Communication, Collaboration and Advocacy

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EFSLMP SMEs

PROVIDER TRANSFORMATION 2.0 SERIES

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Objectives:

➢ Why engage stakeholders?

➢ Engage in what and with who?

➢ Engage how? Strategies for working with each stakeholder group.

➢ Value of Collaboration for System's Change

➢ Collaborating for Policy Change

Why Engage Stakeholders?

➢ **Effective stakeholder engagement strategy is key to organizational. transformation.**

➢ **More engagement = increased buy-in; less resistance.**

➢ **WIOA calls for increased engagement across various stakeholder groups.**

Why Engage Stakeholders?

Shows you value partners and their input.

Improves services. Promotes customer satisfaction.

Builds collective voice for change.

WHO to ENGAGE?

Self-advocates

Family Members

Board Members

Advocacy Orgs

Policy Makers

Funders
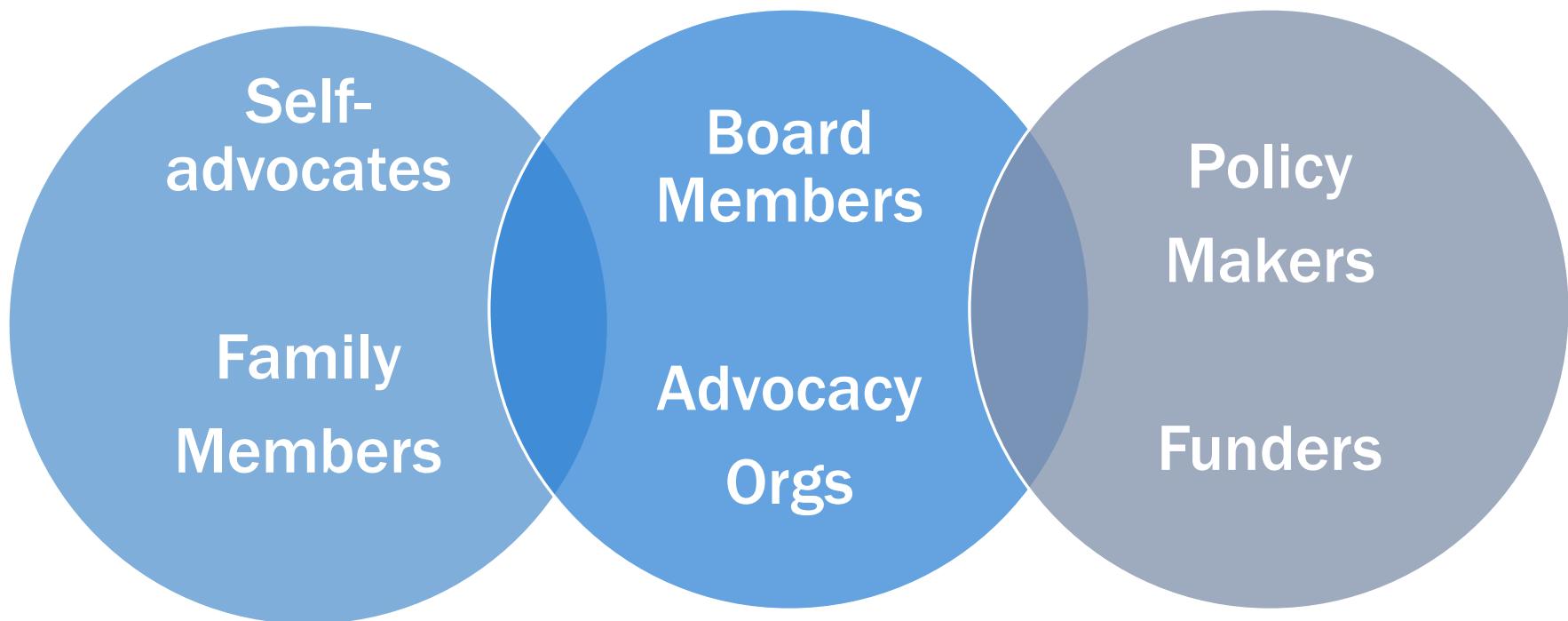
When to Engage Stakeholders?

Tends to be put off until later in the process.

Stakeholders should be involved very early.

Connect engagement activities with specific change tasks.

"GIVE ME SIX HOURS TO CHOP DOWN A TREE, AND I WILL SPEND THE FIRST FOUR HOURS SHARPENING THE AXE."

ABRAHAM LINCOLN
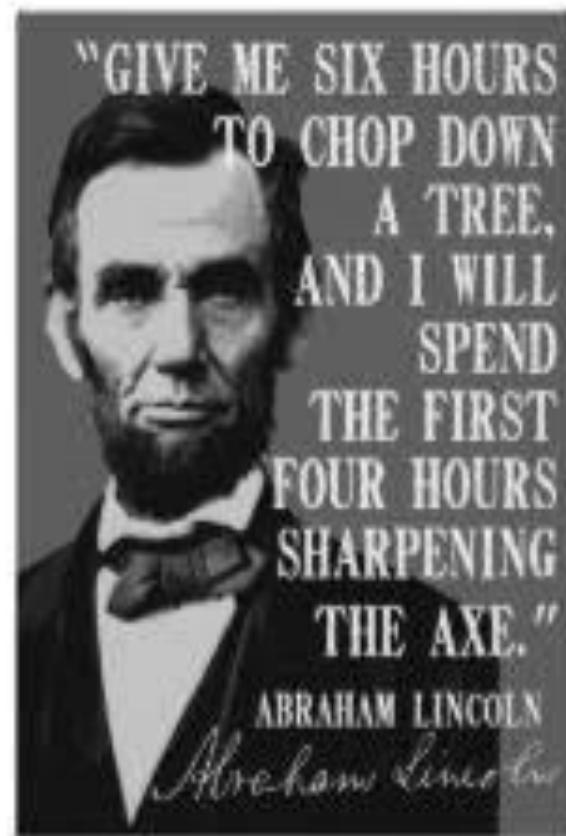
Areas to Address When Engaging Stakeholders

ADAPT**IVE**
EXPERIENCE EXCELLENCE

Leadership

to define scope & context of stakeholder engagement.

Involvement

of the right people in the design & implementation of the change.

Communication with all stakeholders and support for their involvement.

Engaging Board Members

➤ Share vision, best practices, stories.

➤ Visit providers that are 'doing it.'

➤ Bring in outside experts.

➤ Connect 'doubters' with those who believe.

➤ Term limits; bring in new blood.

Prepare Your Staff to Engage

~ Clear communication.
~ Tie to job descriptions.
~ Model appropriate interactions.
~ Find those who are good at it.

Engaging Self-Advocates

*Traditionally, self-advocates have **not** been given a voice in the types and quality of services they can access. There are compelling reasons to see self-advocates as your primary stakeholder:*

➢ Aligns with Employment First.

➢ Signals shift from care to support model.

➢ Improvement of services and culture.

➢ Draws in other stakeholders.

Engaging Self-Advocates: Challenges

➢ Care vs. support (models are not set up to promote voice of self-advocates)

➢ Low expectations

➢ Takes sustained effort

➢ Other challenges?

Engaging Self-Advocates: Strategies

✓ Peer mentoring

✓ Opportunities to tell their stories

✓ Engage self-advocacy groups or Independent Living Centers

✓ Board or Advisory committee member

✓ Walk the walk: Hire onto your staff

Meet Sylvia

Age 48 with intellectual disability. She is the Advocacy and Outreach Coordinator for a medium sized employment provider. Had previously worked in provider's sheltered workshop.

Once provider decided to move to community-based employment, they hired her as part of their staff. Today, Sylvia sits on key internal advisory boards, helps organize new customer and family orientations, and represents the agency at community functions.

Engaging Families and Caregivers
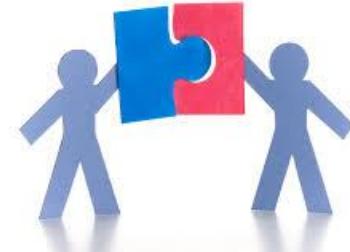
Families play an influential role in the lives of their sons and daughters. Providers have a choice as to how they choose to view them.

Friend or foe?

Partner or barrier?

Champion or detractor?

Engaging Families/Caregivers: Challenges

o Families are often gatekeepers for whatever happens with job seeker.

o Apprehensive to disrupt current services & concerns about vulnerability.

o May not see competitive employment as a viable option.

o Worries about the impact of work on benefits.

Key Family Concerns

➢ Adequate support and services for a fulfilling life

➢ Sufficient oversight

➢ Individual and family finances intertwined

➢ Travel and safety concerns

Key Family Concerns (II)

➢ **Wariness about the kindness of outside world**

➢ **Fear about ability to fit in**

➢ **Fear of failure – "every parent is waiting for that phone call"**
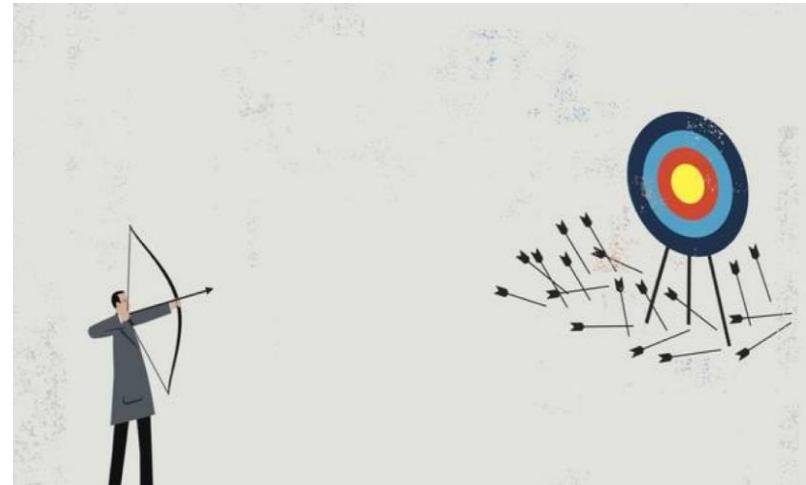
Individual Concerns and Confusion about Employment

➢ **Influenced by and reflect parental concerns**

➢ **Friendships**

➢ **Familiarity**

➢ **Lack of confidence**

Engaging Families/Caregivers: Strategies

- View as partners. At least 2 spots on the board

- Establish clear communication; regular feedback loop.

- Help them see their child in a new way – integrated employment, etc.

PARTNER SHIP
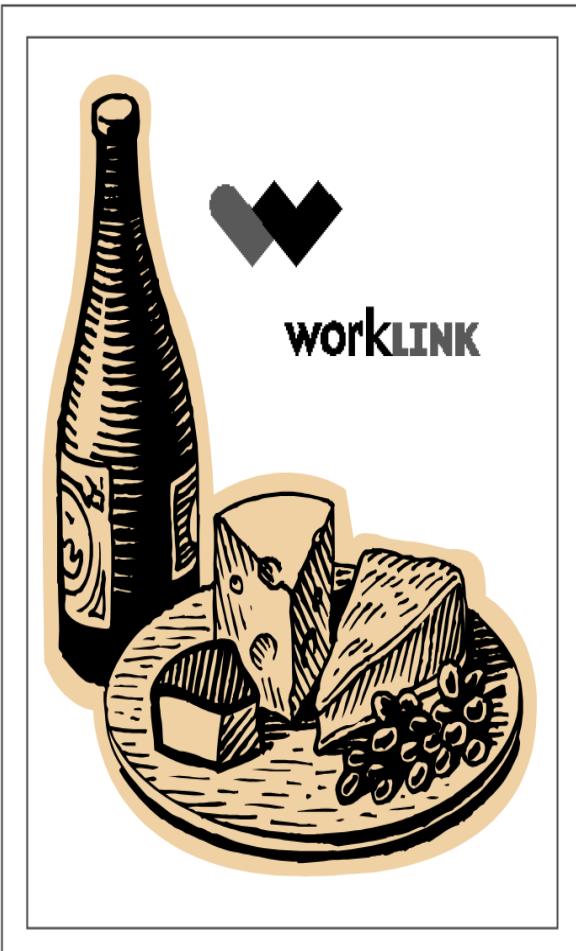
You are invited to WorkLink's

Whine-n-Cheese Night

We need your input to help us to make our program services better. Please come– bring your thinking caps. Refreshments will be provided.

Monday, March 9th, 2016, 6:00-7:30
WorkLink office, 785 Market Street, Suite 670
San Francisco, CA 94103
(415)979-9520
Call Sara for more information.

Engaging Advocacy Groups

Envisioning Higher Education Opportunities for Students with Significant Disabilities in Kentucky — A Community Conversation

A SPECIAL INVITATION TO SHAPE THE DIRECTION OF HIGHER EDUCATION FOR STUDENTS WITH INTELLECTUAL AND DEVELOPMENTAL DISABILITIES IN KENTUCKY

KentuckyWorks

3 Different Locations on One Night

May 21st

Monday
6:30 -8:30 PM EDT:
Lexington &
Morehead

5:30-7:30 PM CDT
Murray

Murray:
Curris Center
Stables Room
Morehead:
Hampton Inn @
500 Hampton Way
Lexington:
Bluegrass Community and
Technical College —
Newtown Campus

With national guest speakers:

Ms. Cate Weir, Think College,
University of Massachusetts - Boston

Dr. Erik Carter, Cornelius Vanderbilt
Professor of Special Education,
Vanderbilt University

Registration and parking are free at all locations.
More details at kentuckyworks.org/postsecondary

To register for all locations and reserve a place, click here:
https://uky.az1.qualtrics.com/jfe/form/SV_b3mwDOIQiaqMyrP

Engage in what? Find mutual benefit.

Respect their role

Leverage for staff training

Parent and self-advocate workshops

21

Work is Possible!

Understanding the Emerging Landscape of Competitive Integrated Employment

Sauk Rapids, Minnesota

June 28, 2016

MN APSE

Kaposia, Inc.

PACER

Dakota County

ARC MN

MN Disability Law Center

MN Olmstead Implementation Office

Engaging Policymakers & Funders

- Can be impetus for change or barrier.

- Inform about Employment First; Connect to national efforts.

- Bend rules, challenge regs, advocate for the change you need.

Collaboration for Change

CRITICAL PARTNERSHIPS FOR CHANGE
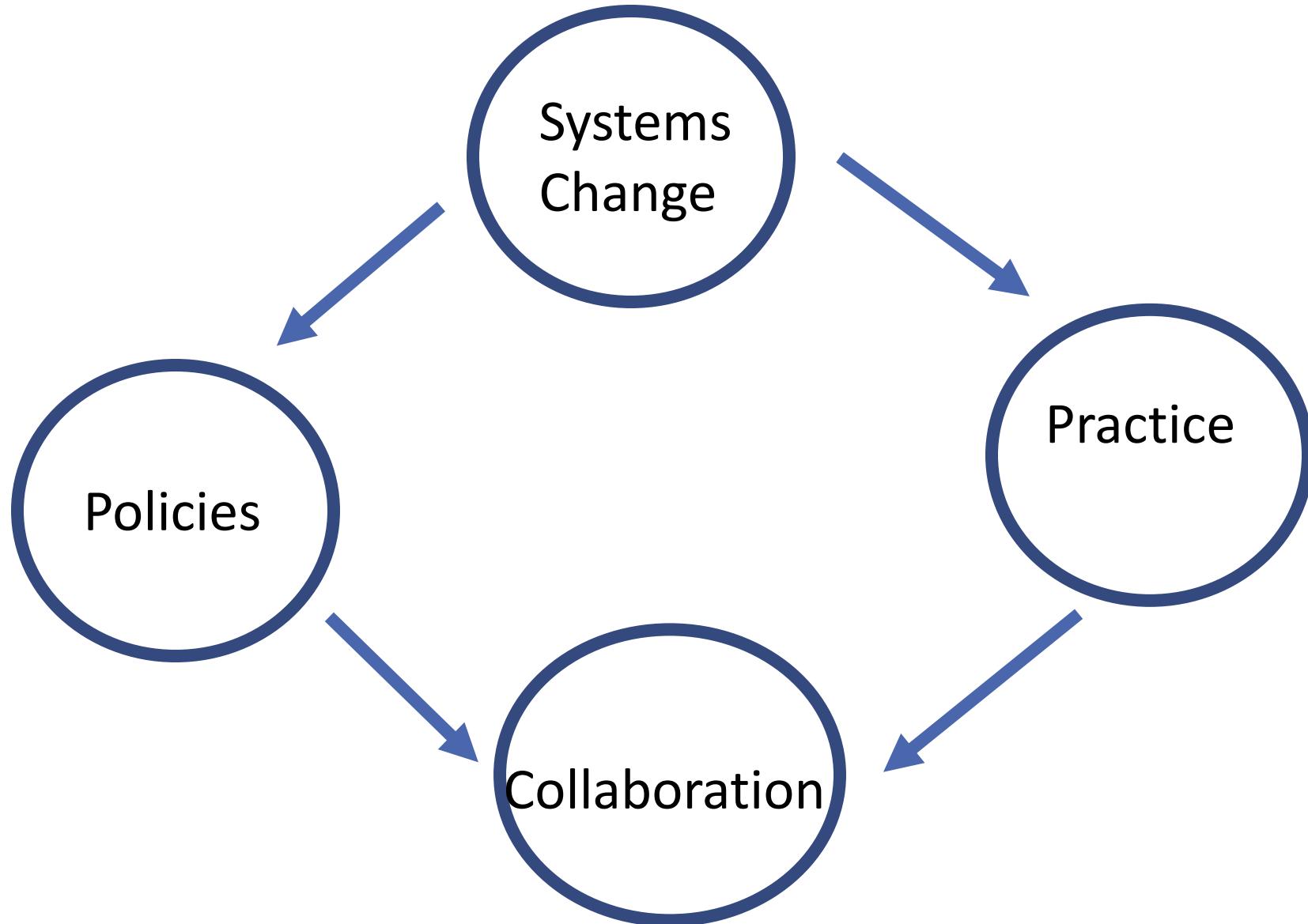
Benefits of Collaboration

- Non-Profits are businesses that share an environment

- Industry leaders are competitors but also have common interests around products or services

- Government funders and regulators have an impact on the types of services we can provide

- Collaboration provides a voice that may not otherwise be heard

Components of Collaboration

Identify Need → Identify Collaborators → Create Strategy → Seek Funding → Check In Regularly → Collect Data/Tell Story → Identify further collaborations
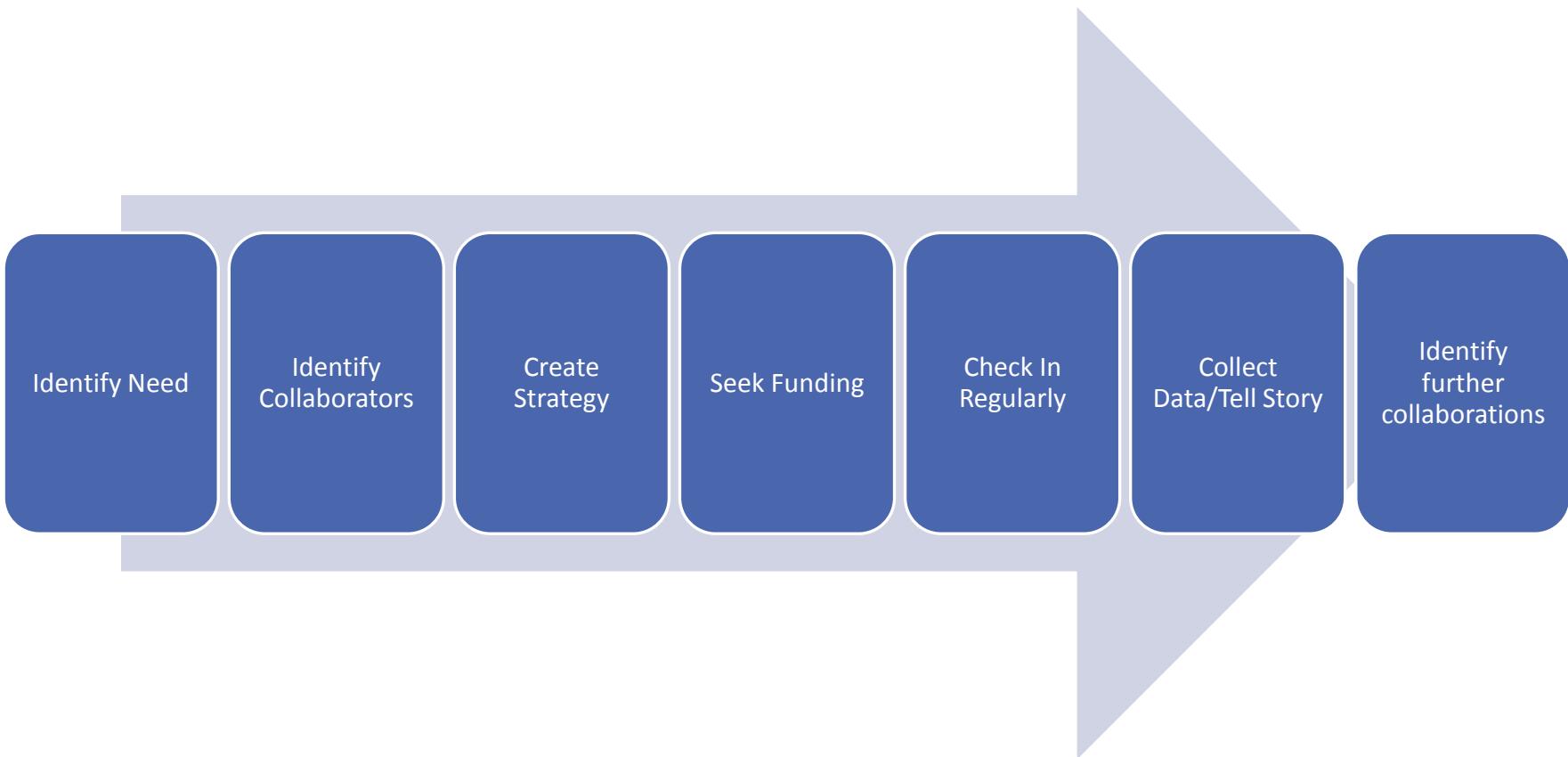
The Rules that Lead the Actions Of Government

Legislation

Regulations

PUBLIC POLICY

Funding Processes

Rules

Policy's

Case Law

Memorandum Of Understanding

Why Collaborate on Policy Issues

- Sharing the workload

- Sharing knowledge

- Brainstorming leads to better policy and practice.

- Capitalize on range of expertise and perspectives

- Varied relationships with policy leaders

- More Voices=More Power

Opportunities for Collaboration

Funding

Streamlining Processes in Different Systems

Changing existing Policies

Creating New Policies

Current Federal Policies

- Start with Federal Policies
- CMS Settings Rule
- Workforce Innovation and Opportunity Act
- Olmstead Act
- Americans with Disabilities Act (ADA)

- Move to State implementation of polices
- State Transition Plan for Settings Rule
- American Job Centers
- Your State's Waivers

Example 2:

NYC Joint Advocacy on Employment Funding
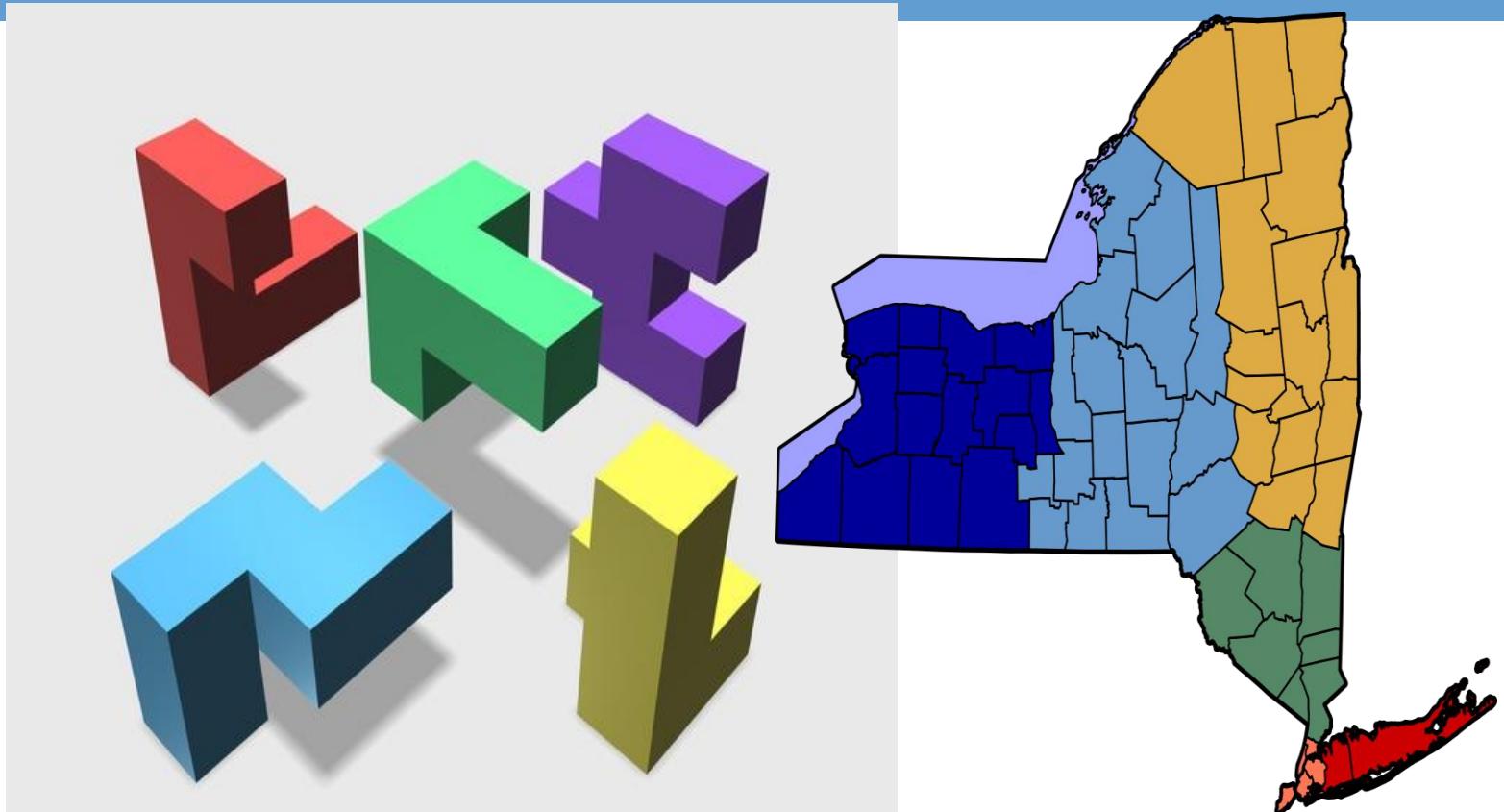
NYC Joint Advocacy on Employment Funding

- Identified colleagues with joint interests in funding and advancing competitive integrated employment

- Determined common ground and negotiated differences

- Research to back up advocacy points

- Developed an advocacy strategy

- Negotiated an outcome acceptable to collaborators

- Monitoring and discussing outcomes

Developing a Plan

- Define areas of commonality and negotiate differences in advance

- Focus on the most important areas of agreement

- Reserve minor areas of difference for later discussion

- Use individual collaborators strengths

Critical Components of the Plan

- Define the action steps
- Determine who will be the lead on each step
- Determine time frame for steps
- Set up benchmarks for larger steps

- Determine if additional partners are value added

- Create a vision for where you are moving towards rather than moving away from

Bringing Along Stakeholders

- Determine who are the others who need to be a part of the dialogue
- Provider Association
- Advocacy Groups
- Government Agencies
- People receiving supports and their families

- Use the collaborator with political will/relationship to lead

- Communicate early and communicate often

- Identify allies and people who will try to stop the policy

Taking Data and Telling the Story

- Meet regularly to go over progress and evaluate if you should change directions or stay the course

- Record successes large or small

- Use opportunities to share your story

Why Collaborate on Best Practices

- **Making the most of limited resources to promote innovation and best practice**

- **Sharing knowledge and expertise**

- **Reaching a greater diversity of employers and   community partners on behalf of individuals we support**

- **Accessing foundation and donor support**

- **Collaboration is a best practice**

Collaboration to Support Best Practice

WORKING TOGETHER

Best Practices: Potential areas for collaboration (I)

- New and emerging practices

- Costly training and mentoring

- Research to support policy change

- Community of practice for shared learning

- Employer engagement

- Internship projects

Best Practices:Potential Areas for collaboration (II)

- Partnering with the AJC

- Writing research/practice grants

- Technology

- Transformation information

- Community Action

- Research

Example 2: NY Metropolitan Area Consortium for Customized Employment

Discussion Questions

What are key areas in which your agency needs to engage with stakeholders to move your transformation efforts forward? What are the barriers to engagement with stakeholders and how can you address these?

What are policy issues or practice areas that would benefit from collaboration with other providers or stakeholders in the system?

Thank You!
Questions &/or Comments?

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Your Presenters

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