

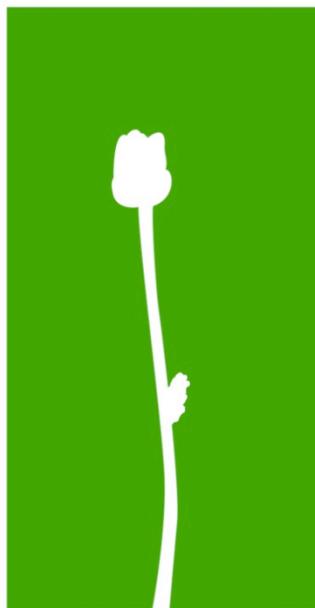


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C L U S T E R C O N F E R E N C E
p e e r s . p r a c t i c e s . k n o w l e d g e . t o o l s



Workshop Outline:

- Welcome & Introductions
- Assessing our Current Strategies for Outreach & Recruitment
- Tips for Inclusive Outreach & Recruitment
- Online Tools & Social Media
- Identifying Strategic Partnerships
- Action Planning



**A Corporation for National and
Community Service Training and
Technical Assistance Provider**



www.serviceandinclusion.org

Toll-free hotline: 888-491-0326 (voice/TTY)

National Partnerships

The National Service Inclusion Project partners with the following organizations to further enable all CNCS grantees to collaborate with the disability community. These disability organizations are committed to promoting national service and volunteerism as a valued option for individuals with disabilities to their respective communities.

Association of University Centers on Disabilities (AUCD)
Association on Higher Education and Disability (AHEAD)
National Down Syndrome Congress (NDSC)
National Council on Independent Living (NCIL)





The 2009 Edward M. Kennedy Serve America Act



On March 31, 2009 the U.S. House of Representatives passed the Edward M. Kennedy Serve America Act to reauthorize the CNCS and its programs through 2014

On April 21, 2009. President Obama signed the bill into law.

The Edward M. Kennedy Serve America Act...

- Even more explicitly emphasizes a commitment to the inclusion of people with disabilities as active participants in national service...

Current Outreach & Recruitment Practices:

What's working?

Why is it working?

REMEMBER:

Inclusive Recruitment = Quality Recruitment

If you recruit with accessibility in
mind, you will recruit with quality.

Promoting the Position:

Design with Access in Mind

- Think of access every step of the way
- Ensure that your materials can be accessed by individuals with a varied array of abilities



**Large
Print**

Alternative Formats

- Do we provide materials in formats accessible to people with visual or cognitive disabilities?
 - Do we have accessible, user-friendly web sites?
 - Do we mail materials electronically prior to events?
 - Do we provide Braille, electronic, large print, and illustrated materials?
 - Do we read overheads and flipcharts when presenting?

Inclusive Service Descriptions:

Why are these so important?

Elements of a Service Description

- Service position title
- Full or part time
- Supervisor/title
- Service position summary
- Essential functions
- Marginal functions
- Working relationships
- Knowledge, skills and abilities
- Academic qualifications
- Service conditions
- Physical, emotional, intellectual demands
- Equipment used

Inclusive Service Descriptions - outline of the essential and marginal functions of a position

What is Essential?

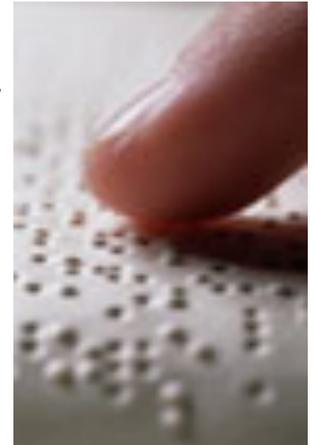
- Position exists to perform a specific function
- Limited number of others who can do the function
- Function is specialized; person selected because of expertise

What is Marginal?

- Tasks are preferential or secondary to essential functions
- Can be traded or done by another volunteer

Design with Access in Mind and Improve the Product

1. What should you do to ensure that a brochure with pictures can be accessed by an individual with vision loss?
2. How will this improve the overall quality of the product?



Inclusive Content

All recruitment materials should include certain content and language which is welcoming to individuals with disabilities.



Accessible vs. Inclusive

“Qualified individuals with disabilities and those from diverse backgrounds are strongly encouraged to apply. We provide reasonable accommodations for qualified individuals and conduct all activities in fully accessible settings.”

“We are an equal opportunity program or organization.”

Design With Access in Mind & Improve the Product

1. What should you do to ensure that an individual with a hearing loss will be able to access a recruitment video?
2. How will this improve the overall quality of the product?

Design with Access in Mind & Improve the Product

1. What should you consider when deciding the location of a recruitment event?
2. How will this improve the overall quality of the event?

Technology

Have we created an accessible website?

- An accessible website allows people with disabilities to experience, navigate, and interact with the website
- Information on how to make your website accessible:
<http://www.w3.org/WAI/eval/>
 - An example of a universally designed website: "text-only" options provide a faster downloading alternative for all users

Recruitment Tips

- After initial outreach, evaluate your message
 - Provide more than general information about CNCS
 - Start stating benefits and possibilities for all people including those with disabilities
- Stay in contact with state/local government agencies, advocacy groups
(Resource: www.nichcy.org)
- Establish close relationships with provider agencies, school districts, and self-advocacy groups (maintain ongoing contact with people with disabilities in order to recruit potential members and volunteers)
- Recruit at:
 - Disability related conferences
 - Disability related job/resource fairs
 - Online via websites and Social Media

Resources for Outreach

State Agencies that Support Youth, Adults and Seniors with Disabilities

- providers funded by state agencies

University Centers for Excellence in Disabilities

Consumer -Directed Self Advocacy Groups

- People First, Self Advocates, TASH

Disability-Specific Organizations

- Brain Injury Associations, ARC, UCPs, Epilepsy Foundation, Mental Health Association, Easter Seals, Independent Living Centers

Parent and Family Organizations

- Parent Training & Information Centers

Students with Disability Offices at Colleges and Universities

Ways to show that you welcome People with Disabilities

Make all your products accessible

Large print, text version, TTY, website

“Alternate formats available upon request”

Incorporate people with disabilities throughout your outreach, public information, and marketing activities

Photos, volunteer profiles, PSAs, websites, testimonials...

Partner with community disability groups

Include disability groups & people with disabilities when developing materials

Include EEOC/diversity/ADA statement

Train all staff to answer basic questions about disability, accessibility, and accommodations

Social Media



Why does it matter?

Web 2.0 and social media technologies are about **connecting people** information and each other so they can better **create** and **collaborate**.

This user-driven form of community development is becoming an **essential driver** of **civic engagement**.

We need to be **in touch** with how our constituents **interact** and **communicate** both with us and each other.

Web 2.0 and social media technologies will help **strengthen** and **enhance** traditional **communication, recruitment and training strategies**.

Social Media & Inclusion

- Share member stories
- Display inclusive pictures and language
- Incorporate multiple social media tools to encourage participation in a community

What am I missing out on?

Viral nature of Web 2.0 and
social media technologies

Improved **customer service**

Increased **storytelling**

Better **communication** and **collaboration**

Social Media Encourages People with Disabilities to Participate in National Service

- Recruit to a wider audience of people interested in service
- Broadcast exciting things that are happening in a program to others
- Reach out to everyone, including people with disabilities

Service & Inclusion: Action Steps

1.

Vision

2.

**Resources &
Supports**

3.

**Partnerships &
Collaborations**



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