



*At the Center of it All*

**MCOA History:** The Massachusetts Association of Councils on Aging and Senior Center Directors was incorporated as a 501c3 non-profit in 1979, though its origin can be traced back at least to 1974 when the first known statewide gathering of Councils on Aging staff and board members occurred in Northampton, Massachusetts. Currently 350 communities have established a COA municipal department.

**Mission:** Building strategic partnerships to educate, empower and advocate for professionals who work with older adults.

**Vision:** Statewide collaboration to advance the quality of life for older adults.

**Positioning:** MCOA will be the principal statewide organization to support municipalities, membership, and other organizations that serve older adults through advocacy, networking, professional development, consumer education, and resource opportunities.

**Three Value Words:** Educate. Advocate. Collaborate.

Approved: April 26, 2017

**Major Focus:** Healthy Aging, Economic Security, Outreach to Underserved Populations and Training and Technical Assistance

**Additional Focus:** Mental Health, Nutrition, Transportation, Housing, Healthcare

