

Stakeholder Education Work Group
Summary
August 15, 2007

Attendees: Kerri Fradette, Glendine Henry, Cathy Ludlum, Susan Monteleone, Jim Quick, Noreen Shugrue, Reggie Stankaitis

The meeting began with Noreen Shugrue leading a discussion on evaluation. What are the major accomplishments for each committee over a 5-year period? The group should come up with a reasonable number of goals, so we can measure along the way & then see if we have moved the needle. We can take a look at the end of the grant and see how we have reduced the barriers, what are the major things that we are aiming to do?

Noreen explained that the UCONN needs assessment has baseline measure information. We need to look at whether or not we already have measurement in place. If yes, then we can re-do the survey in 5 years to see the success at a macro level.

The barriers that the group has been working on are: *stigma, attitude, perception and career expectations*. The group agreed that the barriers needed to be fleshed out and reworded.

Consensus was on the following language for barriers:

- increase awareness
- change perception
- reduce resistance
- increase opportunities

Noreen let the group know we should not think that everything that we want to measure needs to be done over 5 years. The group should make sure that our activities are working towards reducing the barriers.

Noreen is to let the group know what has already been measured in relation to our barriers.

Noreen stated that the evaluation group wants to make sure there is representation from each workgroup on their workgroup. The group discussed that Quincy is on both groups, but that another member may want to participate. It was agreed upon that Kerri will also participate in the Evaluation workgroup.

The next agenda was review of language ads for upcoming advertorials. The group was in consensus with the language. Members were also invited to attend the editing meeting with Mintz and Hoke on **Sept. 4, at 2:30**. This meeting will be to make edits on the next set of videos.

Cathy brought up the idea of having an employer video created by employers for employers. The group agreed that this may be a better strategy to attract more employers.

The group discussed the idea of having different techniques available to match job candidates with employers. Also where to find people who are looking for employment, list resources, place where employers can have their job postings available.

Susan stated that CT works, by law has to list all of the jobs, how can we make this work better? So that employers list all of their opportunities for all level of job seekers.

The question was asked about how do we then bring people with disabilities to post their resume and to link it back.

CT works center needs to be made more friendly.

Other ideas were discussed about promotional items for connect-ability, brochures created, link the web site news with NBC 30 to get all of the interviews.

Group discussed working on job seekers perception that they are treated like everyone else and that you need to have the skill sets that an employer is looking for.

The group also saw the need for cross-pollination with some of the other workgroups objectives for future planning.

The 5-year work plan logic model, one year work plan and MIG continuation grant for Stakeholder Education was dispersed to the group for review. The group is to make any suggestions or revisions to the work plan and logic model and submit changes by **August 29, 2007**.

The next Stakeholder Education Work Group meeting will be on September 19, 2007 at Protection and Advocacy from 1p.m. – 3p.m.