

## **Stakeholder Education Work Group**

### **Summary**

**October 17, 2007**

**1-3:30**

**P & A**

**Attendees:** Kerri Fradette, Glendine Henry, Cathy Ludlum, Susan Monteleone, Quincy Abbot

The meeting began with updates on CPTV – Able Lives Inc. The premiere was held on October 16, 2007 and was not reviewed by the Connect-ability Stakeholder Education Workgroup. There were some edits and concerns that need to be made before it airs on October 18, 2007. The Stakeholder Education Workgroup will review the next 4 episodes. Kerri will contact the workgroup members to schedule (TBD) the editing meeting at Mintz and Hoke.

The group discussed some ideas to be presented at the next Website meeting such as searchable fields for employers to put in what areas they are looking for information. Also have another section (tab) where all resources can go that are not relevant to the current tabs but have useful information for all stakeholders.

The next agenda item discussed was the idea of highlighting employers, the top 12 that received an award at the Summit in the newsletter. The group would like to conduct a short interview with each one of the top employers and write a brief article about their company. The group discussed the idea that if employers are highlighted it may attract other employers/competitors to become involved in this initiative.

#### **There was consensus on the following items:**

Connect-ability being part of the People First event on November 3, 2007. The group was in favor of using their video once produced, which will consist of interviewing successfully employed consumers at the event. We can then use the raw video to incorporate onto our website to create a media library.

Producing a hidden disability video over the next two months. There was discussion on producing a video on autism spectrum, but since Able Lives, Inc. is currently producing the next episode around autism, we will wait to review the raw footage to see if it is usable.

Creating another commercial to air during the spring months (perhaps using the hidden disability video) – since the feedback and response from employers and general public has increased once our commercials air, the message is getting out there.

Partnerships/sponsorship events statewide that fit with the Connect-ability mission. (Mintz and Hoke researching which events would be relevant for us to present)

The last item discussed was building a relationship with employers and branding Connect-ability. By creating videos, brochures, print materials, etc. that other companies and can use for future use. Sustainability of the project would be to charge other companies, organizations for them to use our or reproduce our materials (copy write). Research needs to be done to determine what tools would be most effective.

Brochures should be ready for review by the next meeting. The meeting ended at 3:30.

The next meeting will be at **Mintz and Hoke, 40 Tower Lane, Avon, CT. Time and date to be determined shortly.**