

2025 Advisory Council Membership Recruitment Outreach Plan

Membership Category	Outreach by Aging Unit Staff
Older Adult Advocates	<ul style="list-style-type: none"> • <i>Potential nominee identified</i> • Staff to connect with members of Advocacy Committee • Staff to advertise via Advocacy e-newsletter • Staff to advertise via Senior Leadership Program
Representatives of Healthcare provider organizations	<ul style="list-style-type: none"> • <i>Currently covered via non-Commissioner membership</i>
Representatives of Veterans' Healthcare provider organizations	<ul style="list-style-type: none"> • <i>Potential nominee identified</i> • Staff to connect with Milwaukee County DHHS—Veterans' Services staff to identify potential members
Representatives of service providers	<ul style="list-style-type: none"> • Staff to advertise opportunity with current aging service providers • Staff to email list of participants from the 2024 Aging Network Summit
Representatives of service providers— legal assistance	<ul style="list-style-type: none"> • Staff to reach out to an identified legal service professional with expertise in this area
Representatives of service providers— nutrition	<ul style="list-style-type: none"> • Internal nutrition staff to advertise opportunity with catering, dine out, and meal site manager service providers
Representatives of service providers— wellness	<ul style="list-style-type: none"> • Staff to communicate opportunity with Wellness Committee Chair to advertise amongst members
Representatives of service providers— long-term care ombudsman	<ul style="list-style-type: none"> • Staff to communicate with regional Long-Term Care Ombudsman
Representatives of service providers— transportation	<ul style="list-style-type: none"> • <i>Potential nominee identified</i> • Internal transportation staff to communicate with MCTS to request representation on Council
Persons with leadership experience in the private sector	<ul style="list-style-type: none"> • <i>Potential nominee identified</i> • Staff to advertise opportunity with major local senior housing companies (i.e. Catholic Home, St. John's on the Lake, Capri Communities, St. Camillus, Ovation, etc.)
Persons with leadership experience in the voluntary sector	<ul style="list-style-type: none"> • <i>Currently covered via non-Commissioner membership</i>
Local elected officials	<ul style="list-style-type: none"> • Connect with municipal senior commissions • Connect with the Milwaukee County Intergovernmental Cooperation Council (19 municipal mayors + County Executive)
Family caregivers	<ul style="list-style-type: none"> • <i>Potential nominee identified</i> • Internal Caregiver Support Staff to advertise opportunity with family caregivers through client list, caregiver coalitions and workgroups, etc.

Older relative caregivers	<ul style="list-style-type: none"> Internal Caregiver Support Staff to advertise opportunity with older relative caregivers through client list, caregiver coalitions and workgroups, etc.
Representatives from Native American tribes	<ul style="list-style-type: none"> Staff to connect with local Native American organizations to advertise opportunity (Indian Council of the Elderly, Gerald Ignace Health Center, Southeastern Oneida Tribal Services)
Participants in Aging Services	<ul style="list-style-type: none"> <i>Currently covered via non-Commissioner membership</i> Staff to connect with current aging service providers to ask them to advertise amongst their participants Advertise at senior centers and other community sites in the aging network

General Outreach Strategies:

- Post recruitment flyer on Milwaukee County Aging Services Facebook Page
- Post recruitment flyer on Milwaukee County Aging website
- Recruit via upcoming community volunteer fairs
- Recruit via Milwaukee County Aging and Disabilities Services outreach team and events