SPIL Sub-Team Section 2.2 Meeting

Date: April 30, 2020

Time: 1:00 pm – 1:15 pm

SILC Council Members: Aaron Andres

CIL Members: Mark Pierce

DSE: Rodney Craig

Staff: Tracy Brown, Steve Locke

Absent:  Luke Zelley, Diane Fleser

AGENDA ITEMS

1. Section 2.2 ~ Outreach

* Below is the narrative that has been drafted.

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 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 through Part B and Part C funding are Ionia, Mecosta, Montcalm, Osceola, Alcona, Iosco, Ogemaw, Roscommon, and Lake counties. These counties are served with state funds.

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 Michigan CIL 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. The Michigan CIL service areas that are the most underserved in the prototype based on core funding levels are Detroit, Oakland/Macomb, mid-Michigan, northern Michigan and the Upper Peninsula (see table in Section 3.2).

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.

The IL/CIL service outreach awareness campaign, led by SILC, will be designed in partnership with the CIL Network with input from Michigan State University’s Project Excellence’s on the statewide need’s assessment. Statewide outreach methods will include development of accessible educational materials disseminated across multiple accessible platforms including social media, websites, and displays in key partner locations where targeted populations receive goods and services. The awareness campaign will include the development of a targeted outreach social media presence (Facebook, twitter, Instagram, website), development of community presentations and talking points, and partnering with disability related community service agencies and groups in targeted areas. SILC will create an outreach position, or dedicate resources to third party outreach services, dedicated to the successful launch and execution of the outreach campaign. The CIL diversity and inclusion PILOTS outcomes will be shared with the IL Network and statewide partners.