



Objective: Stakeholder Education Workgroup Meeting

Meeting Date: November 19,,2008

Meeting Place: P & A

Attendees: Kerri Fradette, Melissa Marshall, Susan Monteleone, Quincy Abbot, Jim Quick

Action Items

Item	Action	Responsibility	Due Date	Status
1.	Meet w/M&H to work on 2009 media plan	Kerri	Fall	Completed
2.	Set up internal Summit meeting	Kerri	12/08	In progress
3.	Complete Newsletter and send to group for review	Kerri	10/30	Completed
4.	Work w/M&H for BRS creative brochure concepts	Kerri	12/08	In progress
5.	Research ideas and concepts for Summit 2009	Group	12/08	In progress

Updates:

There were several updates that the group wanted to hear about and discuss further. The meeting was based around a lot of these updates.

Susan gave an update on where BESB is with ordering their marketing materials that incorporate C-A. She shared with the group the promotional examples. Kerri reported that BRS is currently re-creating their brochure for job seekers with also the same look and feel as Connect-Ability. Kerri will share the brochure with the group once it is completed.

Melissa announced the BLN career fair will be on May 8, 2009 at Manchester Community College. The career express van will be at the event. The BLN is looking to focus on the technical skills for job seekers that are needed for employment. They are looking to have Barbara Reinholt, author of "Toxic Work" as their keynote speaker and also to have business owners with disabilities available to share their experiences

An announcement was made that the Disability Navigators grant was to end on June 30, 2009.

Kerri gave an update on the National Marketing Media RFP – proposals have been reviewed and the state leadership group has narrowed it down to the top 3 agencies. The winning agency will be announced in late December 2008.

There was consensus from the group that they did not want to meet quarterly, being that a lot of work needs to take place for the Summit and also for the Hartford Business Journal Diversity event in February.

Kerri is meeting with Heather to discuss the revision of TV ads to implement a more comprehensible message to job seekers. Once the media plan is developed Kerri will share with the group the proposal from Mintz and Hoke for discussion.

The next Stakeholder Education Meeting will be on December 17, 2008 from 1-3p.m. at P&A.