spray available to attendees (similar to gyms) so they can disinfect questionable areas.



PARKING AND BUILDING SIZE

The current building was frequently described as too small and outdated, with limited parking. Many respondents expressed a desire for a larger, more modern facility.

“Larger building so that more seniors can come and enjoy the activities & other friends.

The parking is very limited.

Compare it to other cities. The building itself is off-putting. It's so dated, and it's small. I feel like I'm walking into a nursing home and not a good one.

”

EXPANDED PROGRAMMING AND ACTIVITIES

Participants expressed enthusiasm for more diverse and expanded activities, from crafts and cooking classes to day trips, cruises, and additional recreational opportunities.

“Craft classes (not art), like macrame.

More teaching how to play games or cooking classes.

We need cruises and day trips.

On Saturdays for Bingo – please allow no limit on number of players.

”



COMMUNICATION AND OUTREACH

Even among current participants, some expressed frustration with not always having timely information about activities. Suggestions included earlier calendar releases and improved outreach to newcomers.

“New calendar out on last week of the month.

I wish more people knew about it! Most of the newcomers I talk to say they just found out about it!

”

Improvements Summary

The improvements identified by participants emphasize two major priorities: addressing facility limitations (bathrooms, ramps, parking, and building size) and enhancing program delivery (variety of activities, communication, and outreach). While these challenges are significant, they also present clear opportunities. By responding to these concerns, the center can strengthen its welcoming environment, improve safety and accessibility, and ensure that programs continue to meet the needs of Burleson's growing senior population.



Focus Area One: Facilities and Infrastructure

The Burleson Senior Activity Center was not originally designed or constructed to function as a senior activity center. Today, the aging facility faces ongoing maintenance challenges and accessibility limitations.

Built in 1980 and expanded in 1996, the building has served the community well for decades. However, the building needs to be reevaluated to determine if it meets the growing and evolving needs of Burleson's senior population. Both participants and community members have expressed concerns about limited parking, outdated restrooms, insufficient activity space and the overall condition of the building.

Addressing these issues will be critical to support the center's continued growth and ensure it remains a safe, welcoming and modern environment for older adults in Burleson.



Focus Area One: Facilities and Infrastructure

OBJECTIVES

- **Address critical facility maintenance needs** to ensure safety and compliance.
- **Enhance accessibility and comfort** for seniors, especially those with mobility challenges.
- **Expand capacity and functionality** of the building to support current demand and future growth.
- **Modernize infrastructure and amenities** to improve efficiency, sustainability, and program delivery.
- **Plan for long-term facility expansion or replacement** to meet the needs of a growing senior population.
- **Strengthen building security** to ensure a safe and comfortable environment for participants, staff, and visitors.



Focus Area One:

Facilities and Infrastructure

WORKPLAN: FACILITIES & INFRASTRUCTURE (2026–2031)

Year 1–2

- Request funding in the FY 2026–27 budget for deferred maintenance items identified by the consultant, including water-damaged ceiling tiles, chipped paint and cracked walls.
- Assess aging plumbing and gas lines to determine when replacement is needed and request funding in a future budget.
- Obtain quotes to improve restroom accessibility, including installing higher toilet bases, adding automatic flush systems and expanding ADA compliance.
- Add or upgrade handicap-accessible ramps at the front and rear entrances.
- Develop a plan to increase the number of both accessible and standard parking spaces.
- Improve building cleanliness and safety by establishing daily floor and table cleaning protocols and providing self-service sanitizing stations.
- Evaluate the current space to determine if it can be reconfigured to add more classrooms, storage areas, and staff office space.
- Conduct a security audit of all current doors, locks, and access points to identify vulnerabilities.
- Request funding for security cameras and panic buttons for the facility.

Focus Area One:

Facilities and Infrastructure

WORKPLAN: FACILITIES & INFRASTRUCTURE (2026–2031)

Year 3-5

- Evaluate options to expand kitchen capacity by adding larger sinks, increasing counter space and continuing to upgrade outdated appliances (stoves, ovens, refrigerators, freezers and dishwashers). Develop a replacement schedule for equipment and purchase a faster ice machine.
- Install a ceiling-mounted projector and large screen to replace portable equipment.
- Add motion-activated lighting and improve the availability of electrical outlets throughout the building.
- Repair and improve siding, windows and roof sealing.
- Develop a plan for building expansion or replacement, including community input and cost analysis.
- Evaluate if designated dedicated program spaces can be possible in this current space:
 - **Game room** for dominoes, bridge, mahjong, etc.
 - **Pool table room** with permanent tables.
 - **Larger exercise rooms** to support growing fitness programs.
- Evaluate adding outdoor amenities such as shaded seating, walking paths, and pickleball courts.
- Expand storage facilities for seasonal decorations, program supplies, and equipment.

Focus Area Two: Programs & Services

The Burleson Senior Activity Center is highly valued for its variety of activities, with participants highlighting games, exercise classes, meals, and social events as their favorites. Survey results also revealed strong demand for expanded offerings such as arts and crafts, music, technology training, day trips, and health-related programs. As Burleson's population continues to grow—especially within the 50-64 age group—the need for a more diverse, flexible, and innovative program mix will increase. Ensuring that programs appeal to both current participants and the next generation of seniors will be key to sustaining engagement and relevance.



Focus Area Two: Programs & Services

OBJECTIVES

- **Expand and diversify programming** to meet the interests of a wider range of older adults.
- **Promote health and wellness** through fitness, nutrition, and mental health programs.
- **Increase flexibility in scheduling** to accommodate working seniors and diverse lifestyles.
- **Develop intergenerational opportunities** that build bridges across age groups.
- **Strengthen cultural and educational programming** to support lifelong learning.
- **Explore shuttle/transportation services** for non-drivers.



Focus Area Two: Programs & Services

WORKPLAN: PROGRAMS & SERVICES (2026–2031)

Year 1-2

- Evaluate adding new classes in high-demand areas such as chair yoga, Zumba Gold, line dancing and music-based activities (karaoke, acoustic jam and singing groups).
- Recruit volunteers to teach expanded craft programs, including macramé, quilting, painting and calligraphy.
- Continue collaborating with the Burleson Public Library to offer technology workshops on smartphone use, computer basics and emerging digital tools. Explore partnerships with local businesses that may be willing to share their expertise.
- Improve calendar reliability by publishing program calendars earlier each month.
- Promote evening and Saturday programming to attract adults ages 50–64 who are still in the workforce.
- Conduct a transportation needs survey of current and prospective participants to determine demand, routes, and service gaps.
- Research transportation models in nearby cities (e.g., volunteer driver programs, city-operated shuttles, partnerships with transit providers).

Focus Area Two: Programs & Services

WORKPLAN: PROGRAMS & SERVICES (2026–2031)

Year 3-5

- Launch a structured day trip program to destinations such as the State Fair, local museums and cultural events.
- Introduce new educational workshops, including cooking classes, Medicare and Social Security information, and additional language classes.
- Explore partnerships with local gyms, schools and churches to share programming space and resources.
- Establish intergenerational programs with local schools, such as mentoring, tutoring and cultural exchange days.
- Add specialized health and fitness options, including boxing for seniors, aquatic exercise partnerships and tai chi.
- Create structured volunteer-led teaching programs, such as game tutorials and peer-led interest groups.
- Evaluate expanding meal services to include breakfast options and culturally diverse menus.
- Launch multi-day travel opportunities, including cruises or regional trips, for seniors seeking extended experiences.
- Identify potential grant funding sources (e.g., federal transportation programs, aging services funds).

Focus Area Three:

Community Awareness & Engagement

Awareness and perception play a critical role in the success of the Burleson Senior Activity Center. While the participant survey shows that current users are highly engaged with the monthly calendar, newsletter, and word-of-mouth communication, the community survey revealed significant awareness gaps. Nearly half of community respondents said they had heard of the center but did not know much about it, and 27% reported not knowing what was offered. Another 12% assumed the center “wasn’t for them,” while 41% said they had not visited because they didn’t know anyone who attended.

At the same time, there is strong interest from the broader community: 64% of respondents said they would like to receive updates about the center or be notified about volunteer opportunities. This demonstrates a clear opportunity to strengthen branding, outreach, and marketing so that both current and potential participants see the center as a welcoming, inclusive, and essential resource.



Focus Area Three:

Community Awareness & Engagement

OBJECTIVES

- **Increase awareness and visibility** of the center's programs, services, and value to the community.
- **Improve communication channels** so that information is delivered clearly, consistently, and in multiple accessible formats.
- **Address perceptions of exclusivity** by emphasizing inclusivity, openness, and welcoming culture.
- **Develop targeted outreach** to new audiences, especially adults ages 50-64 who will soon become eligible for services.
- **Strengthen volunteerism and partnerships** to extend the center's reach and reputation.



Focus Area Three:

Community Awareness & Engagement

WORKPLAN: PROGRAMS & SERVICES (2026–2031)

Year 1-2

- Enhance visibility of the center with improved exterior signage and building branding.
- Increase consistency of communications by releasing program calendars earlier each month.
- Expand outreach through multiple channels: printed calendars, e-newsletters, social media, and city website updates.
- Highlight participant testimonials in communications to showcase the welcoming atmosphere.
- Develop a “Welcome to the Senior Center” orientation program for new participants.



Focus Area Three:

Community Awareness & Engagement

WORKPLAN: PROGRAMS & SERVICES (2026–2031)

Year 3-5

- Launch a citywide awareness campaign: “More Than a Senior Center” to emphasize activities, health, social opportunities, and inclusivity.
- Build stronger partnerships with local businesses, healthcare providers, and churches to share information about programs and services.
- Create volunteer ambassador roles to help greet newcomers and promote a friendly, inclusive environment.
- Utilize community events open to all ages (e.g., craft fair, music performances, holiday events) to attract new participants and shift perceptions.
- Explore renaming or rebranding the center to make it more inclusive to younger seniors and adults approaching age 50.
- Establish a digital signage system inside and outside the facility for real-time program and event updates.
- Develop targeted marketing for the 50–64 age group, emphasizing active living, learning, and wellness.
- Continue to expand volunteer opportunities and recognition programs to build a sustainable base of community support.
- Conduct biennial awareness and satisfaction surveys to measure progress and refine outreach strategies

Focus Area Four: Organizational Capacity

The Burleson Senior Activity Center is currently staffed by one full-time supervisor and six part-time staff members. While this small but dedicated team works hard to deliver high-quality programs and maintain daily operations, the limited staffing structure creates significant challenges. Having only one full-time staff member restricts the center's ability to expand hours, add new programs, or respond to the growing needs of Burleson's older adult population. This staffing model also makes the center vulnerable, as the absence of the supervisor could leave critical functions unsupported.

In addition to staffing constraints, the center lacks adequate technology to support modern operations. Not all staff members have access to individual computers, limiting efficiency and the ability to fully utilize digital tools. Furthermore, professional development opportunities for part-time staff are currently unavailable, meaning employees are not receiving training in key areas such as senior services, customer service, and technology skills. Addressing these organizational capacity issues is essential to ensure the center can deliver high-quality services now and into the future.



Focus Area Four: Organizational Capacity

OBJECTIVES

- **Strengthen staffing structure** by adding full-time positions and planning for long-term personnel needs.
- **Provide equitable access to technology** so that all staff members can perform their roles effectively.
- **Invest in professional development** to build staff expertise in senior services, customer service, and technology.
- **Plan for sustainable growth** by aligning staffing levels with program demand and extended hours of operation.

WORKPLAN: PROGRAMS & SERVICES (2026–2031)

Year 1-2

- Advocate for the addition of at least one additional full-time staff position to support programming, communications, and daily operations.
- Equip all staff members with individual technology to improve efficiency.
- Begin offering basic customer service and technology training for all part-time staff.
- Create a budget line for ongoing professional development, ensuring continuous learning and skill development for all employees.

Focus Area Four: Organizational Capacity

WORKPLAN: PROGRAMS & SERVICES (2026–2031)

Year 3-5

- Add additional part-time or full-time staff as participation and program demand continue to grow.
- Create a professional development plan that includes workshops, conferences, and certifications in senior services, recreation management, and customer engagement.
- Establish annual staff development focused on team-building, technology skills, and service excellence.
- Explore internship or volunteer coordinator positions to expand capacity without increasing costs significantly.
- Integrate technology upgrades (shared databases, scheduling software, digital signage) to streamline operations and enhance participant experience.





**Senior
Activity Center**