

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

Awards subcommittee meeting

June 1, 2022

11 am to 12 noon

Minutes

1. **Welcome** – meeting called to order by Janet at 11:02
2. **Roll Call** – Present: Emily, Elizabeth, Yvonne, Lucas, Kristin, Amy, Matt, Clarence, Mike, Aimee, Janet, ASL interpreter
Ryan could not attend due to unforeseen issues with his in-person interpreter, but we will fill him in.
3. **Housekeeping Rules** – Reminder to raise your hand, use the chat, and state your name before speaking. Commands for phone users were reviewed.
4. **Approval of May 4th meeting minutes** – *correction: should be for May 18*, Matt moves, Yvonne seconds, approved as is
5. **Social Media and Nomination Application Packet Quick Update** – Emily reported that for nominations, we still have 1 complete response, with 8 in progress – a few more than last time.

Regarding social media, the posts made directly to Facebook appear to do better than those generated by the newsletter. We are getting a number of engagements and a relatively high reach on the posts directly to Facebook. The post pinned to the top reached over 350 people.

Emily fielded a question about if we prefer folks to create their own social media posts or share ours. Either way is fine, whatever works best for folks, provided that they tag the GCDE page if they are making their own posts. We would also appreciate reports back to track progress.

We are getting a lot of traction and the word is being shared from numerous sources, such as county coordinators and case managers. It is great to see increased exposure and reach numbers rising quickly, an encouraging start. We will continue to remind folks to turn submissions in early.

Amy has shared the info with a local organization who works with youth, as well as the community advisory group for the local ADA transition plan that reaches a lot of employers and agencies.

Yvonne has shared the info with the county Parent to Parent coordinator for social media notices, as well as during her monthly Town Hall chat, and with her WorkSource and DVR partners (a great contact to have).

- 6. Sponsorship discussion** – a small workgroup consisting of a few subcommittee members (led by Matt) will be meeting and reviewing some minor changes to the letter to remove references to a virtual event after the decision to move in-person at the last meeting, as well as necessary edits to the donation levels for the same purpose. Once they are done, they will begin sending the documents out to contacts as soon as possible, starting with the list Clarence created. We need to establish a target level of sponsorship, especially due to the increased costs of an in-person event. The last large in-person event in 2019 cost about \$18k (gradually increasing from \$5k in 2015). We only received about \$5,500 in sponsorships that year, compared to \$7-11,000 in years past. Sponsorships exceeded event costs from 2015-2017. No sponsorship data was recorded for 2018, but staff will research. Costs of a breakfast versus a lunch will also need to be considered. This was not previously a dedicated effort, so it will be good to get the word out to a larger group.

Microsoft has written us into their budget at a set amount (\$2,500) over the past couple of years, when events were virtual, so we may be able to ask for an increased amount targeting an in-person event next year, but will need to make the request early so they can plan it into their expenditures. We do not have a dedicated staff person for marketing or sponsorship efforts on our small team.

- 7. Marketing Work Group discussion** - shared the flyer they created for employers and asked for feedback. Some was received from staff via email, as well as others. The group was in consensus that the flyers sent to targeted groups with unique

and focused messaging will be a helpful addition to the social media and listserv posts. More flyers will be developed for other categories.

- 8. GCDE Communications Marketing Plan on Awards Subcommittee** - a timeline was sent in advance of the meeting. A post will go out at the end of next week, starting weekly from there, until mid-August. Then an extension notice will be sent, followed by one more reminder about the new deadline in late August. Submissions will close on September 1, with judging scheduled to conclude within the following week or so (by Sept 9-12), giving us approximately six weeks to plan the event. This will allow for more cushion and less of a time crunch for both judging and event planning. After nominations have been received, weekly postings will begin from Sept-Oct announcing nominees by category. After the ceremony, a release about recipients will be shared.

We need people to volunteer to help us develop 8 additional reminder posts for use from mid-June to mid-August. An example will be shared following the meeting.

- 9. Other Business Section: Supported Employment Award** – we received an inquiry from an employee with DSHS in response to our brochure about whether there are any awards for supported *employees* (not employers). Discussion was had on the subject, with the group being in consensus that it seems a great idea, although more thought and consideration will have to be given to the format and types of awards that could be given due to the breadth of the community and potentially underrepresented grouping. Currently we only have the Direct Support Professional Award recognizing an individual who provides employment support, but could consider an Employee or Supported Employee of the Year type of Award. Elizabeth will follow up with the individual who made the request to let them know we are considering it for the future. Janet will also reach out to Melinda to get a historical perspective on this. Our Executive Order does not preclude us from doing this, it is just directed at recognizing employers.

- 10. Next steps** – The sponsorship group will be holding a meeting to discuss the letter, donation levels document, and set a sponsorship goal. They will report back at the next meeting. The ask regarding assistance with creating material for the reminder posts will be sent to the group. In the meantime, it was asked that

everyone please keep sharing the information about nominating for this year's program. It was also suggested that we add photos of past recipients to the website, which will be considered.

11. Next meeting date: *Wednesday, June 15 from 11 am to 12 noon*