

NCHSD Spring Members Meeting
April 21, 2008
Hotel Monteleone, New Orleans, Louisiana

Communicating about Employment: Strategies and Opportunities

Medicaid Infrastructure Grantees have found that developing messages about employment and communicating them to business and other stakeholders is often a critically important part of many grant initiatives—from enlisting employer support for infrastructure change to changing public preconceptions about working people with disabilities. Recognizing the complexity of today’s media environment, many MIGs are turning to business and marketing professionals to achieve their communication goals.

With this agenda, NCHSD is answering the call from MIGs that are struggling with questions like these:

- What kinds of messages about disability are most effective with business?
- What are the best ways to use media and other professionals to help MIGs reach their goals?
- How can MIGs work together on a national message about employment and disability?

This meeting will provide an opportunity for MIG staff to talk directly to professionals from the world of business and marketing about how to develop and communicate powerful messages about disability and employment. Participants will hear about specific state strategies for creating different messages for different audiences, effectively using the right professionals and partners, and learning how the right messaging efforts can support employment infrastructure change.

Agenda

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| 1:30 – 1:45 | Welcome, Opening Remarks |
| 1:45 – 2:30 | Keynote Address Neil Romano, Assistant Secretary, Office of Disability Employment Policy, US Department of Labor: <i>Effective Messages for Business in Your State</i> |
| 2:30 – 2:45 | Break |
| 2:45 – 4:45 | Discussion panel of business and media professionals to present ideas and answer questions. <ul style="list-style-type: none">▪ Merritt Carey, GraffamSolutions, Maine: <i>Providing the Tools to Let Your Business Community Take the Lead</i>▪ Chris Knopf, Mintz & Hoke, Connecticut: <i>Using Communication Professionals to Get the Job Done</i>▪ Anthony Morgali (<i>invited</i>), Morgali Films, Oregon: <i>Building a National Campaign to Get Your Message Out</i> |
| 4:45 – 5:30 | State discussion:

What are some activities and initiatives that states want to work on together?

What is needed to move from <i>talking</i> about these issues to taking <i>action</i> ?

What technical assistance do you need from NCHSD to move your communication agenda forward? |
| 6:00 – 8:00 | NCHSD-hosted reception |