

Philadelphia Vision for Employment 2010 Steering Committee Meeting

November 25, 2009

Meeting Minutes

In attendance: Wanda Sabb, Larry Pace, Jill Gromen, Julia Barol, Jeff Orlin, Shauna Roman, Kathy Sykes, Ann Marie Campbell, Len Kravitz

I. **Review of the minutes from 10.28.09 meeting**

Kathy contributed 2 corrections and changes were made. Minutes were approved.

II. **Outreach to Business Community - Video Rollout**

Kathy summarized that there had been a meeting in October with providers to brainstorm ideas on the video rollout. Jeff distributed the list of the brainstormed ideas as well as suggestions of ideas of action steps that MRS could provide to support the providers and to help with the rollout. Some of the suggestions discussed included: visiting business organizations and touching base in a way that is more concerted and far reaching than what is currently being done by each provider. Jeff discussed creating a "slick sheet"(either a postcard or letter) that could be used as a bulk mailing to send to all businesses in the city. Much discussion occurred on how to create a professional and targeted advertising campaign. Jeff discussed making presentations to the business community groups and it was agreed that a combination of the two approaches would present the strongest options for obtaining jobs for individuals. Kathy pointed out that most importantly we need to engage the CIE providers in this process. All providers have received a copy of the DVD and it was agreed that we would provide additional copies to them. We will provide a list of guidelines at the next provider meeting which is scheduled for December 16 (and is a joint meeting with the SCOs). It was agreed that we will do the mass mailing to businesses and business associations and will begin work on a "slick sheet". We will get 'stills' from Crossbow to use in the creation of the slick sheet. Kathy also suggested the use of Facebook and Twitter as a medium. We will need to create our own marketing plan at multiple levels.

III. **MIG Grant Planning**

Shauna reported on the eight MIG funded focus groups. She explained that there was also an online option for those that couldn't physically participate which asked the same four questions that was posed to the 8 groups. The form online has already had sixteen individuals respond and it is expected that there will be more as the deadline to fill out the form has been extended due to additional interest. Jill reported that the MIG interim report needed to be completed by November 13 for John Miller. It is Jill's understanding that the rest of the compiled information from the focus groups after November 13 will be added to the final report. There was much discussion on the meeting scheduled with the Statewide Steering Committee on December 17. Kathy suggested a meeting and/or discussion with John for just after the holiday to discuss the

agenda. Kathy also reported that she invited Kevin Casey and Jeanne Parisi to attend the Statewide Steering Committee meeting. Jeanne is taking the lead for employment and will be taking on some of Dana's roles. It is important to get more stakeholders to come. Kathy suggested that we need to reach out to all of our statewide contacts including self advocates and families; to encourage them to come to the December 17 meeting. It was stressed that the Steering Committee meeting is open to anyone that would like to attend. The purpose of December 17 is to take the PATH that was begun in May, integrate information from the focus groups and then decide how to implement the different steps that are a part of the PATH. Kathy suggested meeting before the 17th to strategize more about this.

IV. Mini Grants

Julia reported that there were five submissions for the mini grants. Two of the submissions were asked for clarifications on their proposals and were submitted satisfactorily. All five were approved. CIS submitted two proposals. The first approved proposal was a customized employment proposal where two staff would receive 'immersion training' from an agency outside the area that was selected by Cary Griffin of GriffinHammis. The staff would travel to the agency (outside the state) and bring back what they learned to put into action. Later on in the grant period they would return to the mentoring agency to troubleshoot any areas they were having difficulty with. The goal is to place four individuals into jobs using the customized employment process. CIS agreed to mentor other providers in Philadelphia at the conclusion of their grant implementation.

The second CIS proposal involves outreach. They will conduct outreach to over 200 employers and project that by the end of the project (April, 2010) nine or ten individuals will be employed by an employer contacted through the outreach efforts and ultimately 20% of those employers contacted will hire an individual supported by CIS by the fiscal year's end. Two staff will act as business liaisons and will be responsible for oversight of all project activities.

The third mini grant was awarded to AHEDD. AHEDD has created a tracking system data base in their Reading office which tracks job development activities. The grant would include customizing the ACCESS database for the Philadelphia office and the training of the usage with staff. Should this be successful we will ask AHEDD to share this with other providers.

SPIN received a mini grant to improve upon their current marketing plan. The goal is to be able to present their services in a more professional manner.

PATH received the final proposal. They propose to hold one or two breakfast/lunch meetings with the Northeast Chamber of Commerce and possibly the Greater Philadelphia Chamber of Commerce.

Julia will create a mini grant synopsis to disseminate at the Employment Forum and the CIE provider meeting. It was decided that each mini grant awardee will be assigned a liaison provide support. The liaison will not necessarily provide technical assistance but will be there to keep a pulse on how the mini grants are progressing. The following members were assigned to touch base: Jeff Orlin will talk with SPIN, Len Kravitz - AHEDD, Joe Murphy- Customized Employment, Ann Marie Campbell - PATH, Julia Barol- CIS Outreach.

IX. ARC/Walmart Transition Planning

Kathy reported that Donna Bouclier of the Philadelphia ARC called her about the Walmart school to community transition project. There was much discussion about the grant RFP. Julia reported that in brainstorming sessions with Donna that the following ideas were highlighted: students would be provided with paying jobs while in school and those jobs would be theirs once they graduated. There would be a benefits counseling component around Social Security benefits and medical benefits. Students could also participate in the Transition Planning Project. There would need to be commitments from the following: the Philadelphia School District, CIE providers, the local WIPA and possibly with the Mayor's Office of Education. There is much data available from the Social Security Transition Projects that could substantiate the work that is proposed. It would be a best practices full package for transition aged youth. Kathy felt this would be a good opportunity and the Steering Committee is interested in pursuing this. Kathy will set up a meeting with Donna to further discuss this.

X. Other:

Kathy reported on the Philadelphia Chamber of Commerce project. It does not appear that there have been big efforts/entrees from the project. There is still one session left between the providers and the Ambassadors on December 11.

Ann Marie reported on the TASH conference seminars she attended and distributed the handouts from: Realizing Customized Employment, Customizing Employment in a Tough Economy: Mission Impossible? and A Working Life: Customizing and Supporting Jobs in Difficult Times.

Shauna updated the group on the status of the meetings with WES. There will be a parent's informational session on December 18. Julia will do a social security overview of work and benefits and Shauna will show the PFCS Parent perspective video. It was also suggested that we show the 'One City, One Vision' video. Kathy suggested that it would be a great opportunity to bring an individual that is currently working along with a family member. Wanda reported that there were 4 people that were very interested in employment so that she could also attend as an observer in their ISP meetings.

Due to time constraints the following topics were postponed:

Symposium Update

Cross - Systems Work with DB Work Group Activities

CIE Providers Meeting 12/16 10am