

Governor's Committee on Disability Issues and Employment (GCDE)

Awards subcommittee meeting

June 15, 2022

11 am to 12 noon

**Minutes**

- 1. Welcome** – meeting called to order by Janet at 11:02
- 2. Roll Call** - Present: Janet, Kevin, Matt, Amy, Kristin, Clarence, Mike, Ryan, Elizabeth, Emily, Daniel, Yvonne, interpreter Laurie
- 3. Housekeeping Rules** – Please identify yourself prior to speaking, use the chat for questions, and use the reactions icon to raise your hand. We will be sure to adjourn on time in respect for people's time, and can table items for next time if needed.
- 4. Approval of June 1st meeting minutes** – were sent in advance for review, no questions heard, Matt moved to approve, Kevin seconded, all were in favor, approved as is
- 5. Social Media and Nomination Application Update** – 15 total responses in system, handful more than last time (still only 1 complete), result of social media weekly reminders (over 200 people reached on recent posts at the end of last week and earlier this week), is a great start, getting lots of exposure, still a couple of months left before the deadline, folks have seen it being shared a lot within the field, Amy has shared the link with many organizations and is now moving towards making individual contacts, progress is harder to measure there, but we believe the efforts will be fruitful soon and have a ripple effect as it is forwarded on, anything helps. Please continue to share. Having them in early will give us time to identify which category they're in as they're completed, so we can target certain ones to increase numbers if needed, as well as reach out to folks if they are incomplete or in the wrong category.
- 6. Sponsorship Update** – report out on meeting last week – Matt shared that we are currently working on redoing some of the sponsorships to increase incentive for the higher vs lower donation amounts, and that he sent some examples of what we might consider doing to the workgroup and will

forward them onto the whole subcommittee team, would like feedback on if we want to leave things as is for this year and reengage for next year or continue forward with the changes, and is open to any other ideas. We have also set a goal of around 18-20k for sponsorships, which is in the ballpark of what we spent at our last two in-person events pre-pandemic, and can send a budget sheet to show the figures we were looking at. Elizabeth will be responsible for reaching out to our contact at Microsoft to see if we are already written into their budget again for this year, and if they would consider sponsoring for an additional amount. Ryan will be responsible for contacting them about possible use as a venue for the event. The workgroup will schedule another meeting soon to decide how to proceed, incorporating any input received from the group.

7. **Marketing Work Group discussion/Update** – shared final flyer – it went out to the listserv and Facebook yesterday with the group’s suggestions incorporated, and Clarence also shared it on his screen. We will send it out to everyone after the meeting as a follow up, and also ensure everyone has the link to subscribe to the listserv, if they haven’t already. Folks may also want to be sure to check their spam folders in case our messages are inadvertently getting routed there for some reason. Cullynn has also been added to this group and we appreciate their graphic design and project management experience. Another meeting is targeted for the 21st and the team will be working on flyers for additional categories such as youth, direct support professional, and non-profit that they will share with the group as we move forward, and they are completed. We may attempt to contact past recipients for testimonials to include in additional flyers going forward, as well. Emily can provide some contact info to aid in that effort.
8. **GCDE Communications Marketing Plan on Awards Subcommittee** – proceeding as discussed – weekly social media/listserv reminders until mid-Aug. before the deadline extension is announced. Thank you to the subcommittee for your assistance with developing content for this effort. We are also working with the communications department on a press release and can share that with any interested parties for input. Once finalized, we will be sure to share it with the subcommittee so they can pass it on to those in their respective geographic areas. Photos from the last in-person event have also been added to the website, per the group’s

suggestion. We will also develop teasers announcing nominees, similarly to last year, once submissions are received as well.

9. **Other Business Section: Supported Employment Award** – revisiting discussion – check in on follow-ups – Janet has not yet had a chance to reach out to Melinda for some historical context but will do so, Emily will reach out to the individual who made the request on Elizabeth’s behalf to let them know the group has discussed it and are considering it for next year. More work will be needed to consider standing up a potential award.
10. **Next steps** - the sponsorship workgroup will schedule another meeting soon to make a decision, please let Matt know if you have any feedback on what he has proposed in the meantime, we will continue to work on the various marketing and communications items as necessary (see above), please continue to share and help get the word out, we’ll continue to keep track of nominations as they come in, please share the brochure and flyer as well.
11. **Next meeting date:** Wednesday, July 6th from 11 am to 12 noon, from there we will have meetings on July 20 and 27 and then move to weekly from August through October, we hope to have 5 complete and 25 incomplete nominations by the next meeting. Have a great Fourth of July everyone.