

2020 AAA Legislative/Advocacy Committee Work Plan DRAFT

AAA Plan Goal Focus	Strategies	Person(s)/ Organization(s) Responsible	Benchmarks	Achieved
Advocacy-Related Activities	Continue to financially support and promote, as a core member of WAAN, State Aging Advocacy Day and encourage a minimum of 30 seniors from throughout Dane County to actively participate in advocacy day at the State Capitol in May 2019.	AAA staff & Leg/Adv Committee members	Provide sponsorship and have 30 seniors attend	
	Empower 15-20 senior adults, through intensive Senior Advocacy Training, (1) to be effective advocates for the Dane County Senior population through an understanding of the legislative and budget processes, ability to communicate issues, and knowledge of available resources; and (2) to learn citizen advocacy leadership skills and empower them to assume roles on county, local government, and Purchase of Service agency commissions, committees, advisory boards, and/or organized senior advocacy networks.	AAA staff & Leg/Adv Committee members	Host SAT during summer months with 15-20 seniors attending and elected officials/advocacy experts	
	Ensure senior representation on the AAA Board and standing committees at a minimum of 50% of membership and actively recruit new committee members to better reflect the senior population with respect to geography and race.	AAA staff, Board & Committee members	Committee/Board membership consists of 50% senior adults with increased diversity	
	Achieve a minimum 20% return rate on all satisfaction surveys of services for seniors in Dane County each year, to include at a minimum: Case Management, Nutrition, Elder Benefit Specialist, and Caregiver Support.	AAA staff	20% return rate achieved on all surveys	