

**AGING & DISABILITY RESOURCE CENTER OF THE NORTHWOODS –
PROGRAM EVALUATION COMMITTEE
100 West Keenan Street, Rhinelander, Wisconsin
Thursday, November 15, 2012 – 11:00 A.M.**

Members Present: Gresser, Hammer, Kortenhof

Members Absent: Price

Call to Order: Chair Hammer called the meeting to order at 11:05 A.M. Also present were Pam Parkkila, Regional Manager, Aging & Disability Resource Center of the Northwoods (ADRC-NW), and ADRC-NW Board of Directors Secretary Miki Bix.

Public Comment and Introductions: There were none.

Approval of the Agenda: Gresser moved to approve the agenda with nine items; Kortenhof seconded. All Ayes. Motion Carried.

Approval of the Minutes of the August 16, 2012 Program Evaluation Committee Meeting: Kortenhof moved to approve the minutes of the August 16, 2012 Program Evaluation Committee meeting; Gresser seconded. All Ayes. Motion Carried.

Effective Outreach & Identifying At Risk Populations: One of the core responsibilities of an Aging and Disability Resource Center is to recognize unmet needs and unidentified populations and determine how best to meet those needs and identify those populations. Parkkila reported that staff has been very busy with training and client contacts. Now that they are getting fully trained and more comfortable in their positions, she feels it is important to have a major marketing push starting in the early part of 2013. We have a new glossy brochure designed by Geri Hoppe, ADRC-NW Specialist, Dianne Jacobson, Director of the Oneida County Department on Aging, and Miki Bix, ADRC-NW Board Secretary. It was designed to be more user-friendly and less daunting to potential clients. The ADRC-NW Web site is nearing completion and should also be an excellent interface with the general public with its section devoted to feedback from consumers.

State-wide studies from the Office of Resource Center Development (ORCD) and other entities indicate affordable housing and transportation are major unmet needs for our target populations. In addition, the ADRC-NW recognizes the need to have a greater understanding of the needs of the disabled population we serve. Parkkila has staff reviewing resources to enhance the SAMS-IR database for this specific target population.

Discussion then centered on hiring a marketing consultant to assist with a large-scale marketing program to let more people know about the services we offer. This would be a start. However, Parkkila feels that outreach to smaller groups may serve our client population better. People who work directly with our potential clients and see the needs they have could then encourage them to contact us for assistance. These people would include front-line workers, churches, accountants, funeral directors, non-profits, and even for-profits groups that are not usually seen as our partners in this type of endeavor. We know that affordable housing and transportation are major issues, but to be truly effective we need to identify other needs as well.

The Committee received three handouts related to the needs of our target populations. Parkkila asked the Committee to review these handouts and be prepared to discuss specific target groups for an outreach effort. Funding to design and implement a survey to cover these issues may be available through the Northwoods Annual Aiming for Excellence Project which is designed to enhance ADRC services and outreach.

Future Agenda Items: Marketing consultant, marketing strategy, identifying potential partners

Set Next Meeting Date & Place: The next meeting of the ADRC-NW Program Evaluation Committee will be Tuesday, December 4, 2012 at 11:00 A.M. It will be at the 100 Keenan Street location in Rhinelander.

Adjournment: With no further business, Gresser moved to adjourn; Kortenhof seconded. All Ayes. Motion Carried. The meeting was adjourned at 11:50 A.M.

Handouts: Minutes of the ADRC-NW Program Evaluation Committee meeting of August 16, 2012; “Aging and Disability Resource Centers in Wisconsin, A Status Report” – February 2011; United Way of Marathon County “Community Service Progress Report – Lincoln, Oneida and Vilas Counties”; “Access 2011 Summary Report” - September 30, 2011.