

SCAAIDD Executive Committee
Strategic Planning Session
February 25, 2011

The Executive Committee met for a strategic planning session Friday, February 25th and the following people were present: Renee Staggs, Kevin Wright, David Rotholz, Crystal Wright, Jay Altman, Nikki Bramlett, John Hitchman, Lois Park Mole, and Terry Schilling.

Renee said that AAIDD sets forth 13 principles which include:

- Cultivating and providing leadership in the field
- Enhancing skills, knowledge, rewards, and conditions of people working in the field
- Encouraging promising students to pursue careers in the field of disabilities

SCAAIDD's constitution states that our purpose is to support the purposes of AAIDD. Previously we discussed and identified three goals which fit in the above principles set forth by AAIDD and they are as follows:

- Increase active participation of members in SCAAIDD
- Increase membership in SCAAIDD
- Identify and develop future leaders

If we are going to promote SCAAIDD and increase membership, people need to know what the purpose of the organization is and what the benefits of membership are. While doing training with service coordinators, early interventionists, and direct support staff in one of the counties this week, Kevin asked what they knew about the organization and no one knew anything about it. We haven't recruited or promoted the organization. At one time we had a brochure that was distributed and used at the annual conference. We have not used it in many years and it would definitely have to be updated. Terry said that she would pull a copy of the brochure and send it to everyone for comments. The membership information has changed significantly, as well as the name of the organization. Lois mentioned that we might want to design a magnet that we can use to promote SCAAIDD and she thinks they are pretty cheap.

We talked about the need for successful events to provide opportunities for networking. We also need to be able to get information out to people other than just Executive Directors. Perhaps when we have conferences, training opportunities, etc. we can ask for email addresses and let the attendees know that we want to use email to send out information to them. Many times direct support employees will not have email addresses, but we could mail information to them. Do we want to consider using Facebook?

We talked about adding something to our web site that would draw people in. Several suggestions came up concerning this. We could have a short survey for people to complete, we could spotlight individual members, we could have a contest, etc. Kevin said that the *Newberry Observer* had a "Cutest Pet" contest and it got many people to their webpage. They also have a "Hats off to You" every week and he said he goes to that first. We could ask members to submit something that gives some information about themselves e.g., how long they have worked in the

field, what their current job is, etc. We could have something like a direct support corner, service coordination corner, etc. We would need to make sure we changed these out quarterly and someone needs to monitor what is submitted. We could include specific areas at which Delmarva is closely monitoring. Kevin said that he could take a few minutes when he is doing training to tell people about SCAAIDD. We asked Lois if she would check to see if she could get the email contact lists from DDSN for day program directors, residential directors, and service coordination directors.

We talked about self advocates and ways to contact them. We could send them information through the established self advocacy groups. We have had consumers who have been members in the past, even as recently as last year, but none on the Executive or conference committees. A number of years ago Keri Weed brought a member to meetings and she was a member-at-large. Grady used to bring a consumer with him to meetings, but he wasn't an officer or member.

We talked about getting back to inviting someone from the National office to come to our conference and give an update on national issues. We had done this in the past. We could also ask a self advocate to give a brief update on what his group was doing. During this time we could review the benefits of membership. There are less expensive ways to be a member now, which might help make membership more affordable for some people.

There are AAIDD members representing four of our colleges/universities in South Carolina: 1) USC-A, 2) College of Charleston, 3) Winthrop, and 4) Clemson. In the past, College of Charleston had a student chapter. This may be another area where we can draw people into the organization.

The following are areas to be working on before our next meeting:

1. Expanding the contact list – everyone should be identifying people to add to the list
2. Develop a short survey to put on the web site – David, Kevin, Crystal
3. Update the brochure – Terry with input from committee members
4. Faces of SCAAIDD for our web site – Lois will work on this
5. Get a picture and information on last year's award winners and spotlight them on the website. We had a self-advocate and a direct support professional win awards. Terry said she would contact those boards and try to get something from them.
6. Think about how to have more involvement from the colleges/universities – Everyone
7. Have Aaron set up the data bases for contacts – Lois will talk with him
8. Special education contacts – Lois

There were a couple of other items discussed. At one time there was an Executive Director Academy to help to train people who might one day be Executive Directors. This is no longer being held. There is concern about how newer people to the field are being mentored, trained,

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developed, etc. Renee said that AAIDD has an excellent supervisory training curriculum, which she ordered and she said she would be willing to send some of her new supervisors if a training session was scheduled. David said that he would check to see what the fee and class size would be to provide this training. Once we know the class size we can determine if a room at DDSN or Midlands Center would be large enough. The training is two days. David said the Center for Disability Resources would possibly partner with us in providing this training.

Respectfully submitted by:

Terry Schilling