

Advisory Council Recruitment Proposal

1. Defining Needs & Priorities

This proposal outlines how the Dane County Area Agency on Aging (AAA) can understand our needs for an Advisory Council, identify the right candidates, and offer a straightforward onboarding process to create a team that brings valuable insights and supports the AAA.

- As outlined in the **AAA's Aging Plan**, we will “build an inclusive Advisory Council that has shared ownership of the aging plan to ensure Dane County Area Agency on Aging (AAA) programs are community-driven, responsive to diverse needs, and adaptable to changing circumstances.”
- As outlined in the **Older Americans Act**, those recruited will advise the agency relative to “the development, implementation, and evaluation of the Area Plan on Aging in accordance with the Older Americans Act; ensuring the plan is available to older individuals, family caregivers, service providers, and the general public; conducting public hearings; represent the interests of older individuals and family caregivers; and reviewing and commenting on community policies, programs and actions which affect older individuals and family caregivers with the intent of assuring maximum coordination and responsiveness to older individuals and family caregivers.” And all this will be done to target those in the greatest economic need and those in the most significant social need.
- Council members qualifications as outlined in the **Older Americans Act**: The skills, qualification and characteristics needed for this committee while also prioritize diversity and inclusion: More than 50 percent over 60 years of age; Representatives of older individuals; Family caregivers; Representatives of health care provider organizations, including providers of veterans' health care (if appropriate); Representatives of service providers, which may include legal assistance, nutrition, evidence-based disease prevention and health promotion, caregiver, long-term care ombudsperson, and other service providers; Persons with leadership experience in the private and voluntary sectors; Local elected officials; The general public; and As available: Representatives from Indian Tribes, Pueblos, or Tribal aging programs; and Older relative caregivers, including kin and grandparent caregivers of children or adults age 18 to 59 with a disability.

2. Developing Recruitment Materials

We will create a recruitment packet that includes:

- **Position description** (roles, expectations, meeting frequency, term limits)
- **Application or interest form**
- **Timeline** (open date, close date, interview window, appointment date)
- **FAQ**: time commitment, stipends/expense reimbursements, accessibility supports

3. Outreach Strategy

We will use a mix of targeted and broad outreach.

A. Targeted outreach

For our targeted outreach, we will prioritize having our partners nominate individuals in their communities.

- Focal Points
- ADRC/AAA partners – POS agencies
- Disability orgs
- Faith-based groups
- Neighborhood centers
- Libraries
- Volunteer centers

For this outreach we will create:

- One-page advertisement flyer
- Email templates to send to partners

B. Broad outreach

- County website
- County social media
- ADRC/AAA and POS newsletters

4. Application Management

- Assign one staff person to respond to questions
 - Track applications in a spreadsheet
 - Confirm receipt to each applicant
 - Pre-screen for eligibility criteria
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5. Interview & Selection Process

A. Interview panel

- AAA Staff lead
- AAA Board Chair or Representative
- One additional member or community representative

B. Interview process

- Standardized questions
 - Structure:
 - Initial Introduction (build rapport and explain the purpose of the meeting, “What interests you about joining an advisory board”);
 - Role Discussion (Clarify expectations of commitment and gauge interest, “How do you see your skills contributing to our goals?”);
 - Vision Alignment (Ensure they share your long-term vision, “What would success look like for you in this role?”);
 - Open Questions (Encourage them to ask questions about the AAA, “Do you have any concerns or thoughts about this opportunity?”)

C. Recommendations

Panel recommends finalists to the appointing authority (ie. AAA Board, AAA Manager, Division Administrator, etc.)

6. Appointment & Onboarding

A. Appointment

- Send welcome packet
- Provide appointment timeline
- Publicly announce new members

B. Onboarding plan

- Orientation (mission, bylaws, budget overview, strategic priorities)
- Building community and rapport with fellow members and AAA Board
- Solidify expectations for participation and roles
- Provide meeting schedule for full year
- Thank them for their interest and dive into the real-world impact that they will have on those aging in Dane County

7. First-Year Engagement Plan

Keep members engaged:

- Annual calendar of topics
- Mentoring as desired
- Quarterly check-ins
- Training opportunities (advocacy, equity, aging/disability topics)

Recruitment Timeline Example (2026)

January: Finalize materials

February: Open recruitment + outreach; Application review; Begin interviews

March: Interviews; Recommendations to approving body; Appointment & onboarding

April: First Advisory Council Meeting, Date & Time TBD
Continued recruitment as needed.