



**Objective:** Stakeholder Education Workgroup Meeting

**Meeting Date:** ~~August 20~~~~July 16,~~ 2008

**Meeting Place:** P & A

**Attendees:** Susan Monteleone, ~~Jim Quick~~~~Margarita Torres,~~ ~~Cathy Ludlum,~~ Kerri Fradette, ~~Melissa Marshall~~~~Reggie Stankaitus~~

**Action Items**

Item	Action	Responsibility	Due Date	Status
<del>1.</del>	<del>Talk to Dunkin Donuts to ask for 1000 coupons for information survey treats to employers</del>	<del>Susan</del>	<del>8/20</del>	<del>In progress</del>
<del>2.1.</del>	<del>Review other state and organization's marketing materials</del>	<del>Workgroup</del>	<del>Fall</del>	
<del>3.2.</del>	<del>Meet w/Hartford Business Journal for more details on Diversity event</del>	<del>Kerri</del>	<del>8/20</del>	<del>Complete</del> <del>In progress</del>
<del>4.3.</del>	<del>Connect-Ability accomplishments updates</del>	<del>Workgroup</del>	<del>On-going</del> <del>8/20</del>	<del>In progress</del>

**Agenda Item: Review 2009 Stakeholder Education Workplan**

~~Melissa Marshall joined our workgroup and spoke to the group about her background and experience and what her current position is with CTBLN. The group was given the workplan and reviewed the draft. It was agreed that Kerri would sent the group the workplan electronically. Any feedback or revisions to the plan should be sent electronically to Kerri.~~

**Agenda Item: Update on Survey "treats" for newsletter**

~~Susan reported that she was unable to get the Danbury Dunkin Donuts to contribute giveaway items. The group will work to think of other ideas or vendors that may be able to contribute.~~

**Agenda Item: Hartford Business Journal "Diversity" event**

~~The group reviewed the information regarding the event and ideas and feedback is still needed for the event scheduled for February 2009.~~

**Agenda Item: Other Updates**

~~Kerri reported to the group about CT's participation with the National Marketing Campaign and also gave an update on the Agency Marketing Meeting. The group reviewed Oregon's puzzle piece as an idea of what we would like to do and a meeting will be scheduled shortly as next steps w/BRS & BESB.~~

**Feedback on Summit-**

~~The meeting adjourned at 2:15. The next Stakeholder Education Meeting will be on 9/17/08 at P&A.~~

~~The group discussed the pros and cons of the June 12 Summit.~~

~~Positives—Having the Governor participate added much more exposure and a positive image for Connect-Ability. It was a great event.~~

~~Moved quickly. smaller awards Competition for next year with employers.~~

~~Next year planning. Susan suggested spread out top employers with group dialogue at all different tables.~~

~~Room for improvement—A lot of tables weren't able to finish the exercise for next need to have exercise earlier so employers on a time constraint can participate.~~

~~Sign in sheet table needs work. Susan suggested to have person check in, tell them table # and have all materials on the table w/name tags. Margarita noted that for sign in next year, she can ask other organizations for suggestions on a smoother sign in process.~~

~~Save on food & do simpler next year or say @ table food will be donated card @ table saying food will be donated,~~

Process for top employer. needs to be created & implemented for next year and needs to include small, medium and larger employers.

Agenda Item: Survey Responses from the Summit

The group reviewed the feedback from the evaluation forms that were completed from the summit. There were some great ideas for next year's summit planning and a lot great feedback on how we are doing overall.

Ideas for next years summit: 15 Minute, intervals work sessions.(one on ADA, transition, & JAN etc.)

MA Keynote speaker Commission on the Blind

integration of other states

internships design & implementation

different vendors, JAN. NEAT, & different organizations setup room while conference taking place, good networking

Opportunities,

Agenda Item : Review Kathy print ad

There was consensus that the text of the ad needed to be reworded. The group liked the tag line of the ad, but would like Mintz and Hoke to find another photo of Kathy. Cathy Ludlum will take a stab at rewording the text for the ad.

Kerri will talk to M&H to re do photo and to review Cathy's revisions when they are completed. Kerri will resend revised photo and text to the group for review as soon as it is completed.

Agenda Item: Review Marketing Materials

Their was consensus that a grid will be created to go along with the Marketing Materials from other organizations. The grid will be an excel worksheet Cathy suggested creating a grid to get feedback from marketing materials. Name, author, link, audience & quality, 'grid' comments, how can connect. ability, make a List Of Who is to review Kerri will create this grid and have it ready for the group to take turns reviewing all of the existing marketing materials from other organizations to see what we would like to use for Connect Ability.

The group reviewed the Connect Ability accomplishments and will research to see what else can be added to the list.

The was consensus to change the meeting from 2 hours to 1 ½ hours.

The meeting adjourned at 2:40. The next meeting will be on August 20, 2008, from 1 2:30 at P & A.