

2025 Advisory Council Membership Recruitment Outreach Plan—as of 9/3/25

Membership Category	Outreach by Aging Unit Staff
Older Adult Advocates	<ul style="list-style-type: none"> • <i>Covered by current Advisory Council membership.</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>Covered by current Advisory Council membership.</i>
Representatives of Veterans' Healthcare provider organizations	<ul style="list-style-type: none"> • <i>Covered by current Advisory Council membership.</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"> • <i>Covered by current Advisory Council membership.</i> • Staff to advertise opportunity with current aging service providers • Staff to email list of participants from the 2024 Aging Network Summit
Persons with leadership experience in the private sector	<ul style="list-style-type: none"> • <i>Covered by current Advisory Council membership.</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>Covered by current Advisory Council 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 ⁱ	<ul style="list-style-type: none"> • <i>Covered by current Advisory Council membership.</i> • Internal Caregiver Support Staff to advertise opportunity with family caregivers through client list, caregiver coalitions and workgroups, etc.
Older relative caregivers ⁱⁱ	<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>Covered by current Advisory Council 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

ⁱ Definition of family caregiver: adult family member, or another individual, who is an informal provider of in-home and community care to an older adult; an adult family member, or another individual, who is an informal provider of in-home and community care to an individual of any age with Alzheimer's disease or a related disorder.

ⁱⁱ Definition of older relative caregiver: a caregiver aged 55+ and lives with, is the informal provider of in-home and community care to, and is the primary caregiver for, a child or an individual with a disability.