

2010 PR Workgroup Meeting 10-25-07 -- Minutes

NEXT MEETING: Friday, November 30 from 12:00 – 3:00 at MRS, Room 192

Attendees: Phil Migliarese, Mayor's Commission; Clara Thompson, JEVS; Jamie Kelly, JEVS; Karen Kenny, MRS; Tamara Nelson, MRS; Denise Haynes, Interac; Renee Ash, Interac; Rosa McAllister, Networks; Ann Marie Campbell, MRS; Suzanne Erb; Brain Holder, MRS; Jeff Orlin, MRS. Additional Members: Judy Kresloff, MRS; Pam Nabried, Horizon House; John Woodruff, AHEDD; Wayne Hobson, SPIN; Dennis Oswald, CATCH; Norman Baker, Public Awareness Committee; Topia Tessman, Quality Progressions; Stephanie Desenclos, Partnership for Community Supports.

Everyone contributed and discussed ideas, although I did not always note “who suggested what” (my apologies!) Ann Marie welcomed the members of the Workgroup, and noted that Karen Kenny would no longer be a Co-Chair of the group, as she is assuming other duties. Ann Marie Campbell will continue to serve as a Co-Chair, and the Steering Committee is considering the need to appoint another Co-Chair. Jeff Orlin will provide administrative support and compile the meeting minutes.

The group discussed ideas for upcoming projects to spread the word. Among the ideas was making contact with Michael Nutter's wife, as she currently works with Philadelphia Academies Inc., an organization related to transitioning from school to work.

Rosa suggested compiling 101 ways (or 2,010 ways! – see below) to be an employment ambassador, and also to issue a “story challenge” to the other Workgroups.

Jeff suggested that if each workgroup member visited one CIE provider a month for three months, to get a first-hand account of a success story, we'd have a lot of stories! Tamara suggested including a tear-out story template in the next booklet of success stories.

It was suggested there are ways to “give good PR” to employers by helping to publicize success stories related to them, and to tie-in publicity efforts with other organizations whose fans or customers are people we serve. Working with SEPTA was suggested. Working with employers can also yield stories of coworkers providing natural supports.

Also discussed was increasing the number of employers to receive awards and participate in the next Employment Symposium. We watched the video portion of Phil's DVD of a PSA for the Mayor's Commission on Disabilities (we experienced audio difficulties.)

HOMEWORK:

1. Add to the list below the ways to be an Employment Ambassador. Try to come up with at least five ways right away. Send your ideas to Jeff by 11/16.
2. Issue the story challenge to the other Workgroups. Jeff will work with Ann Marie and Rosa and will send to the Steering Committee.

101, 201, or 2010 Ways to be an Employment Ambassador

1. Ask about jobs when visiting businesses
2. Carry “Ambassador” cards and story templates
3. Call on seasonal employers for jobs
4. Frequent the establishments of participating employers; let them know!
5. Leave info about 2010 with employers
6. Spread the news of 2010 to community groups you belong to
7. Send in a success story
8. Remember special event jobs or months, such as sweet potato month
9. Post 2010 news on blogs
10. Include info about what job coaches do on business cards
11. Tell people in your neighborhood about 2010
12. Let employers know how to get motivated, reliable, trained workers
13. Ask employers to share a story a success story
14. Tell people to visit philaonthejob.org
15. Refer an employer to a CIE provider
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