



## MAYOR GINA-LOUISE SCIARRA

**City of Northampton  
Office of the Mayor**

210 Main Street Room 12  
Northampton, MA 01060-3199  
(413) 587-1249 Fax: (413) 587-1275  
mayor@northamptonma.gov

---

### MEMORANDUM

TO: City Council  
FROM: Mayor Gina-Louise Sciarra  
CC: City Clerk Pamela Powers  
DATE: July 11, 2022  
RE: Appointment of Senior Services Director

---

I am appointing Kim Park to the position of Director of Senior Services for the City of Northampton effective Monday, July 25, 2022, filling the vacancy created when Senior Services Director Westburg stepped down.

Kim Park brings 16 years of experience working with older adults to the Director position. Park is a respected former Assistant Director of the Northampton Senior Center, with experience working with Northampton's older adult stakeholders. Most recently she worked for The Overlook retirement community as the Director of Resident Lifestyle and Volunteer Programming. Prior to that, she worked at Mercy LIFE PACE, a program of all-inclusive care for older adults providing coordinated interdisciplinary care and services designed to support older adults living at home.

I respectfully submit her appointment to the City Council for confirmation in accordance with the Northampton Charter, Article 2, § 2-10. I have attached a copy of Kim Park's professional resume for your review.

# KIMBERLY PARK

856.371.3283 ▪ onaj07@gmail.com ▪ Northampton, MA

## CLIENT-CENTERED CASE MANAGEMENT / ENGAGEMENT DIRECTOR

*Making Services Work by Making Them Work Together*

### KEY QUALIFICATIONS

- **Sees big picture, listens intently, crafts solutions and follows up.**
- **Discovers, coordinates and employs service delivery across agencies and departments,** making sure that all available resources are utilized.
- **Employs client interviews and contacts** to intensively gauge and analyze needs, helping to **increase effectiveness of services across the board.**
- **Increases client participation, focus and satisfaction** by including them in decision-making process whenever possible.
- **Adept at using technology to improve client service and connectedness.**
- **Certified Dementia Practitioner. Certificate of Eldercare Management, ServSafe Food Protection Manager**

### SAMPLE HIGHLIGHTS

- **Obtained 29 new communities and thousands of new users** for senior-focused Connected Living technology suite, including integration with Alexa, helping to connect residents, their communities and their families.
- **Revamped transportation scheduling process,** increasing number of Benchmark health and wellness appointments and community events that could be handled with available resources.
- Identified residents facing cognitive challenges and **created meaningful programming that prevented premature transfer of residents to a higher level of care.**
- **Increased monthly schedule of events by 25% without increasing departmental budget.**
- Conducted intake, social and cognitive interviews for new 500-unit living community, achieving **75% occupancy and a high rate of customer satisfaction in less than 2 years.**

### PROFESSIONAL HISTORY

THE OVERLOOK, Charlton, MA

The Overlook is a continuing care retirement community and is part of the Masonic Health System. The Overlook offers a full continuum of care as well as certified and private home health throughout the Commonwealth.

Campus Director of Resident Lifestyle and Volunteer Programming, 2022-present

- **Develops and maintains a high level and dynamic Wellness Program** for Overlook Residents across all levels of living on the Charlton Campus, incorporating the 7 Dimensions of Wellness
- **Builds and designs a robust volunteer program across the Campus;** oversees and manages the growth and recruitment, training and ongoing contact of Overlook Resident volunteers and external community Volunteers
- **Facilitates and maintains communication** regarding events/programs among Residents, as well as Team Members from various departments. Created and facilitates weekly interdepartmental meetings to review logistics of all campus events to ensure efficient and accurate service delivery
- **Fostered employee engagement** through weekly team meetings and other departmental communication focusing on employee brainstorming, feedback and problem solving

**MERCY LIFE PACE, West Springfield, MA**

Mercy LIFE PACE is a Program of All-inclusive Care for the Elderly providing coordinated interdisciplinary care and services designed to support older adults living safely in their own home.

**Day Center Manager, 2019-2022**

Manage the daily operations of the Day Center for the PACE Program.

- **Mentored and supervised a team of 21** people providing direct care, recreation services and spiritual care to an average of 90 program participants daily.
- **Cultivated employee engagement** through the implementation of weekly team meetings focusing on employee feedback and problem solving
- **Developed and implemented remote engagement and opportunities for program participants to connect** during the day center closure and social distancing during the COVID-19
- **Increased participant satisfaction in engagement by 30%** through interdisciplinary initiatives and training
- **Executed initiatives as part of the leadership team resulting in over one million dollars in savings in operational savings** over a twelve month period

**CITY OF NORTHAMPTON SENIOR SERVICES, Northampton, MA**

The Northampton Senior Center provides programs and services to enhance the quality of life of older adults in the city of Northampton and surrounding communities.

**Assistant Director and Volunteer Coordinator, 2018-2019**

Manage the daily operations of the Northampton Senior Center including volunteer recruitment, placement and training.

- **Implemented strategy and vision** to expand the scope and variety of Senior Center programs and services to members
- **Significantly expanded programming** leading to an increase in participation to over an average of 180 people daily
- **Implemented customer service standards and ongoing training** for volunteers assisting in the Coffee Shop, Bistro and at Reception

**CONNECTED LIVING, Quincy, MA**

Connected Living provides an app, digital signage and technology, including rapidly growing integration with Alexa from Amazon, to engage communities and connect families.

**Operations Manager, 2016-2018**

Part of 2-person team driving new and existing client participation and engagement among senior living communities. Originally hired as contractor then brought on board as full-time employee.

- **Significantly expanded client base** by providing a consistently high level of customer service: **29 new communities representing thousands of new users.**
- Develop customized trainings for clients across 9 states, including Florida, Michigan and New England, helping to maintain and increase Connected Living usage.
- Facilitate live and web-based trainings on the Connected Living App resulting in more downloads and engagement.
- Recruited computer instructors, improving service for clients.

**Brand Ambassador, 2015**

Increased participation and community of independent living and assisted living seniors through the use of technology. Part-time.

- Facilitated small group discussions and enrichment programs, increasing use of technology.
- Consulted with seniors to teach computer skills and resolve technical issues.

#### BENCHMARK SENIOR LIVING, Waltham, MA

Senior living community providing assisted living and memory care.

#### Program / Activities Director, 2015-2016

Managed staff of 4 developing, implementing and overseeing activities and services.

- **Increased productivity of available transportation resources** for medical appointments and community events by considering all departmental and individual service requests and schedules.
- Surveyed residents regarding interests and cultivated programming team resulting in a customized calendar of over 200 monthly events.
- Drove collaboration among departmental leaders and direct care staff to improve resident satisfaction.

#### MASONIC HEALTH SYSTEM, 2009-2014

Masonic offers a full continuum of care as well as certified and private home health throughout the Commonwealth.

#### Program Director, Independent Living, Charlton, MA

Directed and coordinated service delivery to independent living clients.

- Pioneered a unique blend of programming and case management maximizing resident engagement and satisfaction.
- Transformed monthly newsletter from employee-produced to 100% written, edited and published by residents for residents.
- Identified residents facing cognitive challenges and **created meaningful programming that prevented premature transfer of residents to a higher level of care.**
- Developed an orientation for residents that increased their knowledge of departments, procedures, programs and amenities at the community.

#### Admissions Liaison, Long-Term Care, Leeds, MA

Recruited to this position based on performance to help accelerate and improve admissions process.

- **Increased responsiveness** to referral sources resulting in a more rapid and seamless admissions process, **reducing time needed for admissions process by more than half.**
- Initiated pre-admission conference with residents and family members resulting in the team having a better understanding of resident's preferences, routines and needs.

#### Director of Engagement (Activities), Long-Term Care, Leeds, MA

Revitalized community participation by initiating programming and events based on resident interests.

- **Increased monthly schedule of events by 25% without increasing departmental budget** through expanding the role of nursing assistants in the facilitation of daily resident engagement.
- Spearheaded Music & Memory program consisting of assigning and managing 25 iPods with individualized playlists. According to staff reports, **program resulted in increased engagement and decreased anxiety.**
- Implemented online education program for all employees that exceeded all state requirements, increasing availability, access and participation.
- **Created procedure** to obtain vital information regarding routines and preferences of new residents to individualize move-in procedure and **minimize negative impacts of relocation.** I was proud of the fact that this procedure visibly reduced stress for both clients and their families.

#### ANN'S CHOICE, INC., Warminster, PA, 2007-2009

Senior living community with up to 1,500 residents total.

### **Senior Community Services Manager**

---

- **Recruited and developed new team of employees resulting in over 650 monthly events and 100 resident-run groups.**
- Increased productivity in the departments of Community Resources (Programming), Volunteer Program and Community Television by providing leadership training.
- **Streamlined volunteer data collection resulting in an increase of people matched to volunteer opportunities.** Also upgraded orientation process resulting in increased volunteer satisfaction.

### **Case Manager / Resident Services Coordinator,**

---

Provided pre- and post-move-in case management services.

- Partnered with Marketing to complete an average of 5 weekly pre-residency assessments with prospective clients resulting in increased occupancy and a smooth transition for new residents. Through this intensive interaction, **achieved 75% occupancy in less than 2 years.**
- Increased new resident participation and engagement in orientation process through direct communication including personalized invitations and apartment visits.
- Actively participated in marketing events; conducted tours and assisted marketing team in following up with prospective customers.

SHIPLEY MANOR, Wilmington, DE

---

Senior living provider offering independent living, assisted living, respite care and short-term stays, rehabilitation and skilled nursing care.

### **Director of Social Services, 2005-2007**

---

Championed for resident choice and resident rights which ensured the voice of the individual was not lost in what was typically a medical model of care. Facilitated weekly interdisciplinary resident care plan meetings placing residents/patients at the center of the discussions for personalized care and discharge planning.

FAMILY SERVICE OF BURLINGTON COUNTY, Mt. Holly, NJ

---

### **Aftercare Case Manager, 2000-2005**

---

Advocated for New Jersey youth ages 17½-21 who were aging out of foster care. Assisted youth in accessing available services.

---

## **EDUCATION AND CERTIFICATIONS**

---

SERVSAFE

**Food Protection Manager**

MASSACHUSETTS RESTAURANT ASSOCIATION

**Allergen Awareness Training**

LASELL COLLEGE, Newton, MA

**Professional Certification of Eldercare Management**

NATIONAL COUNCIL OF CERTIFIED DEMENTIA PRACTITIONERS

**Certified Dementia Practitioner**

LANCASTER THEOLOGICAL SEMINARY, Lancaster, PA

**Master of Divinity**

EASTERN COLLEGE, St. David's, PA

**Bachelor of Arts, Psychology**