



Council Meeting Minutes

September 13, 2019

Council Members Present:

Allison Bynum*
Jody Cheek*
Jennifer Coleman*
Sarah Cripps*
Ryan Durham*
Tatum Fowler*
Lesley Guilaran*
Chrissy Hood*
Clancey Hopper*
Lisa Johnson*
Jean-Marie Lawrence*
Linda Monterroso*
Tecia Puckett Pryor*
Brigham Scallion*
Gina Summer*
Karen West*
Brent Wiles*
Martez Williams*
Bruce Keisling, UT Boling Center
Paula Knisely, Voc. Rehab. Services
Seth Pedigo, DIDD
Alison Gauld, Dept. Special Education
Hassun Syed, Dept. of Special Education
(intern)
Kendra Mitchell, Dept. of Health
Rose Naccarato, Tenn. Commission on
Children & Youth
Lisa Primm, Disability Rights TN
Sara Kassas, Non Gov't Agency
Bettie Teasley, THDA
Megan Hart, Vanderbilt Kennedy Center
*(attended on behalf of Elise
McMillan; abstained from all votes)*

Staff Present:

Wanda Willis
Lynette Porter
Alicia Cone
Lauren Percy
Jolene Sharp
Ned Andrew Solomon
Emma Shouse-Garton
Ashley Edwards
JoEllen Fowler
Mildred Sparkman
Laura McCabe (Intern)

Guests Present:

Brian Keller, DRT
Barbara Hopper
Wayne Hopper

Visitors Present:

Jim Rogers, Chattanooga

Council Members Absent:

Roddey Coe*
Alicia Hall*
Craig Lemak*
Mark Liverman, Dept.
Mental Health & Substance
Abuse
Anna Lea Cothron, TCAD

**denotes Governor appointed citizen*

9:00 a.m. Opening & Introductions

Council Chair, Tecia Puckett Pryor, called the meeting to order after ascertaining there was a quorum at 9:00 a.m. Tecia welcomed everyone and facilitated introductions.

Wanda Willis, Executive Director for the Council, celebrated Mildred Sparkman, Administrative Secretary for the Council, for her 15 years of service. Mildred sets the tone for other staff with her positive attitude, team-focused approach to problem solving, and overall professionalism and joy for the work of the Council.

Tecia then reviewed the meeting agenda.

9:15 a.m. Business Items

Approval of May 3 Minutes

The May 3, 2019 Council meeting minutes were emailed to all the Council members prior to the September 13, 2019 Council meeting to give members an opportunity to review before the meeting. Tecia called for a motion to accept the minutes as written from the members present at the November meeting. **Ryan Durham moved to accept the May 3, 2019 minutes as written and Clancey Hopper seconded the motion. There was no discussion and the motion carried unanimously.**

Executive Committee Report

Tecia reported that the Executive Committee met on Thursday, September 12th. This was the first meeting for the new Executive Committee members Lesley Guilaran and Tatum Fowler. Tecia reminded Council members of the retirement of Ned Andrew Solomon, Director of Partners in Policymaking. The Council will begin the process for hiring someone to fill this role and will continue to focus on building out leadership component of the Council. Staff will make members aware of any developments as they know them.

As a part of the Audit Committee charter, the Council chairperson selects the audit committee members for approval by the full council. The staff provided with the education and experience of the available members, which I have reviewed. Tecia recommended the following Council members to the Audit Committee: Alicia Hall, Jean-Marie Lawrence, Roddey Coe, and Brigham Scallion. **Ms. Clancey Hopper made the motion to approve the recommendation as read; Mr. Ryan Durham seconded. There was no discussion. The motion was approved.**

Tecia additionally reviewed the Comptroller requirements in the Charter for Chair of the Audit Committee. Alicia Hall has the financial background to serve in this position. Tecia recommended that Alicia Hall be named Chair of the Audit Committee. **Gina Summer made the motion to approve the recommendation as read; Lesley Guilaran seconded. There was no discussion. The motion was approved.**

The Executive Committee is made up of five distinct positions: Chair, Vice Chair, and three additional members who serve as chairs of the standing committees. They fulfill important roles to the work of the Council. We currently have a vacancy in the role of Vice Chair – a position that is appointed by the Governor's Office. In the past, the Governor's office has allowed our Council to recommend a governor appointed member for this role. Tecia suggested that the Council recommend Ryan Durham to the Governor's office for his consideration. **Lisa Primm made a motion to recommend Ryan Durham to the Governor's office for the position of Vice Chair, for his consideration. Clancey Hopper seconded the motion. There positive comments from several Council members affirming support for this recommendation. The motion was approved.**

Tecia highlighted the policies included in members' folders, which were also emailed out to members with the other meeting materials. Last year, the Audit Committee developed a Code of Conduct for Council members. As a part of the process, we must have updated copies of this form on file each fiscal year. Members should read, sign, and return these documents to staff before leaving the meeting today.

Also included in members' folders is the Public Communications Policy (formerly Social Media, Public Policy, and Communications) that was updated and approved by the Executive Committee in August. Previously, this policy had not been updated since 2003. The changes approved are editorial and not substantive, and also align directly to the Principles of the DD Act (attached for your reference). Members should review these policies and ask questions of staff if they have any.

Executive Director Report

Wanda Willis, Executive Director, encouraged members to read the staff report included in their folders. In addition to the notes in the staff report, Wanda highlighted that the Council has begun conversations with eight state departments regarding improvements to the state's only comprehensive information and referral system, Tennessee Disability Pathfinder. Currently, there are five departments that intend to join the Council in funding Pathfinder (Department of Education, Department of Human Services, Department of Mental Health and Substance Abuse Services, Department of Intellectual and Developmental Disabilities, Department of Health). Vanderbilt Kennedy Center is working on a work plan to present to the collaborative group of state agencies. The overall goal is to launch this in July 2020.

Budget/Administrative Report

Lynette Porter, Deputy Director, reported that the available federal funds balance is \$919, which reflects full obligation of our federal reward. Since the May meeting, the Council used federal funds to execute one new contract with N&R Publications for the amount of \$24,999 to fund high-interest disability print publications for specific rural communities across the state. Lynette also shared that Tennessee received a notice of award for additional appropriation in the amount of \$40,000. The Council will have until September 30, 2020 to obligate these funds and until September 30, 2021 to spend.

Lynette reported that the federal FY20 congressional budget packages include a small increase for councils. The staff is watching this federal budget carefully; the Council bases its operational budget on

level funding from year to year, but is prepared to adjust as necessary. The Council is also preparing the FY21 state budget package for submission to the Governor. Lynette shared a brief overview of timeline for state budget submission, hearings, and approval.

Operationally, Council staff has been working diligently toward administrative processes that are key to the work of the Council. This summer and into the fall, Dr. Alicia Cone, Director of Program Operations, will be working on agency sub-recipient monitoring to ensure contracts are in compliance with federal and state requirements. Additionally, Alicia has begun this cycle of the Title VI monitoring plan, assuring contracts and the Council are in compliance with federal civil rights law related to race, color, and ethnicity. JoEllen Fowler, Administrative Assistant, has led staff through a year-long process to align agency records with the Secretary of State guidelines. All staff were involved and reduced paper records by 73% which will ultimately result in a reduction of costs associated with records management.

9:45 a.m. Adourn to Council Committee Meetings

10:45 a.m. Break & Check Out

11:30 a.m. Committee Reports

Minutes from committees are attached to these minutes.

- Evaluation Committee (Lisa Johnson, Chair)
- Public Policy Committee (Lesley Guilaran, Chair)
- Communications Committee (Tatum Fowler, Chair)

11:55 a.m. Special Presentation

Council member, Clancey Hopper, was recognized for her award given by the National Association of Council on Developmental Disabilities for her nomination to the Self-Advocate Leadership Circle. Clancey was nominated by the Tennessee Council for her work in public policy, person-centered advocacy trainings, and leadership on the Council.

12:00 p.m. Group Photo

12:10 p.m. Lunch

1:00 p.m. Public Policy Report

Lauren Pearcy, Director of Public Policy, presented a summary of policy updates since the Council last met in May. She shared the Council's focus areas for 2020, which include healthcare, employment, education, and decision-making. Within healthcare, a top priority will be the Katie Beckett waiver implementation, which is a new Medicaid program offering healthcare to children. Another healthcare topic the Council will be following closely is the proposed block grant funding for Medicaid. Lauren reported that as a direct result of our position as a state agency expert, the Council has been invited to a stakeholder group to discuss the technical aspects of implementing this waiver. As the Council learns more and submits public comment, Lauren will share these with Council members.

In the area of employment, Council members should know that the Expect Employment Report, a report submitted to the Governor's office outlining past and future expectations for employment of individuals with disabilities, will be release on September 18, 2019 in Jackson, Tennessee. In the area of education, Lauren sits on a leadership team for *Transition Tennessee*, focused on supporting students with disabilities in their transition from high school to adulthood. The Council's work continues in decision-making; we have worked closely with other disability organizations to create materials, including trainings, for Tennessee families and practitioners toward protecting people's rights to make their own decisions rather than go into conservatorship. The Council has applied for a grant that would expand this work; we will know next month if our state is chosen for this funding opportunity.

Lauren also reminded members of the suggested summer policy assignment, which was to meet in person with legislators in their development district. She shared resources available from the Council for members who would like to do this in the fall and reviewed the Council legislative leave behind card and Council overview. She highlighted three members' experiences this summer: Lesley Guilaran, Clancey Hopper, and Martez Williams shared success stories of meeting with their local legislators, telling their personal stories, and giving them information about the Council as a go-to resource for disability policy issues.

1:30 p.m. Council Funded Project Spotlight: Voter Accessibility

Brian Keller, from Disability Rights Tennessee, presented an overview of the organization's Voter Accessibility project. He shared resources and information for Council members to become site assessors in their development districts. Brian encouraged members to watch social media and sign-up for Disability Rights Tennessee's e-mail newsletter to receive information about upcoming trainings connected to this initiative. Brian can be contacted at briank@disabilityrightstn.org.

2:00 p.m. Wrap Up

Tecia encouraged members to turn in their travel claims, policies, Council meeting evaluations, and demographic forms to staff members.

2:10 p.m. Public Comment

There were no comments made by visitors or members of the public.

2:20 p.m. Adjournment

A motion for adjournment was made by Gina Summer and seconded by Clancey Hopper. The motion carried and the Council meeting was adjourned at 2:20 p.m. The next Council meeting will take place at the Embassy Suites Nashville Airport on November 14 & 15, 2019.

Upcoming Meeting Dates

2019 Council Meetings - Location: Embassy Suites Nashville Airport

- Council Retreat: Thursday & Friday, November 14 & 15, 2018

2020 Council Meetings - Location: Embassy Suites Nashville Airport

- Quarterly Council Meeting: Friday, February 28, 2020
- Quarterly Council Meeting: Friday, May 2, 2020
- Quarterly Council Meeting: Friday, September 18, 2020
- Council Retreat: Thursday & Friday, November 5 & 6, 2020



Respectfully submitted by: Ashley Edwards, Executive Assistant



Approved by: Wanda Willis, Executive Director



Council Evaluation Committee

Location: Embassy Suites Nashville Airport
Date: Friday, September 13, 2019
Time: 10:10 A.M. CDT

Present: Lisa Johnson, Alison Bynum, Jody Cheek, Ryan Durham, Alicia Hall, Brigham Scallion, Karen West, Seth Pedigo, Bruce Keisling

Absent: Mark Liverman, Alicia Hall

Staff: Alicia Cone, Ned Andrew Solomon

Guests: Lynette Porter, Paula Knisely (Mandy Johnson), Matt Brown (Shannon Nehus)

1) **Call to Order**

After ascertaining there was a quorum, Lisa Johnson, Chair, called the meeting to order at 10:00 a.m.

2) **Introductions and Review of the purpose of the Evaluation Committee**

Lisa Johnson facilitated introductions and a brief review of the purpose of the Evaluation Committee.

3) **Consent Agenda: Approve today's Evaluation Committee Agenda**

Lisa Johnson shared the agenda for the meeting.

Karen West moved to approve the agenda. Seth Pedigo seconded. Approved.

4) **Discussion of FY19 Q4 Score Card**

- Under Goal 1 – Leadership Development, all projects and staff activities are either Met Within 10% of the target outcomes set, including expenditures, with the following exceptions –
 - The contract with Support Development Associates to provide People Planning Together train-the-trainer certification training. During the implementation stage partnering agencies requested that the centralized trainings be turned into regional trainings. This was agreed to and a budget amendment completed. However, the trainings did not draw the level of interest anticipated, and the budget amendment amount was not fully used. This resulted in SDA's budget being



- underspent by 35%.
 - The Council and the Department of Human Resources (DOHR) Strategic Learning Solutions (SLS) agreed that the Leadership Academy for Excellence in Disability Services should be postponed until FY20, with a targeted start date of November 1, 2019. This delay is attributed to the change in administration and senior leadership at DOHR and SLS.
- Under Goal 2- Impacting Policy and Practice, all public policy staff activities are either Met Within 10% of the target outcomes set, with the following grant contact exceptions –
 - The Voting Accessibility and Awareness project encountered a longer start-up time than initially anticipated due to extra research required to identify the best platform to purchase or contract with. The platform needed to include functionality such as offline use, tracking individual poll sites through time, automated report generating, and sophisticated data analytics tools. The platform originally identified, upon deeper examination, did not meet all of DRT's requirements. This resulted in an extensive search being started for a new platform. This activity took longer than expected; however, it resulted in a custom product that DRT now has control of adapting and enhancing to meet their changing needs over time.
 - The Supported Decision Making project had an unexpectedly slow start-up due to slow referrals from the managed care organizations that serve people through the Employment and Community First CHOICES waiver. There was an educational component that needed to happen first. Therefore not all program activities were completed and 72% of the contract's budget was unspent. There are discussions occurring regarding allowing the work to continue with a new contract now that the project has gathered momentum.
- Under Goal 3 – Informing and Educating Stakeholders all communications staff and grant contract activities are Met Within 10% of the target outcomes set, with the following exception –
 - The Diversity and Inclusion project was underspent by 21%. This occurred due to a change in lead staff that occurred May, 2019. This limited the amount time and effort that could be dedicated to executing grant activities.

Several committee members remarked that they really liked the “scorecard” format.



5) **Review FY19 Diversity Report Graphic Summary**

- The Evaluation Committee reviewed new graphs and tables that compare the diversity data from FYs 17, 18 and 19. The committee discussed trends over the three years of data. Initially, the average participant in Council activities was a white, female, family member from an urban setting. The committee discussed that the data seems to indicate the Council is reaching more men, developing a better balance between reaching people with disabilities and family members, and reaching more rural areas. However, there appears to be room for improvement in reaching a more racially diverse group of people.
- Data collection continues for both state and federal reporting.
- Recommendation from Committee: compare the diversity data collected by the Council to the TN demographic profile available from the Census Bureau.
- Second recommendation was to consider the possibility of reaching out to “culturally-specific” organizations and agencies to increase the Council’s reach into diverse communities.
- It was also noted that with the Council’s recent efforts to increase outreach to more of TN’s rural areas, we are more likely to encounter predominately white communities.

6) **Update on progress with LAEDS and Scholarship Fund long-term surveys**

Dr. Keisling updated the committee on the status of both long-term surveys.

- The focus is on completing the Scholarship Fund survey first. UT Boling Center is currently working on revising the survey, and the Council is working on getting the Boling Center names and contact information of participants since the program’s inception.
- Work on the LAEDS survey is scheduled for the second half of this fiscal year, with the initial activity being to revamp the survey in order to focus on competencies.

7) **Motion to Adjourn**

At 10:55 a.m. Ryan Durham moved for adjournment. Brigham Scallion seconded. Approved.

Prepared by: Ned Andrew Solomon



Council Public Policy Committee

Location: Embassy Suites Nashville Airport
Date: Friday, May 3, 2019
Time: 10:10 A.M. CDT

Present: Lesley Guilaran, Sarah Cripps, Clancey Hopper, Jean-Marie Lawrence, Brent Wiles, Martez Williams, Lisa Primm, Rose Naccarato,

Absent: Roddey Coe, Anna Lea Cothron

Staff: Lauren Pearcy

Guests: Lauren McCabe, Wanda Willis, Megan Hart (Elise McMillan), Kendra Mitchell (Jacqueline Johnson)

1) **Call to Order**

After ascertaining there was a quorum, Lesley Guilaran, Chair, called the meeting to order at 10:05 a.m.

2) **Consent Agenda**

Lesley Guilaran shared the agenda for the meeting, expressed gratitude for her appointment as Chairperson.

3) **Introductions**

Each present member and guest introduced themselves and shared why they are interested in public policy:

- Sarah Cripps: early in legal career, rewrote the custody statute to ensure disability could not be used against a parent during custody proceedings. Experienced in navigating bureaucracy, writing.
- Martez Williams: advocating change for people with disabilities.
- Megan Hart: interest is growing in public policy, particularly with new role as Chair of the TN Disability Coalition.
- Wanda Willis: everything begins with public policy.
- Rose Naccarato: from a young age, interest in brokering fair solutions to problems.
- Lisa Primm: early in her career as an advocate in a facility, created the first patient's bill of rights.
- Kendra Mitchell: learning about policy for the first time in current role.
- Brent Wiles: to me, it's all about relationships and trust.
- Clancey Hopper: supported decision making.
- Jean-Marie Lawrence: Emergency preparedness after dorm room fire.



4) **Public Policy Committee’s Role in Council Public Policy Program**

The public policy committee discusses and gives input into state public policy issues and the Council’s priorities. Themes of discussion included access to voting, Disability Day on the Hill, and the importance of strong relationships with policymakers and each other. Specifically: Get to know each other’s stories and interests.

5) **Review of Proposed “Public Policy Calendar” for Governor-appointed Council Members**

Approved.

6) **Wrap up, Prepare for Report Out**

7) **Motion to Adjourn**

Prepared by: Lauren Percy



Council Member Public Policy Calendar

This calendar reflects the opportunities you have as a Governor-appointed Council member to engage in public policy. The activities on this list are not required, and not intended to be comprehensive or exhaustive.

Tennessee's Legislative Session

January to April-June. There is no official end date to our state's legislative session.

January

- **Welcome contact to legislators:** contact (meet/call/email) your legislators. Explain your role on the Council, remind them to use the Council as a resource for disability-related legislation, constituent issues; get to know your representative and what s/he cares about.

February

- **Educate to Advocate: Vanderbilt Kennedy Center** in Nashville and remote participation (livestream) available. An opportunity to learn about disability policy and "informing and educating" during legislative session.
- **Disability Day on the Hill:** Cordell Hull Building in Nashville. Participate in an opening program featuring key disability policymakers, meet with your legislators, and participate in general awareness-raising about disability.
- *Dates vary year to year; watch the Council's Policy Newsletter.*

March

- **Council Meeting** Public Policy Committee meeting; public policy report to all members

April

- **Disability Policy Seminar:** Washington, DC. The Council Public Policy Director and Public Policy Chairperson typically attend. Conference sessions about national disability policy issues; meetings with Tennessee's Congressional delegation.

May

- **Council Meeting** Public Policy Committee meeting; public policy report and legislative recap to all members

Summer/Fall

- **In-person visits to legislators:** set up a time to meet your legislator in your community. Explain your role on the Council, remind them to use the Council as a resource for disability-related legislation, constituent issues; get to know your representative and what s/he cares about.
- **Voting registration volunteer efforts:** The Council supports Disability Rights Tennessee's efforts to assess polling sites across Tennessee for accessibility. Volunteer to assess sites in your area – contact briank@disabilityrightstn.org.

Year-round

- **Read the Council's weekly policy newsletter for updates**



Council Communication Committee

Location: Embassy Suites Nashville Airport
Date: Friday, September 13
Time: 10:10 A.M. CDT

Present: Tatum Fowler, Jennifer Coleman, Chrissy Hood, Linda Monterroso, Tecia Puckett Pryor, Gina Summer, Sarah Kassas, Bettie Teasley, Alison Gauld

Absent: Craig Lemak

Staff: Jolene Sharp, Emma Shouse Garton

Guests: Jim Rogers

1) **Call to Order**

After ascertaining there was a quorum, Tatum Fowler, Chair, called the meeting to order at 9:56 a.m.

2) **Consent Agenda: Approve today's Communication Committee Agenda**

Tatum Fowler shared the agenda for the meeting.

Alison Gauld moved to approve the agenda. Jennifer Coleman seconded. Approved.

3) **Input on Breaking Ground & Communications Impact**

- Emma Shouse Garton gave overview of FY19 communications metrics, showing growth across all platforms. Discussion focused on using social media platforms to build engagement and expand influence beyond core circle.
- Discussed baseline survey for Breaking Ground feedback, which got limited response. Action: Resend survey to committee to increase circulation and get more constructive feedback on areas for improvement.
- Suggestions during this discussion included: QR codes for specific BG articles to share link directly (Gina Summer), Include instructions in print magazine for sharing articles from website (Tatum Fowler)
- Guest Jim Rogers requested that the Council provide materials to help him connect us to local Chattanooga advocacy groups, and that we send him instructions on how to evaluate the reading level of a *Breaking Ground* article he is writing.

4) **Highlights of FY20 Communications Plan**

- Distributed overview of FY20 Communication Plan and discussed high-level goals and strategies.
- Suggestion during this discussion included: Looking at National Deaf Center as a model



for engaging social media strategy (Alison Gault)

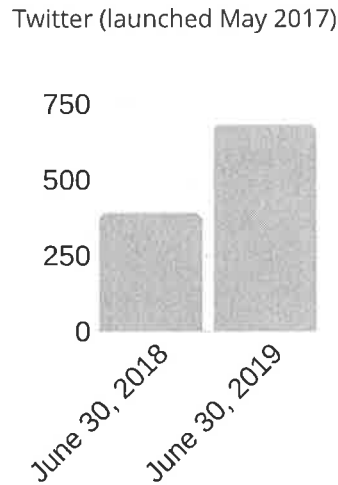
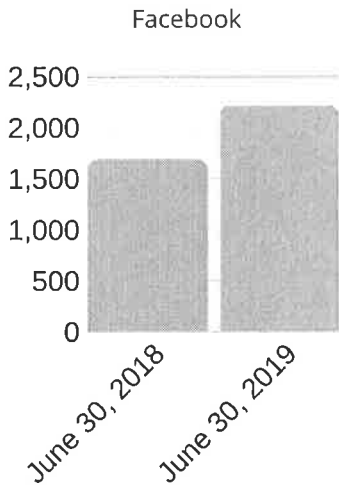
5) **Motion to Adjourn**

At 10:51 a.m., Bettie Teasley moved for adjournment. Chrissy Hood seconded. Approved.

Prepared by: Jolene Sharp

Social Media

Our reach on Facebook and Twitter continues to grow. Over the fiscal year (July 1, 2018 - June 30, 2019), our followers on Facebook increased by 31% and our Twitter followers increased by 75%. Now we're focusing on increasing engagement and increasing use of stories, photos and video.



TOP POSTS THIS QUARTER:

Facebook:

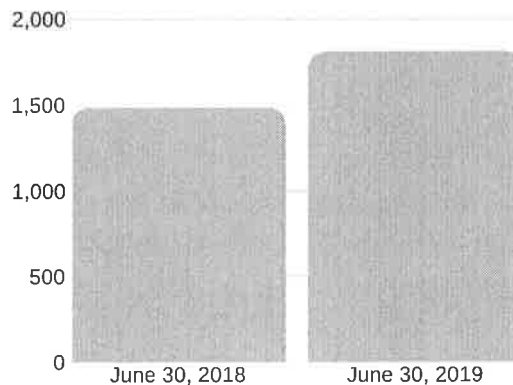
1. Partners application deadline - asking folks to share
2. Post about Julie Hocker's visit
3. Nashville Scene cover story on accessibility

Twitter:

1. Posts from Govt. Social Media Conference on social media accessibility
2. Post about Julie Hocker's visit
3. TennesseeWorks blog about new ECF director

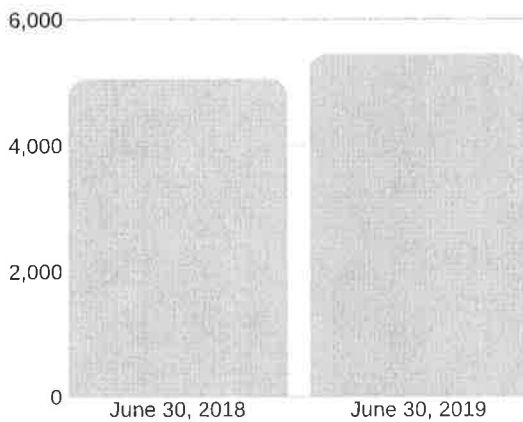
E-newsletters

Our mailing list for our e-news continues to grow, with over 1,800 subscribers and a 22% growth over the FY. Next year, we're focusing on increasing open rates and improving content that we can utilize across our social media and website.



Breaking Ground & Publications

Our subscriber base for Breaking Ground continues to grow, especially as we promote signing up at events, presentations and through social media. Since the end of FY18, we gained nearly 400 new subscribers, with most people opting for email over print. This is a 7.8% increase.

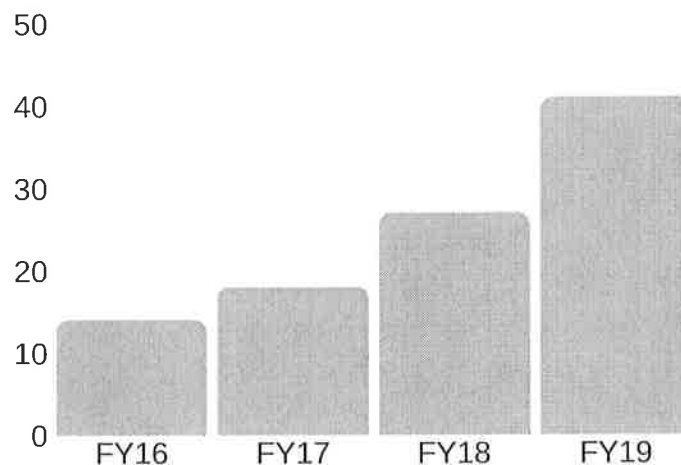


Focus areas for FY20 -

- *Implementing new style guide
- *Goal of 7th grade plain language standards
- *Increase use of infographics, photos, etc.
- *Solicit stories from diverse authors

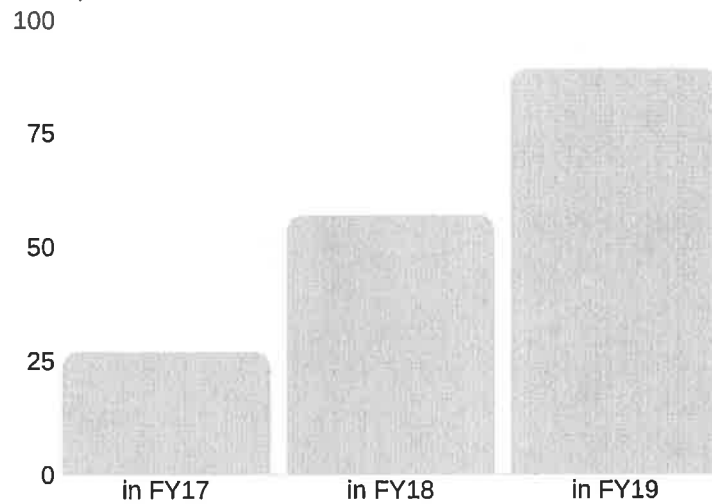
Event Sponsorships and Exhibits

During FY19, we sponsored, exhibited at and/or sent materials to 41 events. 8 were in rural or "mixed rural" counties.



Presentations & Trainings

In FY2019, Council staff delivered or coordinated 89 presentations at local, state, and national training events or conferences. More than 20 were held in 15 different rural or "mixed rural" counties. Ten were Youth Readiness Days for high school students with disabilities and seven were trainings for State of Tennessee employees.



In FY19, TN Counties reached through events and trainings



Communications Plan for FY20 at a glance

State Plan Goal 3 - Informing and Educating Stakeholders

OUR GUIDING GOALS FOR FY20

Reaching rural communities

Simplifying & streamlining information

OUR PLATFORMS

Social Media
E-newsletters
Website
Events & Exhibits
Trainings & Presentations
Publications
Media Outreach

OUR PRIORITY AUDIENCES

People with disabilities & their families

Policymakers

Organizations and businesses

OUR STRATEGIES



Plain Language

Use tools to evaluate and simplify reading level of public-facing content

Set a goal of print materials and publications meeting 7th grade reading level standards

Solicit feedback from the Communications Committee about readability of our communications



Engagement & Conversation

Use social media to ask questions and request input from followers

Participate in trending relevant conversations on social media

Look for opportunities to engage and partner with public and private sector organizations around shared priorities



Personal Stories & Impact

Use personal stories from staff and Council members to put a personal face on our work

More broadly, solicit personal stories from community members to show impact of Council work, other priority topics



Visual Communication

Utilize more photos, videos and infographics across all platforms

Video use will include live videos, short clips from smartphones, brief graphics-focused videos & produced videos

Use graphics to explain and simplify complex topics

Council Communications Plan FY20

State Plan Goal 3 - Informing and Educating Stakeholders

Summary of Key Goals & Strategies

Social Media - Begin tracking not just growth in how many people we reach, but also engagement metrics (how people are interacting with the information we share). Use more visual information (photos, videos and graphics) and personal stories. Use data to inform our strategies.



E-newsletters - Begin tracking not only growth in subscribers, but open rates (how many people are actually reading and sharing e-news). Use tools to target audiences (by geography, engagement level, etc.). Create new and engaging features that explain complex topics in simple terms. Use customer feedback to guide info we share.

Website - Take a fresh look at what information we need to share and how information is organized. Improve our use of plain language and accessibility best practices. Explore new user-friendly features (for example, interactive timeline of Council milestones and an e-news archive).



Breaking Ground, other publications & information materials - Use plain language tools. Improve balance of different types of articles (personal stories, policy topics, program updates, etc.) and diversity of authors. Create newspaper insert project to share success stories in six rural target counties.

Events & Presentations - Establish contacts in six priority rural counties to help share information about the Council and disability resources. Prioritize opportunities to exhibit, sponsor events, and present in rural areas.



Media outreach - Support Council members in connecting to local media contacts. Establish the Council as a trusted, nonpartisan expert source on disability issues among major media contacts.