Developmental Disabilities Council
Reading Cover Page

Date: January 26, 2007

Meeting: Full Council

Reading Number: 07-02

Issue: Community Development Workgroup Decision Packages

Included in this reading:

1. Local Leadership Development Project Decision Package

2. Media and Public Relations Decision Package

Background/Summary:

1. Local Leadership Development Project Decision Package

The Community Development Workgroup recommends the Council adopt the Local Leadership Development Project Decision Package. This package addresses the Leadership Development Performance Target 1.1 in the State Plan.

Through a competitive process, local projects (about three a year) will be awarded a total of $40,000 a year to accomplish activities under this Performance Target.

2. Media and Public Relations Decision Package

The Community Development Workgroup also recommends that the Council approve the Media/Public Relations Decision Package. This decision package addresses the Community Supports Outcome (CS 3.1) in the State Plan.

It will make available $40,000 per year for educating and informing the public and

policy makers about issues facing people with developmental disabilities and their families.

The contract will be selected through a competitive process.

Action: Discussion and Final Vote

If you have questions, please contact Adrian Patayon or Ed Holen.

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Decision Package

Project Title:

Local Leadership Development Project

Brief Description of Project:

- Include Self Advocates as participants at a rate of 20%-30%, as a goal
- Include a module on educating local community, for example:
  - City Government
  - City Council
  - Local Boards
  - County Government
  - School Districts
  - Transition Services

State Plan Performance Target(s)

Leadership Development Performance Target 1.1

45 people complete leadership training each year of the State Plan.

- 12 are self-advocates
- Participants complete at least 5 of 6 local workshops
- Participants attend the annual legislative training workshop
- Participants complete a homework activity
- Participants complete a community project

Council Resources available for project(s):

- ✓ Leadership Development: Budget $40,000/year for local leadership development performance targets.
- ✓ Staff time

Values, policy directions & limitations:

- Ethnic outreach should be done
- Build capacity in communities that have not had a leadership project
- One of the funded projects each year should be in an urban area
- Applicants need to demonstrate the ability to provide appropriate supports to self advocate participants
- Model of projects should be to include family members, self advocates, and interested other community members as leadership participants.
- Applicants must demonstrate in what ways the project will be sustained post graduation, and the leadership infrastructure supported. Also identify a plan for the coordinator to report on participants post graduation community projects.

- Applicants must demonstrate the organizational capacity to conduct a leadership project.
- Continue to value local design reflective of the applicant's community.
- Value presentations from leaders in applicant's local community.
- Projects run for 18 months

Criteria for Responsiveness:

- Additional points awarded to communities that have not had a local leadership project.
- Option of submitting a plan to run a multi year project that will have a second session being after the graduation of the first group with new participants.
- Requirements in RFP to have efforts to strengthen the community.

Staff Directions:

- Follow along post graduation
- Contractors will provide staff with a roster of graduates
- Coordinators will ensure that participants sign a release of info
- Staff will create a map of the state were projects have been in the past

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Decision Package

Project Title:

Media/Public Relations

Brief Description of Project:

- Annually provide media training at the leadership weekend in Olympia to leadership participants to assist participants in crafting and presenting their message to the news media.

State Plan Performance Target(s)

Community Supports Outcome #3 – The public is educated about the contributions of people with developmental disabilities in their community.
Community Supports Performance Target CS 3.1
100 articles are published in newsprint and other media educating & informing about the contributions of people with developmental disabilities each year in the State Plan.

- Articles promote the value of people with developmental disabilities living and contributing in their communities.
- Articles are timely and relevant to the advocacy efforts of the DDC & partners.
- Articles are published in local newspapers around the state.
- Articles respond proactively to new & emerging issues in the developmental disabilities community.

Council Resources available for project(s):

- ✓ Other Supports – formal & informal Community Supports: Budget $40,000/year for educating & informing the public performance targets.
- ✓ Staff time

Values, policy directions & limitations:

- Qualified and licensed
- Applicant will compile articles published regarding DD issues
- Applicant will provide training to community members, including self advocates, family members, and other community leaders.

Criteria for Responsiveness:

- Applicants must demonstrate education and experience that qualifies them to provide the consultative work described in Media and Public Relations Services. Detail educational background including B.A. degree and any relevant course work. Up to two years of qualifying experience may be substituted if described in detail.
- Applicants must demonstrate experience and qualifications specifically in media and public relations.
- Applicants must demonstrate in working with individuals with developmental disabilities and their families.
- Applicants must demonstrate experience and qualifications with disability public policy issues.
- Applicants must demonstrate experience and qualifications in working with legislators or legislative staff and media covering the legislative process.
- Applicants must demonstrate experience in writing and getting published op-ed and human-interest stories.

Staff Directions:

- Keep track of the articles published in newspapers and provided by contractor
- Possibly breakout articles based on geographic region, and provide to council members, work group members, and have available to search the web for these articles.