



CHARTER: THE MEALS ON WHEELS LOVES PETS ADVISORY COUNCIL

TITLE

Meals on Wheels Loves Pets Advisory Council

PURPOSE

The *Meals on Wheels Loves Pets Advisory Council* provides strategic thought leadership for the *Meals on Wheels Loves Pets* program. It is comprised of Members who are collaborative, action – oriented and knowledgeable about seniors and pets. The Advisory Council will also play a role in advocating for the *Meals on Wheels Loves Pets* program and for the needs of participating organizations.

KEY ROLES AND RESPONSIBILITIES

- Identifies, articulates and prioritizes the issues, topics and challenges affecting seniors and their pets
- Identifies "best in class" developments (trends in the field) within the appropriate context and potential impact on seniors and pets
- Assists the *Meals on Wheels Loves Pets* program to better understand our markets, partners and clients, helping to determine best approaches to reaching and engaging key audiences
- Identifies other subject-matter experts and knowledge leaders who can support the pet program in a variety of ways and expand the organization's reach and influence
- Represents the interests of the Meals on Wheels network and is an advocate for the pet program
- Strives to ensure connection of Advisory Council activity to the Meals on Wheels America mission, strategy and objectives
- Participates in meetings, conference calls, tasks, and other activities to the fullest extent possible

ADVISORY COUNCIL CHAIR (ADDITIONAL RESPONSIBILITIES)

- Elected by the Advisory Council to a two-year term
- Provides strategic focus, serving as the leader of the Advisory Council
- In partnership with the staff liaison, establishes specific goals and expected outcomes for the year
- Presides at meetings and leads conference calls of the Advisory Council
- Leads the group relative to the interest area (seniors and pets)
- Advocates for the interests of the Advisory Council to Meals on Wheels America staff and other external stakeholders

- Assists staff liaison with succession planning

QUALIFICATIONS (OR SELECTION CRITERIA)

- Experienced or senior-level practitioner (director or higher) or senior consultant in senior or pet care
- Thought leader around seniors and pets with increasing responsibility for strategic development, programs and functions
- Variety of senior care experience, both as a specialist and generalist with experience representative of membership make-up
- Excellent communication skills

TIME COMMITMENT

- Attend annual in-person Advisory Council meeting, held in conjunction with the Meals on Wheels America Annual Conference; an additional meeting may be called
- Participate in Advisory Council calls (3-4 per year)
- Respond to requests, via e-mail and phone, for feedback and input on a variety of items, such as research and surveys, comment letters, and other *Meals on Wheels Loves Pets* program activities

VOLUNTEER BENEFITS

- Give back to the profession: Opportunity to share professional expertise, insights, and experiences to develop emerging pet programs
- Shape the program: Help guide the *Meals on Wheels Loves Pets* strategy
- Work with your peers: Experience valuable networking opportunities with your peers and their pet programs
- Engage in strategic dialogue about the seniors and pets: Participate in robust discussions about the *Meals on Wheels Loves Pets* program strategies to attract, motivate and retain pet programs; help fellow Advisory Council members and Meals on Wheels America staff identify and articulate trends that will shape pet programs in the future; and assist the Meals on Wheels network in capitalizing and responding to these trends
- Focus on the profession: Participate with the knowledge that Meals on Wheels America values your time and expertise. Meals on Wheels America carefully crafts Advisory Council responsibilities and agendas to utilize your expertise with seniors and pets
- Sharpen your leadership skills: Participate in Advisory Council work and sharpen your business leadership skills in a supportive environment

STAFF LIAISON, DOYLE DELPH, SPECIAL PROJECTS MANAGER

- Serves as the staff lead and partners with the Advisory Council Chair
- Ensures that the group has administrative support to accomplish its objectives; ensures that the group meets regularly
- Identifies appropriate talent to serve on the Advisory Council in collaboration with the Advisory Council Chair, senior leadership, and other Meals on Wheels America staff
- Collaborates with the Advisory Council Chair to establish meeting/call agendas, objectives, and activities

- In collaboration with the Chair, evaluates Advisory Council member contributions relative to performance expectations and succession planning
- Ensures effective communications with Advisory Council members by providing updates from the Meals on Wheels America Board and sharing the organizational vision, mission, and strategies
- Serves as a resource to the group to facilitate access to information, and resources
- Collaborates with other staff liaisons to ensure effective communication and collaboration across all groups

CONTACT US

If you would like to learn more about the *Meals on Wheels Loves Pets* Advisory Council, please contact Doyle Delph, Special Projects Manager, at doyle@mealsonwheelsamerica.com.