

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

Date of meeting: Monday, May 20, 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
6	Carl Richardson – ADA Coordinator, Massachusetts State House
Members Not Present	
7	Representative Mathew Muratore – Massachusetts House of Representatives

Action Items	Person Responsible	
1	Create stakeholder list for outreach, including 100 small to mid-size businesses	ALL
2	Select videographer	Kathy and Imene

Welcome, Roll Calls, and Introductions

1. Welcome, Roll Call, and Introductions
2. Inspirational Quote provided by Kathy Petkauskos:

“Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence.”
Helen Keller
American author and disability rights activist
Lost her sight and hearing as an infant

3. Continued FY24 Goal Discussion:

Goal: 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.

Employer Video Project:

- Synopsis/Vision: 3 small to mid-sized employers, interviews and B-roll taken at each site, edited into a short cohesive video messaging the value of including people with disabilities in the workplace, and directing viewers to the Commission to access resources.
 - Employer selection:
 - MicroTek
 - Plymouth YMCA
 - Federal Home Loan Bank of Boston
- Latest Update:
 - Videographer
 - Statements of work with an estimated value
 - Carl suggested Health Broadcast as a vendor
 - Kathy and Imene will determine which vendor to select based on the state wide contract [PRF70: Advertising, Marketing & Event Planning Services](#)
 - Timeline
 - Costs
 - Employer participation
- Dissemination Plan:
 - Develop a call to action directing viewers to the Commission's website, phone number, and a dedicated email address.
 - Create a landing page featuring the employer video and relevant resources by categories: candidate recruitment, resources to build inclusive cultures, state and federal resources, etc.
 - List template on mass.gov would be best.
 - Issue a press release.
 - Highlight the MA Governor's Executive Order removing educational requirements and the Job Accommodations Network

- Engage state agencies, community partners and at least 100 small to medium sized businesses
- Send an email blast.
- Develop social media post templates for others to share.
- Promote at the Commission's October Signature Event.
- Collaborate with Chambers of Commerce.
- Engage with the Northeast HR Association (NEHRA).
- Connect with the Restaurant Association.
- Engage the banking industry.
- Partner with Local 26 union for hospitality.
- Utilize the Commission's email list and social media channels.
- Identify and utilize relevant listservs.
- Encourage Commissioners to share with their professional networks.

- Next Steps
 - Next subcommittee meeting date: Monday, August 26, 2024 from 12:00-1:00 PM

4. Adjournment