SPIL Sub-Team Section 2.2 Meeting

Date: April 16, 2020

Time: 2:00 pm – 2:48 pm

SILC Council Members Yvonne Fleener, Aaron Andres

CIL Members: Mark Pierce, Diane Fleser, Luke Zelley

DSE: Rodney Craig

Staff: Tracy Brown, Steve Locke

Absent:

AGENDA ITEMS

1. Section 2.2 ~ Outreach

* Steve read the draft outreach narrative. “In Michigan’s IL Network, unserved populations are defined as people with disabilities who live in counties that are not associated with a Part C funded CIL’s service area. Out of Michigan’s 83 counties, nine counties are unserved and are primarily located in the mid-west and northeast areas of lower Michigan. Michigan’s counties that are unserved by the IL network are Ionia, Mecosta, Montcalm, Osceola, Alcona, Iosco, Ogemaw, Roscommon, and Lake counties.”

“Michigan’s underserved populations are defined as people with disabilities who live in CIL service areas where the CIL’s core funding does not meet the prototype’s minimum IL core funding level of 50% of the CIL’s total budget which is further described in Section 3.2 “Expansion of the Network.” When analyzing underserved disability populations by county based on the Michigan CIL prototype, all counties affiliated with Michigan CILs are underserved. However, the Michigan CIL service areas that are the most underserved are Detroit, Oakland/Macomb, mid-Michigan, northern Michigan and the Upper Peninsula (see table):”

“The statewide outreach plan will be spearheaded by SILC and will promote IL/CIL service awareness to disability populations in counties unaffiliated with a CIL; disability populations identified in SPIL Goal 1, Objective 1.4 Diversity and Inclusion; and underserved disability populations in Detroit, Oakland/Macomb, mid-Michigan, northern Michigan and the Upper Peninsula; and general statewide outreach based on current CIL core funding levels when compared with the prototype.”

“The IL/CIL service outreach awareness campaign, led by SILC, will be designed in partnership with the CIL Network and Michigan State University’s Project Excellence. Outreach methods will include the development of printed and electronic educational materials disseminated across multiple platforms including social media, websites, and displays in key partner locations where targeted populations receive goods and services. Developing a targeted outreach social media presence (Facebook, twitter, Instagram, TV/website), development of community presentations and talking points, partnering with disability related community/service agencies/groups and local governments in targeted areas including Area Agencies on Aging, Intermediate School Districts and United Way chapters, and engaging a media volunteer/intern dedicated to the successful launch of the outreach campaign.”

* SILC may engage a media volunteer/intern or college student in this degree field as a backup plan if SILC is unable to hire a full-time employee.
* Team feedback was to remove “engaging a media volunteer/intern dedicated to the successful launch of the outreach campaign.” May want to look into using a third-party outreach service.
* The third paragraph was edited to: “The outreach plan will be spearheaded by SILC and will promote IL/CIL service awareness to unserved and underserved disability populations in all Michigan counties based on the CIL prototype minimum funding table with an additional focus on the CIL identified populations in SPIL Goal 1, Objective 1.4 Diversity and Inclusion.”
* Dialogue.
* A CIL champion will be selected by the network for Diversity and Inclusion.
* In the last paragraph language was added “Development of a best practices guidebook based on CIL PILOTS for distribution to the IL Network and statewide partners.”
* Steve will remove the table and re-locate it to Section 3.2 under Expansion of the Network.
* Outreach methods in the last paragraph: need to remove the words printed and electronic.