

**Commission on the Status of Persons with Disabilities  
Disability Employment Subcommittee  
Meeting Minutes**

Date of meeting: Monday, February 26, 2024

Start time: 12:00pm

Location: Virtual Meeting (Zoom)

Members Participating Remotely	
1	Kathy Petkauskos (Chair) – Director, Work Without Limits at UMass Chan Medical School
2	Chris White – CEO & President, Road to Responsibility, Inc.
3	Gyasi Burks-Abbott – Self Advocate Faculty, LEND Program, Boston Children's Hospital
4	Oz Mondejar – President, Mucho Gusto Consulting
5	Rachel Stanton – Investor Relations and Communications Graphic Designer, Clean Water Trust
Members Not Present	
6	Carl Richardson – ADA Coordinator, Massachusetts State House
7	Representative Mathew Muratore – Massachusetts House of Representatives

Action Items		Person Responsible
1	Identify a resource to produce the video	Chris White and Rep. Muratore
2	Video messaging and list of potential speakers	Kathy Petkauskos and Oz Mondejar; Gyasi Burks-Abbott was invited to contribute to this Action Item post meeting
3	Send NDEAM video clips	Imene Bouziane Saidi
4	Social media package	Rachel Stanton
5	Reach out to Boston Chamber of Commerce regarding their May “strengthening our competitive edge” event	Rachel Stanton

**Welcome, Roll Calls, and Introductions**

1. Welcome, Roll Call, and Introductions
2. Inspirational Quote provided by Gyasi Burks-Abbott: *“The greatest impediment to a person’s taking full part in his society are not his physical*

*flaws, but rather the tissue of myths, fears, and misunderstandings that society attaches to them.*” By Robert F. Murphy from *The Body Silent: The Different World of the Disabled*.

3. FY24 Goal Discussion: identify and facilitate at least one opportunity (e.g., event, speaking engagement, information dissemination) to engage and educate at least 100 small and medium businesses/employers on the value of including people with disabilities in the workplace, available community resources, and recognition of effective employer practices.
  - Chris had a conversation with the Marshfield Chamber of Commerce and they suggested that the subcommittee make a video that all Chambers of Commerce (COC) can share with their memberships for broader outreach.
    - Charlie suggested finding out if the COC had Diversity, Equity and Inclusion (DEI) committees or initiatives where they talk about how to recruit people of color and other marginalized groups.
    - Chris reported none of the COC had DEI committees. They do have specialty events supporting women, minorities, and people with disabilities in business.
    - Rep. Muratore talked to the Plymouth Chamber of Commerce and shared information about the MA Disability Employment Tax Credit (DETC) program.
      - Include the DETC program in the video.
  - Video discussion:
    - Brief video, tight messaging, one or two people, keep video under 5 minutes.
    - Recruit known business leaders that would narrate or present the video and who have a track record of employing individuals with disabilities.
      - Possibly reach out to Liberty Mutual
    - Grassroots way/low budget is most realistic and least time consuming.
      - Have one or two business leaders speaking.
      - Create a media package with fact sheets or if we do video, we could do short clips to use with social media (30 sec to a minute long).
      - CommBuys has vendors we can use
      - Rachel can help with print
      - TV videos don't have a cost

- Value proposition is the primary message.
  - Competitive advantage in hiring people with disabilities
  - One “value add” could be the DETC
  - Rachel’s mentee is on social media. She will be the alternate designee for the commission as well.
  - [Boston Chamber of Commerce in May: strengthening our competitive edge](#). Rachel will reach out to them; great opportunity for networking.
  - Might want to do different videos with different targets and purposes
  - Inclusion of people with disabilities is not always included in businesses’ DEI strategies. Preference to use businesses in the video that promote and work towards inclusion of people with disabilities.
    - ➔ Include package with resources about DETC, Medicaid buy-in, 504 requirements.
    - ➔ Businesses can’t find workers; this is a recruiting method and it opens the door to people with disabilities.
    - ➔ MA Rehabilitation Commission used to have hiring events once a year that engaged federally funded business and employers offering jobs on the spot. 50-75 people were hired at these events.
- We can also reach out to MicroTek as a small to mid-size business.
  - Continue to brainstorm other small to mid-size businesses.
  - Diversity of different types of businesses: i.e. Colletty’s Cookies
  - CVS has a program hiring people with disabilities as pharmacy technicians
- Next steps:
  - Imene to send short clips to all members
  - Identify three video speakers: large business, small to mid-size and disability owned business
    - Each would focus on a different message
    - Recording over zoom
    - Who will be editing the video?
      - ➔ We would need to identify a videographer.
      - ➔ Budgetary constraints

- There are free resources via local TV channels
  - ➔ Marshfield and Plymouth may be interested in doing it
- Kathy and Oz to write bullet points/ content of the video/ main message and list of contacts.
  - ➔ Bringing the messaging back to the Commission at the end of the video with a contact slide/voice over and website information
- We have free resources in TV, local access stations.
  - Kathy can write bullet points on messages to put out there and list of contacts of employers.
  - Voice over to bring it back to the Commission.
- Send our messaging to Rep. Cutler for feedback

#### 4. Announcement:

- Oz- Health Equity Compact update, 80 members are participating in the effort to have a more inclusive and equitable healthcare. Oz is driving the disability perspective as both the patient and employment.
- Charlie- find some entities that are doing great work.

#### 5. Next Meeting Dates:

- Monday, April 22, 2024 from 12:00-1:00 PM
- Monday, May 20, 2024 from 12:00-1:00 PM
- Monday, August 26, 2024 from 12:00-1:00 PM
- Monday, November 18, 2024 from 12:00-1:00 PM

#### 6. Adjournment