

# Communication & Strategy

Preliminary discussion

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**In collaboration with:**

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Massachusetts Permanent Commission on the Status of Persons with Disabilities



# I. Internal Communication Strategy and Tools

**Purpose: Keep internal stakeholders informed of initiatives and updates**

- Email, communication directly from the Executive Board
- Inter-agencies communications: letter penned by Chair Garlick
- Newsletter:
  - Who's our audience? Thematic newsletter
  - Content: legislative corner, message from the Chair, news from the State House, interviews, events, etc.
  - Quarterly to start
  - Format: Constant Contact
  - Email list: Constant Contact
  - Q3 initiative?



# I. (Cont'd) External Communication Strategy and Tools

**Purpose: Raise awareness of the Commission, cultivate relationships, build momentum**

- Outreach to business community
  - Identify top 10 businesses that hire people with disabilities and are disability inclusive in DE&I efforts (CVS, etc.)
- Strengthening the State as a Model Employer (partnering with public entities: municipal building, hospitals)
- Connect with the MA Chamber of Commerce, others?
- Engage business community: talent sourcing and recruitment, accessibility, spending power of people with disabilities, champions who advocate for their businesses to be inclusive, trends of disability employment
- Leverage press releases, newsletter, events, announcements



## II. Website

**Purpose: Establish a content hub as a community resource and home for communication**

- Penned letter as a starting point- promoting each commissioner's work
- Accessibility- review Carl's recs and possible partnership with Perkins school for the Blind
- Include Commissioners' bios and places of work, events, agenda, minutes, materials, subcommittee updates, annual report, priority areas, recent news
- Resource page: other Commissions, state agencies and organizations
- Human interest stories
  - Recognize/highlight champions, include links to resources, policies, highlight/profile service providers and state agencies
- Create distinguishable logo, motto/mission
- Social media pages



## III. a. Signature Event

**Purpose: Celebrate external launch of Commission, recognition of leaders, leverage for awareness**

- October is “National Disability Employment Awareness Month”,
- Establish a planning committee (priority)
- Accessibility at the center: in person and zoom event
- Five dates identified: 10/5, 10/11, 10/12, 10/19 and 10/26  
(*State House events clerk starts accepting requests for October 2023 on May 1st*)
- Guest list: invite the Governor, key players, speakers (need ample notice)
- Identify a theme- what’s the National Theme? (employment? Innovation in disability community?)
- 2 to 3 webinars leading up to the event- focus on main takeaways
- Recognition for inclusive businesses (award), legislators doing disability related work (create nomination process), successful service providers
- Press release for the event, possibility of interviewing Chair Garlick to build momentum



## III. b. Legislative Informational Luncheon

### Purpose: discussion platform

- Segway from the signature event
- Briefing- share legislative agenda: talk about Commission's work, accomplishments, what Commission's asks are.
- Panel of local lawmakers on where disability ecosystem currently stands and where it's hoping to go
- Discussion on issues impacting the progress of disability inclusion
- All Commission members welcome to attend



## IV. Next Steps, Feedback and Questions

- Communication strategy: develop process making sure everyone gets heard (survey? Email to Imene?)
- Establish newsletter governance
- Share presentation with full Commission and gather feedback/questions
- Questions?

