

Governor's Advisory Council on Aging (GACA)			11/20/2014	
ACTION PLAN based on Recommendations from				
Review & Revitalization and Public Relations Ad Hoc Committee				
Focus Area 1		<u>Continue to build/strengthen relationships with state agencies, AAAs, and organizations across the state dealing with aging issues</u>	Target Dates	Responsible parties
COMPLETED				
	A.*	Information collected from Liaison surveys and discussions (survey conducted May and June 2014) used to help develop Ad Hoc Committee's recommendations to GACA		
TO DO				
	B.	Show importance of Liaisons at all meetings; always ask how GACA can partner/support/help >Ask for specifics and identify whether GACA has ability to partner/support/help with no funding >Liaisons please come with one-page bullets/summary	ongoing	All
	C.	Maintain open, two-way channels of communication > Continue efforts to build two-way communication (e.g., email reminders sent from GACA Chair of ongoing importance of Liaison input and ideas) >Feedback to Liaisons is ongoing	ongoing	Chair
	D.	GACA Members continue to attend aging-related agency meetings/events throughout the state (when invited or when meeting is public), and share updates with full council >Continue agenda item regarding GACA members sharing of updates	ongoing	All
	E.	Reemphasize on-going invitation to Governor's staff to attend GACA meetings and GACA Chair joins Executive Director at scheduled meetings with Policy Advisor ahead of GACA meetings >Enhance effort/strong effort	ongoing	Chair
	F.	GACA Chair sends letter to Governor's staff outlining importance of Executive Director's inclusion in aging related meetings including Arizona Association of Area Agencies on Aging >Letter - formalize (the invitation)	TBD	Chair
	G.	Conduct stakeholder survey (via Survey Monkey online tool and personal conversations) at least annually to gather feedback for GACA priorities and help measure effectiveness of efforts	annually	Staff
	H.	Support/participate in state agency programs/initiatives and activities >Agenda item and action response	ongoing	All

Focus Area 3		<u>Modify Committee Structure and Processes</u>		
<u>COMPLETED</u>				
	B. & C.	Committee structure for 2015 reviewed and approved at September 12, 2014 GACA meeting; subcommittees to be determined		
<u>TO DO</u>				
	A.	Change by-laws, materials and descriptions, & website to allow for flexibility in number, name, and purpose of committees (amendments to by-laws) in process (note: requires 30 days written notice)	by 3/15/2014	Exec. Committee reviews/Staff posts amendments
	B.	GACA reviews Committee purpose and structure during annual planning each year and modification made as needed > Goals & objectives established with measurable outcomes and recognition of those helping committee meet goals	annually; November January 2015 committee mtgs	All Each Committee Chair
	C.	Proposed committee structure for 2015: 1) Executive Committee [standing committee] 2) Legislative and Policy Coordinating Committee (LPCC) [standing committee] - Meets monthly during legislative planning and legislative sessions as needed, leads greatly enhanced advocacy efforts, works closely with Staff to research, track and quickly address proposed legislation, staff provides in-depth analyses after each session to GACA for development of on-going legislative priorities > Committee meetings offer call-in option between Council meeting months >LPCC focuses on Senior Action Day, Legislation 3) Aging in Community (AICC) [standing committee] - to include Alzheimer's, workforce and transportation issues; meets bimonthly or scheduled to coincide with GACA meetings a) Alzheimer's Subcommittee [standing subcommittee - to adhere to statutory mandate for GACA] b) Transportation Issues Subcommittee - Other subcommittees may be formed by AICC as needed 4) Other committees would be formed by the Executive Committee as Special or Ad Hoc Committees or Task Force such as research for standing committees related to best practices or as special committee. > Housing topic; help committee members with change		
	D.	Hold all Council and Committee meetings on same day, e.g., all on Fridays 1) Better use of time by staff, liaison and members * Proposed timing: 8:30 a.m. Legislative and Policy Coordinating Committee (LPCC) 10:15 a.m. Aging in Community Committee (AICC) 12:00 p.m. Executive Committee (other GACA Members have lunch break) 1:00 p.m. Full GACA meeting		

		> Keep flexibility in scheduling (to help GACA achieve required quorum) *approved changes 1/9/15		
		> Save the date information to committees with new times/focus	by 11/30/14	Chair/Staff
	E.	Improve how committees operate and their effectiveness		
		1) Update and clearly outline mission and goals; review at beginning of each meeting	ongoing	Committee Chairs
		2) Orientation of Committee Chair; avoid duplication of information, effort & reporting; remind of minute posting on website	by 01/31/15; as needed	Chair
		> Training provided for all Committee Chairs, including tip sheet on conducting meetings	TBD	Lisa O'Neill/ Melinda Preston
		> Annual orientation for all Committee and Subcommittee Chairs conducted prior to (sub)committee's first meeting of the year		
		3) Develop well-defined responsibilities for members, liaisons and staff	TBD, by 1/15/2014	Lisa O'Neill/ Melinda Preston
		a) Each member will come to meetings fully prepared and expected to actively participate	ongoing	All
		b) When appropriate, homework (work to be completed between meetings) is assigned	ongoing	Committee Chair
		> Committee Chair delegates tasks		
		4) Share best practices on a regular basis - national, statewide, regional, etc.	ongoing	All
		> Best practices are researched and used for committee projects and shared with full Council		
		5) create measurable outcomes for each committee and use timelines to keep on track	ongoing	Committee Chair
		> Staff provides a dashboard at each meeting to help track progress and deadlines		
		6) When possible, schedule time for networking	ongoing	Committee Chair
		7) Stick to agendas and timelines; GACA members guide Open Meeting Law adherence	ongoing	Committee Chair
		8) Tip sheet created by GACA Chair and E.D. on how to conduct a meeting	by 1st Chair orientation	Chair/ED/Lisa O'Neill
		9) Each committee maintains active, ongoing research efforts, as a standing agenda item and/or subcommittee, to research and share relevant publications, laws and programs	ongoing	All
		> Establish committee goals and objectives with measurable outcomes; review during each meeting		

Focus Area 4		<u>Increase awareness of GACA throughout the state</u>		
<u>COMPLETED</u>				
	E.	Ad Hoc Committee carefully considered data from 2013 Senior Action Days when developing recommendations		
<u>TO DO</u>				
	A.	Develop a consistent message and branding for GACA >Executive Committee recommends PR group (Ad Hoc/Task Force) > Create and begin to implement an approved formal Public Relations Plan by Ad Hoc Committee or Task Force		
	B.	Obtain promotional items (e.g., buttons, notepads)		
	C.	Develop one concise "elevator speech" which staff and members use frequently >Ideas of palm card, tent business card with all information - elevator speech, website, priorities, contact information, mission and purpose > Include media/social media in PR Plan > Issue press release when appointments made		
	D.	Offer a speakers' bureau made up of members and staff (as able) and offer programs to constituent groups statewide		
	E.	Enhance outreach through Senior Action Days 1) Work to increase attendance by constituents, legislators and government officials as well as aging service providers and advocates 2) Actively share data gathered 3) Use data gathered to form GACA Committee goals and establish timelines 4) Include former GACA members/liasons, committee members (alumni) >Governor announces Senior Action Days; Governor's proclamation & local proclamations >Policy Advisor attends Senior Action Days >Partner with DAAS State Plan on Aging forums for Senior Action Day PR		
	F.	Make concrete plans for reinstating a biennial Governor's Conference on Aging sponsored by GACA		
	G.	Create a formal Public Relations Plan by Special or Ad Hoc Committee	by 5/15/2014	Volunteers: Doyle Meredith, Teresa Lopez, Trudy Schuett, Allison Perrin/TBD
Focus Area 5		<u>Conduct joint training and educational opportunities about aging issues in Arizona with other agencies and aging-related organizations around the state</u>		
<u>COMPLETED</u>				
	A.	Requested liaisons and other stakeholders consider GACA for joint workshops, seminars, "mini" conferences (with eyes on bigger conference later) made at September 12, 2014 meeting and invited them to report on such possibilities during their report outs to GACA at November 6, 2014 meeting. Requests should be reiterated periodically.		

		>(Ideas of) Arizona Department of Health Services/ADHS conference on healthy aging; Maricopa Association of Governments/MAG Arizona Age-Friendly Communities conference (as potential partnerships)		
TO DO				
	B.	Achieve full member involvement/engagement by helping arrange speakers, venues, publicity	ongoing	All
		>Council members input in programs		
	C.	Promote GACA purpose, mission, activities; PR Group	by 5/31/15 or before	TBD
	D.	Include former GACA members/liasons/committee members (alumni)	ongoing	All
Focus Area 6		<u>Organize an even-numbered year Summit of statewide aging officials and leaders, alternating with Senior Action Days during odd-numbered years</u>		
COMPLETED				
	A.	Initial idea was shared at GACA's 2014 July and September meetings		
TO DO				
	B.	Determine how GACA can collaborate to achieve their goals	ongoing	All
	C.	Include former GACA members/liasons/committee members (alumni)	ongoing	All
* Formatting Note: To facilitate today's discussion, these bullets correspond to those used in this list of Ad Hoc recommendations approved at the September 12, 2014 GACA meeting. Future versions of this document will be renumbered to improve clarity.				