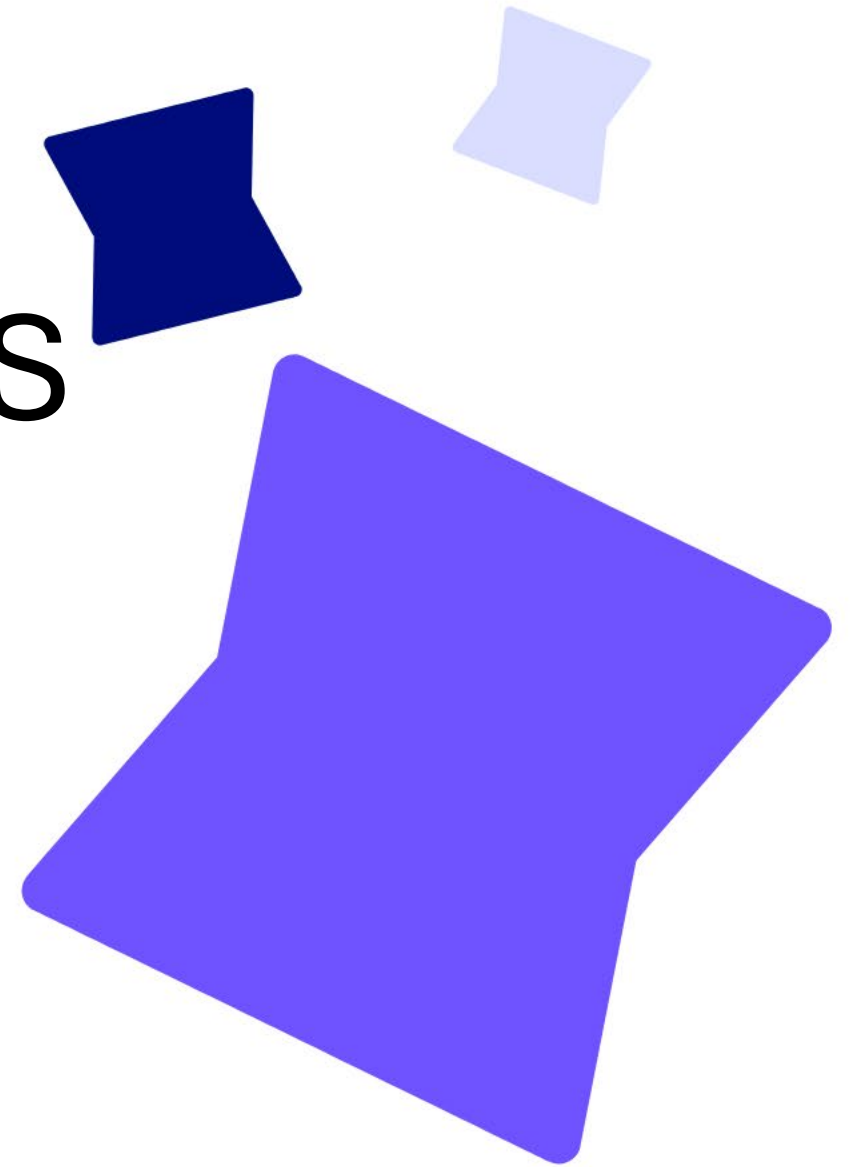


TRANSITION SERVICES OUTREACH AND RECRUITMENT

Carreen Reinhold, Career Services Supervisor

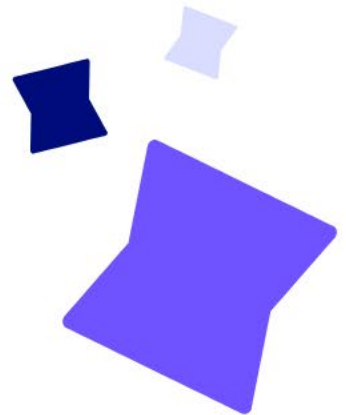
Carreen.Reinhold@mass.gov



Student outreach is critical to the success of the program

Providers are encouraged to:

- Maintain and expand their relationships with High Schools
- Connect with Charter, Private and Alternative High Schools
- Develop relationships with public and private colleges
- Develop or expand relationships with local YMCAs, Boys and Girls Clubs, Independent Living Centers, disability advocacy groups, etc.
- Outreach and market to their local DDS, DMH, DCF and DYS
- Behavioral Health programs and other health care professionals
- Career Services Area Offices



Partnering with Colleges

- 18-22 year olds with disabilities enrolled in college are ideal Transition Service candidates
- Many have the skills to participate in Remote Sessions
- Many are ready and able to participate in Paid Work-Based Learning Internships
- Many students enrolled in college can navigate to Internship Sites
- College campuses are ideal locations for Transition Services
- Services cannot duplicate services provided through the educational system (Students enrolled in MAICIE or MAIPSE)



Know your College Partners

There are 29 public colleges and universities in Massachusetts

There are 69 private colleges and universities in Massachusetts

Student Services/Disability Services/Office of Accessibility

- Academic Support Programs (LD/ADHD/ASD/ID)
- Campus Counseling Services
- Campus Medical Services
- College Navigators



Discover *your* community colleges, state universities & UMass campuses

GO HIGHER!

www.mass.edu/gohigher

- = Community Colleges
- = State Universities
- = UMass Campuses

- 1** Berkshire Community College, Pittsfield
(413) 499-4660 | www.berkshirecc.edu
- 2** Mass. College of Liberal Arts, North Adams
(413) 662-5000 | www.mcla.edu
- 3** Greenfield Community College, Greenfield
(413) 775-1000 | www.gcc.mass.edu
- 4** University of Massachusetts Amherst
(413) 545-0111 | www.umass.edu
- 5** Holyoke Community College, Holyoke
(413) 538-7000 | www.hcc.edu
- 6** Westfield State University, Westfield
(413) 572-5300 | www.westfield.ma.edu
- 7** Springfield Tech. Community College, Springfield
(413) 781-7822 | www.stcc.edu
- 8** Mount Wachusett Community College, Gardner
(978) 632-6600 | www.mwcc.edu
- 9** Fitchburg State University, Fitchburg
(978) 345-2151 | www.fitchburgstate.edu
- 10** Quinsigamond Community College, Worcester
(508) 853-2300 | www.qcc.edu
- 11** Worcester State University, Worcester
(508) 793-8000 | www.worcester.edu
- 12** University of Mass. Medical School, Worcester

- 13** Framingham State University, Framingham
(508) 620-1220 | www.framingham.edu
- 14** MassBay Community College, Wellesley Hills
(781) 239-3000 | www.massbay.edu
- 15** Middlesex Community College, Bedford
(781) 280-3200 | www.middlesex.mass.edu
- 16** University of Massachusetts Lowell
(978) 934-4000 | www.uml.edu
- 17** Northern Essex Community College, Haverhill
(978) 556-3000 | www.necc.mass.edu
- 18** North Shore Community College, Danvers
(978) 762-4000 | www.northshore.edu
- 19** Salem State University, Salem

- 20** Bunker Hill Community College, Boston
(617) 228-2000 | www.bhcc.edu
- 21** Roxbury Community College, Boston
(617) 427-0060 | www.rcc.mass.edu
- 22** Massachusetts College of Art and Design, Boston
(617) 879-7000 | www.massart.edu
- 23** University of Massachusetts Boston
(617) 287-5000 | www.umb.edu
- 24** Massasoit Community College, Brockton
(508) 588-9100 | www.massasoit.edu
- 25** Bristol Community College, Fall River

- 26** University of Massachusetts Dartmouth
(508) 999-8000 | www.umassd.edu
- 27** Bridgewater State University, Bridgewater
(508) 697-1200 | www.bridgew.edu
- 28** Massachusetts Maritime Academy, Buzzards Bay
(508) 830-5000 | www.maritime.edu
- 29** Cape Cod Community College, West Barnstable



Outreach and Engagement Strategy

NextGen Careers Outreach Strategy and the Value of Data Analysis

Lessons learned from the Federal Demonstration Project

Michelle Banks, NextGen Strategic Director

Michelle.banks2@mass.gov



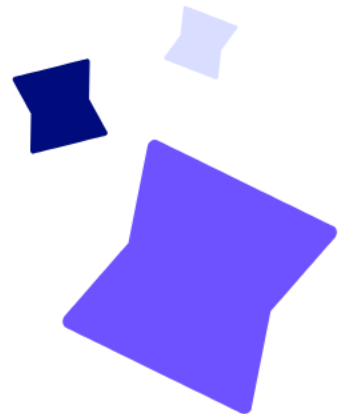
Data Driven Outreach

- Develop a tracking system of Outreach activities
 - Organization Name, date, event
 - Contact Names and phone numbers, emails
 - Notes about the event (well attended, a lot of Spanish speakers, etc.)
 - Include cold calls and dropping off marketing materials
- Develop a tracking system of Enrollment
 - Ensure weekly enrollment information is collected to be able to consider timelines and association to events.
 - Determine if outreach activities yielded enrollment
 - Determine why or why not and develop action steps accordingly
 - Categorize referral sources to better understand key partnerships



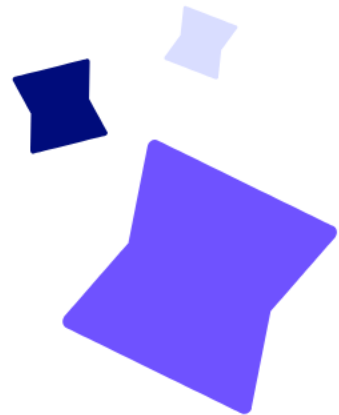
Track the Outreach Activities and Contacts

Agency/Event	DATE	STAFF	OUTREACH ACTIVITY	CONTRACT INFO
Lowell Public Schools, transition coordinator	1/25/2023	Justin	Scheduling presentation to school	XXXX
DDS-Central/Western Monthly meeting for ASD Service Providers	1/26/2023	Krista	Zoom Meeting - shared deck, flyers, service area	XXXX
Central Mass Ed Collaborative	1/26/2023	Krista, Alek	Zoom Meeting - shared deck, flyers, service area	XXXX
DMH Adult service authorization staff meeting	1/26/2023	Cheryl	Presentation on zoom to staff meeting	XXXX
Parent Professional Advocacy League	1/26/2023	Michelle	Zoom, shared deck, flyers, service area	XXXX
West Boylston Middle/High School Special Ed- full team and MRC VR Cindy M	1/27/2023	Krista	Zoom Meeting - shared deck, flyers, service area	XXXX
Autism Support Center/ Cambodian Mutual Aid Association	1/30/2023	Cheryl	scheduling presentation to virtual Khmer parent support group	XXXX
Transition Rehab Director - Worcester Public Schools	1/30/2023	Krista/Alek	Presentation to students and staff, shared info. Three enrollment group mtgs scheduled in Feb.	XXXX
Genesis Club - Worcester	1/30/2023	West Team	Met with staff, potential YA's and took a tour of program.	XXXX
Masshire Central	1/30/2023	Michelle, D	Zoom meeting	XXXX
PIC - Youth Transitions Director	1/31/2023	Janice, Emn	Zoom Presentation, Emailed Flyers and Service area info	XXXX



Tracking the

Referral Sources of Eligible Participants	# of participants	% of participants
[19] Self-referral, friends, family	326	40.60%
[9] Elementary and Secondary Schools	163	20.30%
[6] Service Providers	133	16.56%
[29] Other Sources	70	8.72%
[17] Mental Health Providers	52	6.48%
[15] Intellectual and Developmental Disability Agencies	37	4.61%
[10] Post-secondary Education Institutions	7	0.87%
[16] Medical Health Providers	7	0.87%
[32] Other American Job Center or Workforce Development Programs	3	0.37%
[20] Social Security Administration	3	0.37%
[8] Adult, Dislocated Worker, and Youth Programs (Title I of WIOA)	1	0.12%
[11] Employers	1	0.12%
Grand Total	803	100.00%



Appeal to Students and Families

- Webpage and Marketing collateral that is appealing to young people

<https://www.mass.gov/nextgen-careers>

- Brief inquiry forms/QR codes
- Represent language capacity, consider languages of parents
- Bio –Videos of staff
 - <https://www.youtube.com/watch?v=X3mMB7vQ6IE&t=30s>





Descubre las **posibilidades** que te
brinda NextGen Careers.

¡El siguiente paso es tuyo!

MassAbility

Mayor equidad y acceso para las
personas con discapacidad

mass.gov/massability

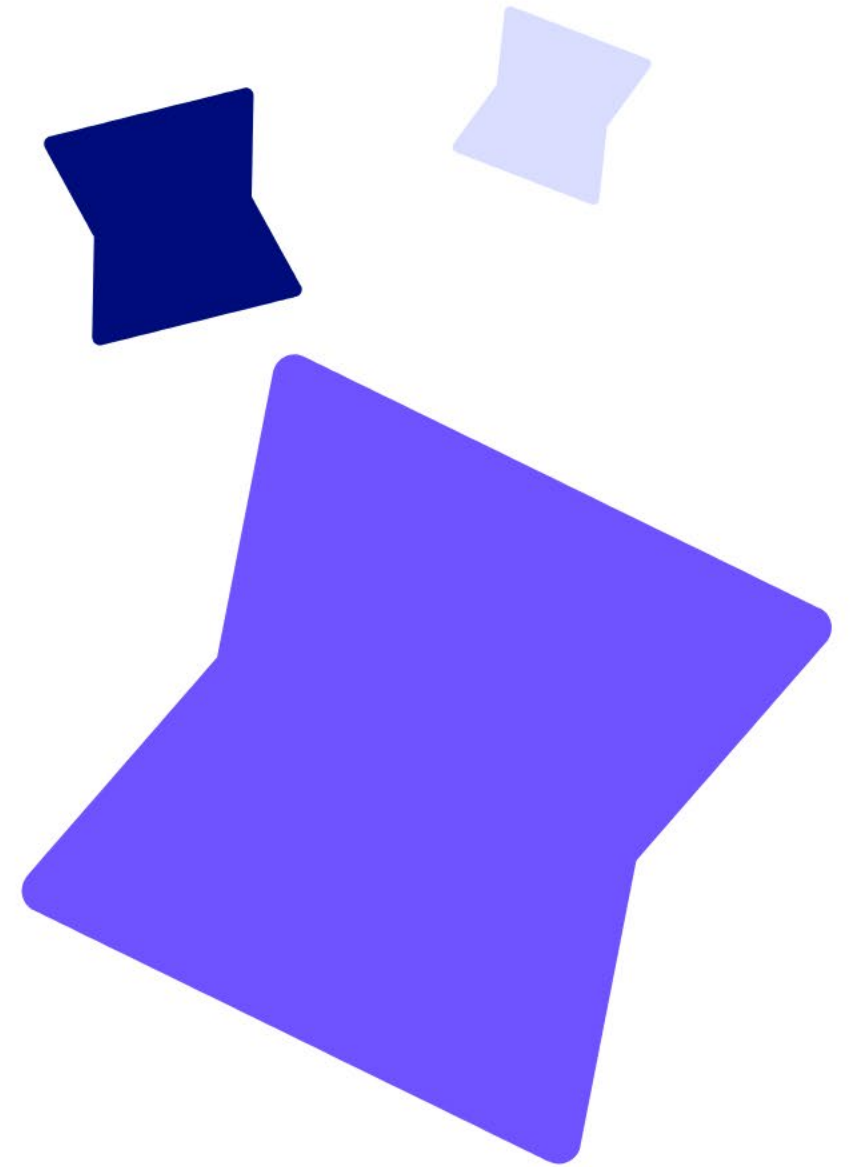


¿Qué es lo que sigue
con NextGen Careers?



Digital outreach

Comprehensive Career Services Symposium



What does digital outreach have to do with Transition Services?

Proactive, dynamic online communications:

1. Reduces barriers
2. Strengthens recruitment (drives self-referral)
3. Promotes equitable access across diverse educational settings



Target your audience through appropriate platforms and tailored messaging

- **Meet students, families, and caregivers where they spend their time.**
- **Lead with value and plain language.** Ditch bureaucratic terms and focus on value and concrete experiences and outcomes.
- **Leverage the MassAbility brand:** MassAbility is a trusted, credible partner. Our updated brand represents a high-energy approach to breaking down barriers, expanding possibilities, and empowering youth and adults with disabilities.

What does tailored digital outreach look like?



Audience	Platforms	Messaging
Students	Instagram, YouTube	Design your own future: Discover your strengths, build your resume, and get paid work experience
Parents and caregivers	Facebook, websites, mailing lists	Give your child a head start. Learn how Pre-ETS focuses on what your child needs to build real-world skills with a partner you can trust

Simple tips for time-crunched providers

Don't reinvent the wheel	Feature and link to MassAbility resources, brochures, and content
Review content quarterly	Refresh content based on seasonal transition milestones, test your hyperlinks, and update contact information.
Provide a seamless next step	Link to MassAbility Connect and provide your relevant email or website page in all your materials to drive referrals.

