

Goal: Outreach campaign to increase expectations for people with disabilities in achieving career potential including video, printed materials, and media

**Medicaid Infrastructure Grant
Stakeholder Education Workgroup
Summary of Meeting
April 18, 2007**

**Office of Protection and Advocacy
1p.m.-3p.m.**

Present: George Ducharme, Stan Kosloski, Jim Quick

Staff: Kerri Fradette, Cathy Ludlum

There was consensus on the workgroup vision statement: *To provide information and education to people with disabilities of all ages, the general public, and employers of the value and possibilities for full participation of people with disabilities in the workforce.*

Members brainstormed on volunteering opportunities for any individual with a disability. Websites are to be researched for volunteering opportunities. Members also were asked to brainstorm on technical assistance needs for the workgroup. Consensus was on enhancing what is currently in place, utilizing 211, where to find resources, public library, training, husky program, and birth to three program. Other ideas addressed the need to instill high expectations early on as well as helping employers with accommodations. Where can a person go to get information in the state and link to job accommodations?

The Connect-Ability media plan was presented for the workgroup to review.

Recommendations to promote success stories were made on the following:

- to run articles in minority newspapers across the state
- disability group newsletters
- small regional newspapers
- video production project (for state universities, community colleges)for media class (MCC communication major- contact Robert Kagan)

The group reviewed the creative print concepts from Mintz and Hoke. The group **recommended** using either the “Can do” or “What do you see” campaign for Connect-ability kick off.

Language for Summit invitations was reviewed. Invitations will be mailed on May 20 for participants. We are still waiting for approval from the Governor to use her name on the invitation. Group to review current mail list and make any additions/revisions. Kerri to e-mail list to group for feedback.

Summit agenda items were discussed with Heather Gillette from Mintz and Hoke. There was a consensus to have an interactive segment at the summit surrounding the website. **Recommendations:** to have 5 top questions from employers and 5 top questions from individuals with disabilities about the website and have them answered. Also provide interaction from each table on what they would like to see in the next phases of the website. Revisions to the summit agenda will be made and **recommendations** will be presented at the next MIG steering committee for approval.

There was consensus on having the Connect-ability logo to be a dramatic introduction as an opener for the Summit. Suggestions were discussed with Heather. In addition the group agreed that the summit should focus on informing employers/participants/iwd that we are truly taking the information/feedback from them and putting it into action to make systematic changes.

The meeting adjourned at 3:15pm.

The purpose for the next workgroup meeting will be for a status update on media including: video, print, radio, and modules, also to review summit presentations and materials.

The next meeting will be on Wednesday May 16, 2007 at Office of Protection and Advocacy from 1-3pm.