

**AGING & DISABILITY RESOURCE CENTER OF THE NORTHWOODS –
PROGRAM EVALUATION COMMITTEE**

Tuesday, December 4, 2012 – 11:00 A.M.

Spruce Room, 100 West Keenan Street, Rhinelander, Wisconsin

Members Present: Gresser, Hammer, Kortenhof

Members Absent: Price

Call to Order: Chair Hammer called the meeting to order at 11:04 A.M. Also present were Pam Parkkila, Regional Manager, Aging & Disability Resource Center of the Northwoods (ADRC-NW) and Miki Bix, Secretary, ADRC-NW Board of Directors.

Public Comment & Introductions: There were none.

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

Approval of the Minutes of the November 15, 2012 Program Evaluation Committee Meeting: Gresser moved to approve the minutes of the November 15, 2012 meeting; Gresser seconded. All Ayes. Motion Carried.

Marketing Consultant/Identifying Potential Partners/Marketing Strategy: Committee members discussed ways of increasing usage of the ADRC-NW. A long-term strategy should be developed that identifies goals and target groups, prioritizes efforts, and measures results. The ADRC-NW should partner with the usual groups such as Human/Social Services Departments, nursing homes and assisted living facilities, hospitals and clinics, school counselors, and the like; but it should also explore working with funeral directors, accountants, non-profit groups such as Goodwill that work with target populations, and others. Word-of-mouth as a marketing strategy must be more fully developed. Information from clients and staff is very important for this effort. Tracking referrals to determine how clients are finding out about the ADRC-NW would be very beneficial.

For additional outreach there is a need to develop marketing tools and promotional items that are consistent and effective. This would include everything from media ads to billboards, to staff business cards, to a template for monthly newsletters in the various office locations.

It was felt that hiring a marketing consultant to develop an outreach strategy would be the best way to go. A Request for Proposal (RFP) needs to be developed that would outline what is wanted, and advertising could begin to develop a list of possible consultants. The Committee will follow up on this at future meetings.

Future Agenda Items: Request for Proposals for Marketing Consultant, Continue work on marketing plan

Set Next Meeting Date & Place: The next meeting of the Aging & Disability Resource Center of the Northwoods Program Evaluation Committee will be at the call of the Chair.

Adjournment: With no further business, Korten Hof moved to adjourn; Gresser seconded. All Ayes. The meeting was adjourned at 12:08 P.M.

Handouts: Minutes of the November 15, 2012 Program Evaluation Committee; “Marketing”, a list of possible marketing strategies.