



Advocacy, Training, & Outreach (ATO) Committee Meeting Agenda

Friday, January 19, 10:30 a.m. – 11:30 a.m.

2400 N. Lincoln Ave., Rm. 513, Oklahoma City, OK 73125



Board Members

Sharon Garrity, Guthrie, Chair
Vacant, Vice Chair
Mark Lewis, Norman, Secretary
Vacant, Parliamentarian
David Blose, Yukon
Margaret Bond, Broken Arrow
Mindee Brown, Edmond
Jeromy Buchanan, Okla. City
Sherri Coats, Oklahoma City
Brett Cunningham, Okla. City
Debra Espinosa, Oklahoma City
Janie Fugitt, Oklahoma City
Shelly Greenhaw, Edmond
Michelle Kelley, Okla. City
Lori Hauge, Sapulpa
Gina Richardson, Okla. City
Beth Scrutchins, Okla. City
Melissa Sublett, Tulsa
Lori Weider, Stillwater
Devin Williams, Lawton
Valerie Williams, Okla. City

Council Staff

Planning & Grants Director
John Houston

Council Administrator
Alissa Patterson

Advocacy Training Coordinator
Dr. Bradley Mays

Self-Advocacy Training Coordinator
Morgan Davis

Executive Director
Jenifer Randle

Board Members attending via [Teleconference](#)

** Possible action item*

- I. Call to Order: Ms. Janie Fugitt, ATO Chair
- II. Roll call and recognition of quorum: Ms. Janie Fugitt and Staff
- III. Review Meeting Minutes for Oct. 27, 2023*: Ms. Janie Fugitt
- IV. New Business & Possible Voting*: Outreach opportunity discussion: Ms. Jenifer Randle
- V. Old Business & Possible Voting*: Project Updates & Discussions:
 - a) Partners in Policymaking (PIP): Dr. Bradley Mays
 - b) Youth Leadership Forum (YLF): Dr. Bradley Mays
 - c) Self-Advocacy trainings: Ms. Morgan Davis
 - d) OK STABLE updates: Dr. Bradley Mays
 - e) Developmental Disabilities Awareness Day updates – March 27, 2024: Ms. Jenifer Randle
 - f) Let’s Talk: Service & Emotional Support Animals webinar – Jan. 24, 2pm.
- VI. Public Comments
- VII. Announcements
- VIII. Adjournment

ATO Committee Members: Janie Fugitt ATO Chair, David Blose, Brett Cunningham, RoseAnn Duplan, Sharon Garrity, Blaine Murdock

Join Online: <https://zoom.us/j/95983884924?> Meeting ID: 959 8388 4924, Passcode: 8675309



Developmental Disabilities Council of Oklahoma Advocacy, Training & Outreach Committee Minutes


DATE: Friday, October 27, 2023

TIME: 10:30 am

PLACE: 2400 N. Lincoln Blvd, Sequoyah Building, Room C-48, Oklahoma, OK 73105

BE IT REMEMBERED that on Friday, October 27, 2023, at 10:30 am, the Advocacy Training & Outreach Committee met 2400 N. Lincoln Blvd, Sequoyah Building, Room C-48, Oklahoma, OK 73105 in accordance with the Open Meetings Act.

NOTICE of the schedule for all regular and special meetings of the DDCO Advocacy Training & Outreach Committee for the calendar year 2023 have been given in writing to the Oklahoma Secretary of State and public notice and agenda having been posted on the Council's website at or before 12:00 pm on Thursday, October 26, 2023, in accordance with the Oklahoma Open Meetings Act, 25 O.S. Section 311.

I.  **CALL TO ORDER:** Ms. Fugitt called the meeting to order at 10:40 a.m.

II.  **ROLL CALL:**

Members present: David Blose, Brett Cunningham, Sharon Garrity, Janie Fugitt, Alicia Murie

Online & Voting: Blaine Murdock

Absent:

Guests: Mindee Brown

Staff: Morgan Davis, John Houston, Bradley Mays, Alissa Patterson, Jenifer Randle

By roll call, it was determined there was a quorum of members for business to be conducted.

III.  **Review of the Minutes of the Advocacy Training & Outreach Committee Meeting of January 27, 2023.**



DISCUSSION: Review minutes from January 27, 2023.

MOTION: Motion by Ms. Murie to approve the January 27, 2023, minutes, seconded by Ms. Garrity.



AYE: Janie Fugitt, David Blose, Sharon Garrity, Alicia Murie, Blaine Murdock



NAY:

ABSTAIN: Brett Cunningham

ACTION: Carried 

IV.  **Review of the Minutes of the Advocacy Training & Outreach Committee Meeting of April 28, 2023.**



DISCUSSION: Review minutes from April 28, 2023.

MOTION: Motion by Ms. Murie to approve the April 28, 2023, minutes, seconded by Mr. Cunningham.



AYE: Janie Fugitt, David Blose, Brett Cunningham, Sharon Garrity, Alicia Murie, Blaine Murdock



NAY:

ABSTAIN:

ACTION: Carried 

V.  **Review of the Minutes of the Advocacy Training & Outreach Committee Meeting of July 29, 2023.**



DISCUSSION: Review of the July 29, 2023, minutes.

MOTION: Motion by Ms. Murie to approve the July 29, 2023, minutes, seconded by Ms. Garrity.



AYE: Janie Fugitt, David Blose, Sharon Garrity, Alicia Murie, Blaine Murdock



NAY:

ABSTAIN: Brett Cunningham

ACTION: Carried 


VI.  **New Business & Possible Voting*:**

Developmental Disabilities Awareness Day – March 2024



DISCUSSION: Dr. Mays explained there is a QR code in the meeting materials to submit ideas for the 2024 event and to help plan the event. There are multiple committees be a part of for the event. Committee planning meetings are virtual. Ms. Randle mentioned the committee is waiting on arrangements on which day it will be held. Event will be scheduled at the State Capitol. So far, the committee is made of

representatives from the Council, The Center for Learning and Leadership, The Disability Law Center, The Autism Foundation of Oklahoma, and Oklahoma People First.

VII.  **Old Business & Possible Voting*: Project Updates & Discussions.**

a) **Partners in Policymaking (PIP):**

 **DISCUSSION:** Dr. Mays reported this evening (October 27) is the second session for PIP. There are 23 students enrolled. The first meeting in September students heard from Dr. Al Condeluci, Ms. Shelia Bowen from DDS, and Mr. Michael Beers. This weekend students will hear Dr. Patrick Schwartz and Ms. RoseAnn Duplan.

b) **Youth Leadership Forum (YLF):**

 **DISCUSSION:** Dr. Mays reported the dates for YLF 2024 will be June 17-22 in Chickasha, on the USAO Campus. Currently taking applications for this year's delegates, until March 1. Dr. Mays mentioned the max number of participants is 25.


c) **Self-Advocacy trainings:**

 **DISCUSSION:** Ms. Davis reported she is preparing to present at the Oklahoma Transitional Institute (OTI). Ms. Davis will be presenting on the topic of College Life with A Disability. Self-Advocate Peer Trainers are also presenting at OTI, giving an overview of the trainings they do. OTI will be held on November 14-15, 2023.

d) **OK STABLE updates:**

 **DISCUSSION:** Ms. Fugitt reported there are updates for STABLE accounts inside the meeting materials. Currently there are 50 pending accounts, a total of 1740 accounts with 1389 active and 143 inactive. It is stated that there are also 4 unique accounts. Total contributions total \$110,882.01 for the current period.

VIII.  **Announcements**

 **DISCUSSION:** Ms. Murie continues to be active with her podcast. She is hopeful to have the director of the Life Center Adult Day Center in Stillwater on her podcast.

Ms. Randle shared and congratulated Mr. Blaine Murdock on his new job at T.J. Maxx. Mr. Murdock is studying Mass Communications at Rose State College. She also shared

congratulations to Ms. Davis and Dr. Mays, who will be speaking at the OTI and gives appreciation to the Peer Trainers.

Ms. Fugitt announced there is an OKAPSE conference on October 31. One-hundred people have registered for the event so far. She also reported she was present at a legislative interim study to discuss 14c (subminimum wages for persons with developmental disabilities).

Ms. Randle attended the Governor's awards and reported a YLF graduate received one of the Governor's Employment awards for her employment with Public Strategies.

IX.  Adjournment



DISCUSSION: Adjournment of meeting.

MOTION: Motion by Ms. Murie to adjourn the meeting, seconded by Mr. Cunningham.

 **AYE:** Janie Fugitt, David Blose, Brett Cunningham, Sharon Garrity, Alicia Murie, Blaine Murdock

 **NAY:**

ABSTAIN:

ACTION: Carried  and meeting adjourned at 11:23am.

DIGITAL STORIES

Do you need a better way to tell your story?

N&R Publications, the digital stories division of the News & Review, specializes in telling stories that communicate YOUR message. Our team of professionals does all the heavy lifting—we strategize with you on content topics, write the journalistic stories, and reach out to your partners to encourage wider distribution of this content.

Each story contributes to a larger narrative about your company, product or service. Together, the stories form a cohesive campaign.

Reach out to us today, and our team of journalists will storyboard with your team to plan the content and narrative arc of the overall campaign. The stories we write will be posted to a trusted, highly rated site (newsreview.com), and will be available for you to use in newsletters, on your website or blog and on social media channels. You can reuse the story content online and in print. We can also recommend and implement outreach options to get your message to the widest possible audience.

The Package

We will:

- Conceptualize and write your stories, 400-500 words each. Includes designed graphics and/or photography.
- Post them on our Spotlight website and host them for one year on a trusted, highly rated site (newsreview.com).
- Reach out to current and/or potential partner organizations with interest in sharing the story content.
- Promote your stories on our N&R social media accounts.
- Produce a one-minute Recap Video utilizing content for packages of 8 stories or more.

Options:

- **4-story digital package \$12,000.00**
- **8-story digital package \$22,000.00 (includes one video)**
- **12-story digital package \$32,000.00 (includes one video)**

Request pricing if interested in additional stories/outreach, conversion of stories to designed PDFs, or conversion to a printed publication with optional distribution.

See examples of stories here: www.nrpubs.com

Please contact us with your questions and ideas. We would love to tell your story! cpquotes@newsreview.com • (916) 498-1234 ext. 729

A Job That Matters

Learn how you could become a Direct Support Professional

IOWA DD Council
Preparation, Participation, Power

Change people's lives every day, including your own

"A Job That Matters" was a collaboration of seven statewide organizations in Iowa, spearheaded by their Developmental Disabilities Council.

This publication is a recruiting tool for direct support professionals and other support staff in Iowa, highlighting the benefits of working in this industry. It also demonstrates how critical direct care is for people with disabilities and how life-changing the work can be for both clients and staff.

IOWA DEVELOPMENTAL DISABILITIES COUNCIL

PRODUCTION PLAN



AWARENESS JOURNALISM
Stories that move people.

PUBLICATION PLAN

Background (for information only)

According to the Iowa Developmental Disability Council and its partners, organizations that provide services for people with disabilities and aging Iowans are facing an unprecedented workforce shortfall.

The impact is real for clients who can't get the services they need. Organizations are scrambling to hire more direct support professionals, home health care aides and other support staff, because without them, things don't just take longer; they may never happen.

And it's not just a crisis for individuals with disabilities and their families: it also means communities throughout Iowa suffer. For example, if a DSP or other home caregiver can't be found, a parent or other family member may be forced to step away from their jobs to provide the care instead, losing income and possibly health benefits, starting the entire family on a downward spiral. Or a person with disabilities who could be independent—and employed—is not. All this is a quiet tragedy for the people involved, but it also means we lose their contribution to our communities—their talent, of course, but also financially. Instead of paying taxes through a good job, these individuals or family members may in fact need more public benefits, such as Medicaid, food assistance, housing assistance, etc. Also, ensuring people with disabilities can stay in our communities is much less expensive than providing institutional care.

The direct service industry has struggled with attracting and retaining staff for many years. Industry-wide turnover runs about 40%, and the pandemic compounded the problems—but increased media focus and government attention on the issue. As a result, there may be state and federal dollars to raise the current \$13/hour average salary, and provide medical benefits (many DSPs do not have health insurance), and that will help. But it also is not necessarily money that attracts longtime employees to these jobs.

In fact, what most cite first is the relationships they form. They make meaningful connections with people who need their services. They also have a better quality of life for themselves and their own families with empathetic employers, work/life balance and flexible yet structured schedules. A DSP career gives them a feeling of self-fulfillment and meaning. It's not just a paycheck; it's a passion—and a career choice.

Publication Focus

This publication will serve as a recruiting tool for DSPs and other support staff in Iowa, highlighting the benefits of working in this industry. A secondary theme is also to show how critical this care is for clients and how life-changing it can be.

Through compelling stories highlighting current support professionals, as well as a family or individual receiving

care, readers will understand why these jobs might be for them—whether they are students, parents of young children, retired health care workers or someone with a disability themselves. It will also show readers how someone can start off in direct service, but continue their education and move on to leadership roles, such as a vocational rehabilitation counselor or other health care professional. We encourage the partners to provide interview sources that represent a wide variety of backgrounds so we can accurately portray the diversity in this state and this profession.

Desired Results

Fill these job openings and help curb the labor shortage. Increase interest in these jobs and attract long-term employees who want to make serving others their career. Increase overall awareness of this important field of health service. Most of all, help more people live better lives and stay in their communities.

PUBLICATION PLAN



COVER

Headline “A Job that Matters”

Subhead Change people’s lives daily—
and your own life too



PAGE 2: OVERVIEW

Overview What is a direct support professional? What are some other home health care support jobs? Why is their role so critical in a family’s or individual’s life? What are some of the benefits of this type of career (including the meaningful relationships that are built over time, as well as the work itself)? Who is often a good fit for a DSP career? How does not having someone in this role impact the community as a whole? (400 words)

The Need Snapshot of the shortage/turnover issue: what jobs are needed and where. (150 words)



PAGE 3:

Family or Individual Story People with disabilities—and/or their families—need support professionals to provide care on a daily basis. How has the source(s) in this story benefited from having DSPs in their lives? Why is the relationship so important? What has it allowed them to do they couldn’t have done otherwise? (400 words)

The Job Itself Snapshot of the kind of work that DSPs and other professionals do. (150 words)

PUBLICATION PLAN



PAGE 4:

Student Caregiver Not surprisingly, college towns see less of a DSP shortage than other parts of Iowa. This is in large part due to the flexible but structured work schedules that can be arranged for students around their classes, as well as the meaningful work DSP careers offer. What does this source like about their job? Why do they feel what they are doing is important? What impact has it had on their clients' and their own lives? What advice do they have for others who might be considering this career field? (400 words)

The Right Personal Qualities Snapshot of personal qualities that make someone a good fit for this type of work. (150 words)

PAGE 5:

Parent Caregiver Parents with young children often struggle to find a job that gives them reliable hours around their parenting commitments (during school hours, for example). But DSP work is perfect for this type of work/life balance. What does this source like about their job? Why do they feel what they are doing is important? What impact has it had on their clients' and their own lives? What advice do they have for others who might be considering this career field? (400 words)

Sidebar TBD Statistics/topic TBD (150 words)

PAGE 6:

Person with Disabilities Caregiver A person with disabilities understands the need for DSPs perhaps better than anyone. How is this source benefiting from their job? What impact has it had on their clients' and their lives? Why do they feel what they are doing is important? What advice do they have for others who might be considering this career field? (400 words)

Sidebar TBD Stats/topic TBD (150 words)

PUBLICATION PLAN



PAGE 7:

Make it a Career Looking for a meaningful career in health care and community service? There's not one path to advancement, but several different ways to make helping others a fulfilling career. How did the source for this story start out as a DSP but then move on to other types of jobs? Why has this been a meaningful and important career for them? What advice do they have for others? (400 words)

Sidebar TBD Stats/topic TBD (150 words)



PAGE 8:

Call To Action How people can find out more about becoming a DSP.

This is a photo caption about who is in this photo and why, potentially contains important information from the story.
PHOTO BY PHOTOGRAPHER NAME

Short and Snappy Headline

This is a subhead that ties everything together and is not longer than this

BY WRITER NAME

This is the first paragraph of the story. It can be one sentence or a couple sentences long. It is the attention-grabbing lede of the story and needs to be in this style so the drop cap will be present.

This is the rest of the story after the lede/first paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam non purus in magna suscipit sagittis. In porttitor augue ut sem sodales ultrices. Donec ultrices odio diam, ac mattis sapien rhoncus eu. Suspendisse commodo est est, sed egestas lorem sagittis non. Vivamus vitae erat nec dolor feugiat tincidunt sed sit amet ligula. Integer iaculis vel lectus quis vehicula. Cras tempor ligula velit, dapibus ultrices nisl porta eu. Sed tempor tincidunt nibh, id aliquam augue fringilla et. Morbi ante nulla, mollis eu erat vel, gravida tristique urna. Pellentesque in efficitur sapien. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum risus leo, interdum porta enim non, efficitur auctor orci. In hac habitasse platea dictumst.

Pellentesque dignissim enim ac metus vestibulum, ac euismod libero scelerisque. Mauris pellentesque turpis tincidunt feugiat elementum. Proin dui nunc, vehicula eu enim et venenatis pretium libero. Ut leo massa, venenatis ut cursus sed, molestie quis metus. Ut sit amet enim ac mauris semper tristique id non turpis. Morbi quis luctus nisi, in vehicula ante. Praesent nec neque quis justo ultrices semper. Integer pretium turpis sed est consequat, id placerat orci mollis. Duis sit amet nunc urna. Aliquam fringilla, mi ornare tristique viverra, sem tortor rutrum ipsum, a feugiat justo dui sit amet justo. Curabitur lobortis consequat quam quis posuere. Proin euismod scelerisque sagittis. Sed rutrum id ex et fringilla. Mauris sollicitudin tortor risus, eget vulpate lacus laoreet a. Proin pellentesque interdum arcu, aliquet fringilla lacus. Curabitur sodales, ex nec gravida cursus, ligula ipsum consequat mauris, nec malesuada sapien quam sed tellus. Praesent aliquet felis a faucibus consequat. Praesent a ante elementum, congue dolor id, posuere odio. Praesent eu magna vel quam porta molestie a ac nisi. Proin tellus elit, rhoncus eget rutrum non, dapibus eu dui. Maecenas eget ornare turpis. Cras justo nunc, laoreet ut tincidunt et, sagittis at nulla. Nulla sodales tristique felis vel feugiat. Curabitur porttitor dapibus magna, sed blandit neque facilisis a. Praesent bibendum diam sed malesuada maximus. Suspendisse potenti. Duis placerat semper velit, id dapibus mauris ultrices fermentum. Cras enim est, venenatis sit amet volutpat at. *italics bold*

Short or Explainer Headline

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- Sed tempor tincidunt nibh, id aliquam augue fringilla et.
- Pellentesque dignissim enim ac metus vestibulum, ac euismod libero scelerisque.
- Mauris pellentesque turpis tincidunt feugiat elementum.

Client Name | Website | 1

Type Treatment

We've designed the headline and subhead to have contrast, create interest and be easy to read.

Dominant Element

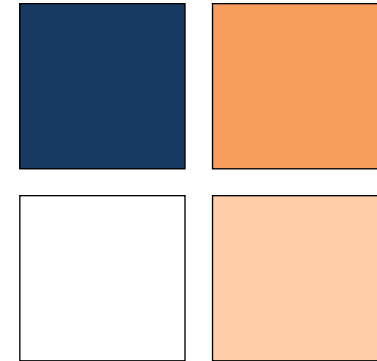
We will use large and engaging images to draw the reader in.

Entry Points

Pull quotes, photo captions and bullet points can help to pull readers into a story.

Stories

A mix of in-depth stories, sidebars and bulleted facts serve as quick reads for at-a-glance readers.



Branding

Publication will complement existing visual branding.

Accessibility

If an accessible publication is required:

- Plain language will be used.
- Easy to ready large type face (10 point) will be used in text.
- Color contrast will be increased.
- Final PDF can be read and accessed by people with disabilities.
- An accessible PDF with text to speech included in digital package.

DEADLINES & CONTACTS

Iowa Developmental Disability Council

8 page tabloid publication on standard newsprint

Digital Content Delivery Stories, photos, flipbook, PDF

Printing and media insertion plan to be determined

N&R Contacts:

Thea Rood Publications Editor-in-Chief

(916) 769-0725 | thear@newsreview.com

Anne Stokes Publications Writer & Photographer

(916) 498-1234 ext. 1364 | annes@newsreview.com

Elizabeth Morabito Marketing & Publications Consultant

(916) 498-1234 ext. 728 | elizabethm@newsreview.com

Jeff vonKaenel President & CEO

(916) 498-1234 ext. 1371 | jeffv@newsreview.com

Deadlines:

Client Provides Sources	Week 1
1st proof to Client	Week 6
1st proof edits to N&R	Week 6
2nd proof to Client	Week 7
2nd proof edits to N&R	Week 8
Final proof to Client for approval	Week 8
Issue approved and to print	Week 8
Print date	Week 8
Delivered by	Week 9
Inserted into media by	Week 11
If applicable, USPS Delivery to homes by	Week 12

**Translation and Digital Marketing Packages take additional time to produce and are subject to separate deadline schedules. N&R insertion, if available, can be scheduled between weeks 9 and 11.*

Production Plan Approval:

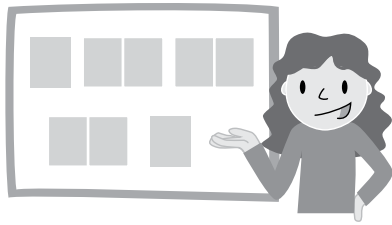
With your approval, our publications team will use this production plan as our guide for your project.

After our production process begins, major content changes inconsistent with this production plan may result in additional charges, delays, and/or ceased production. Please sign to acknowledge that you accept this and have carefully reviewed this production plan. Signing this document does not constitute a contract for services.

Signature: _____

Date: _____

THE PROCESS: How your publication gets made, from start to finish — and what YOU can do to help!



1. Storyboard

Our team meets with your team to develop the goal of the publication and the narrative arc that will unfold over each page.



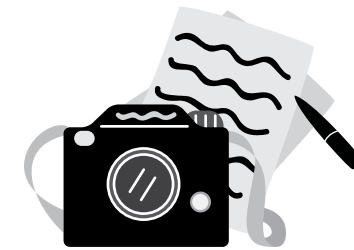
2. Production Plan

This document will guide our team as we create the look and tone of your publication. Please provide feedback on the Production Plan once you receive it to prevent any major delays later in the process.



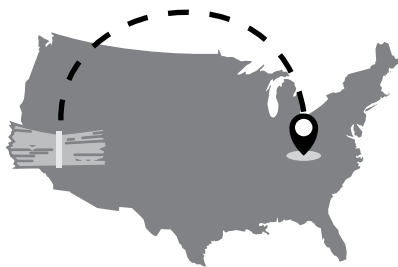
3. Interview Sources

You identify who we should interview. Select people whose stories align with the goals outlined in the Production Plan — they are usually experts on your staff or those who have been impacted by your organization. Make sure to contact all sources so they are prepared.



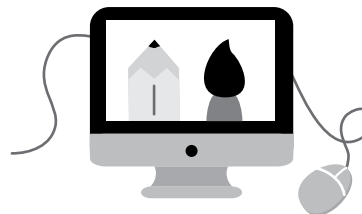
4. Reporting/Photography

We contact all individuals provided on the Interview Source Form to schedule interviews (which usually take place over the phone) and a photo shoot with a local photographer. Stories are written and edited during a 2-week period.



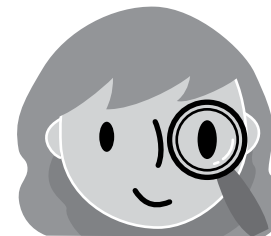
5. Distribution Plan

Your Marketing & Publications Consultant will contact you and help you select which distribution options will work best to spread your message. This may include insertion into newspapers, mailing, shipping copies to partners, or add-ons such as videos or digital marketing packages.



6. Design

Our designers lay out the publication following your branding guidelines or by creating a unique look (as shown on the Sample Page in the Production Plan).



7. Proofs

You will be able to make changes to the publication two times in two separate proofs and provide feedback on design, photography and writing.



8. Distribution

Once your publication and distribution plan are both approved, your publication will be printed and/or shared with your target audiences.

ADDITIONAL SERVICES TO PROMOTE YOUR PUBLICATION

Digital Marketing Packages

Our Digital Marketing Packages include custom social media posts and captions based on the imagery and information from your publication, plus online stories, which make for greater readability on a mobile device.

Pro

4 Custom Static Images

2 Animated GIFs

- Post captions
- Online stories

Premium

8 Custom Static Images

4 Animated GIFs

- Post captions
- Online stories

Sponsored Posts

1 post on the N&R websites (Sacramento News & Review, Chico News & Review, Reno News & Review) as sponsored content.

1 post on the N&R Spotlight blog as sponsored content.

1 post on the N&R Facebook page as sponsored content.

Inclusion in N&R weekly e-newsletter

Animated Videos

Based directly on content in the publication.

- About 30 seconds to 1 minute in length
- MP4 format
- Background music included

Live Action Videos

A documentary-style short film. Video interview with a print story source based directly on content in the publication.

- About 1 to 5 minutes in length
- MP4 format
- Can include b-footage, an overlay of original music and subtitles

E-Bulletin

1 E-Bulletin, similar to an e-newsletter, created by our team that promotes the content of your publication. It includes:

- Emailing the e-bulletin to a press list (or custom list) in one state up to 2 times
- Online stories

We can also create multiple versions for different audiences

N&R Publications
Chico Community Publishing, Inc.
PO Box 13370
Sacramento, CA 95813
www.nrpubs.com

Consultant: Elizabeth Morabito -
elizabethm@newsreview.com - ext. 728
Quotes: 916.498.1234 ext. 726
cpquotes@newsreview.com



Quote Number Q00307
Quote Date 12/04/2023
Valid Until 01/04/2024

Jenifer Randle
Developmental Disabilities Council of Oklahoma
P.O. Box 25352
Oklahoma City, OK 73125-9975

QUOTE

Description	Unit Cost	Quantity	Line Total
Eight (8) digital stories	\$22,000.00	1	\$22,000.00
INCLUDES: Writing and editing of stories, and photography and graphics as needed. Each story hosted on N&R website for 1 year. Promotion of each story on N&R social media accounts. Outreach email and one-minute Recap Video.			
Translation into Spanish, translation plus review, per digital story	\$500.00	8	\$4,000.00
Less: courtesy discount	\$-1,050.00	1	\$-1,050.00

Terms

Billing: Portion of base cost (approximately 50% of total charges) due upon approval of production plan. Remainder due upon completion of project. Please contact us to request ACH instructions.

Subtotal \$24,950.00

Total \$24,950.00

All content created by N&R Publications may be repurposed by client for other uses (stock photography and InDesign/Illustrator files not included).

Please sign below and return to confirm that you approve this quote and accept N&R Publications' Terms and Conditions, attached.

Authorized signature: _____

Print name: _____ Date: _____

N&R: _____ Date: _____

A Job That Matters

*Learn how you
could become a
Direct Support
Professional*



IOWA DD Council
Preparation, Participation, Power

**Change people's lives every day,
*including your own***

A SPECIAL ADVERTISING SUPPLEMENT

Shelly Chandler (l), executive director of IACP, and Brooke Lovelace (r), executive director of Iowa DD Council, at the state capitol building.
PHOTO BY RACHEL MUMMEY



You're Needed

How this meaningful new career could be just what you're looking for

BY MATT JOCKS

It's not one job. It's about a half-dozen.

The income will not push anyone into the higher tax brackets.

Yet, the job of Direct Support Professional carries with it a benefit that most jobs do not—the chance to directly, tangibly change lives, face-to-face, on a daily basis.

Direct Support Professionals assist people with disabilities in a variety of ways. It can be basic care like feeding and bathing; it can be transportation and shopping or help with getting and holding a job.

"They are a teacher, a partner, a resource, an ambassador, an advocate, an encourager and a provider," says Brooke Lovelace, executive director of the Iowa Developmental Disabilities Council.

Like other areas in the country, Iowa is dealing with a labor shortfall in the profession. Agencies like the Council and the Iowa Association of Community Providers continue to advocate for more competitive wages.

The work, however, goes on, carried by individuals from a wide variety of demographics who share one quality—the desire to make a difference in people's lives.

"You do have to be the right kind of person to continue working in the industry," says Shelly Chandler, executive director of the IACP. "You're not ever going to become a millionaire.

"But providers have found that, for employees who are

willing to stick it out for a year, they tend to get pulled into the mission of that organization. They tend to stay as long as possible."

College students are a natural fit for the job, using it as a chance to help pay for their education as well as enhance it. But the appeal of providing this kind of help draws in others.

"We have a lot of young mothers—and fathers," Lovelace says. "They may be doing this while the kids are in school. We get some folks who are retired who enjoy this position. It gives them fulfillment they might not have gotten with their day-to-day tasks."

Most workers speak primarily of the personal bond that takes place. In advocating for these workers, agencies like the Iowa DD Council and IACP also emphasize the societal value these professionals provide. In many cases, it's the difference between individuals with disabilities being in a facility and being in the

workforce.

"We want to bring awareness that these jobs are valued," Lovelace says. "They do make a difference in the community.

"What DSPs are doing is actually changing lives."

"We want to bring awareness that these jobs are valued. ... What DSPs are doing is actually changing lives."

Brooke Lovelace
Executive Director, Iowa Developmental Disabilities Council

A Big Need

The effort to develop and maintain independence for Iowans with developmental disabilities depends largely on **Direct Support Professionals**. Fighting to give those professionals wages—that align with the importance of the work—has proven difficult.

Community providers are largely dependent on Medicaid funding. In Iowa, after years of no increases, the past two years have brought increases that **fell well short of the inflation rate**, according to Shelly Chandler, executive director of the Iowa Association of Community providers.

"Unlike McDonald's, where they can increase the price of French fries when they raise wages, **providers don't have the ability to do that**," Chandler says.

The result has been shortages across the board, in all service jobs, in rural and urban areas. **In Iowa, 96% of providers have job openings, and there is a 40% turnover.**

Developing strategies to deal with shortages include an **increased reliance** on virtual monitoring of vulnerable persons.

"That can help move the needle," Chandler said. **"But it's not going to solve the problem."**



DSPs Make the Difference

How a Sioux City man is able to pursue his career

BY GAIL ALLYN SHORT

Alex Watters, 36, of Sioux City, Iowa, still remembers the summer night in 2004 when he and a group of friends, new high school graduates, gathered at Spirit Lake for a midnight swim.

While standing on the dock, Watters says a gust of wind blew his hat into the lake. He dove into the waters to retrieve it and broke his neck. The injury left him paralyzed from the chest down.

Though Watters now uses a wheelchair, he lives on his own with his fiancée. He is a member of the City Council of Sioux City, and works as Morningside University's director of alumni engagement.

He credits Direct Support Professionals with helping him live an active life.

"They're essential," says Watters. "I'm excited for the work I'm doing at Morningside University, and I'm proud of the opportunity I have to serve the people of Sioux City. But without home health aides and individuals willing to do this for their employment, I wouldn't be able to do that."

Watters says he requires assistance every morning to get out of bed, bathe, shampoo his hair, get dressed and into his wheelchair. By 7:30 a.m., he is out the door and on the way to his workplace.

He also has help with household chores, meal preparation and laundry.

"Then someone comes at the end of the day and is able to get me out of my chair and into bed so that I can sleep for the night," he says.

The agency that supplies Watters with DSPs, however, often struggles to recruit and retain workers.

Consequently, he says getting a DSP aide for both mornings and evenings on the same day rarely happens. So he often relies on family members, his fiancée and paid college students to fill the gap.

"The only reason that I have care at this point in time is because my family has been willing to step up and assist with that."

He says his mother quit a full-time job so she could

make the two-hour drive to his home to help when DSPs are unavailable.

Therefore the need for more reliable DSP workers is high, Watters says. In fact, people with disabilities rely on DSPs so heavily they often think of DSPs as members of their family.

"You're so appreciative of their services and their willingness to help you that you can't help but forge a bond there."

Alex Watters, here and on the cover, in front of the Sioux City city hall, where he is a council member.

PHOTO BY SHANE MONAHAN



Five Reasons for Becoming a DSP

Working as a DSP offers several advantages. You can:

Earn extra money

As a DSP, you can help people with disabilities get ready in the morning and prepare for bed at night while holding a full-time job during the day.

Establish a career

You can work with several clients throughout the day assisting with household chores, meal preparation, daily living tasks and doctor's appointments as your full-time job.

Learn valuable skills

You will develop competencies that could serve you well if you later pursue a degree in nursing, physical or occupational therapy or other medical-related fields.

Enjoy job security

The projected job growth between 2021 and 2031 for home health and personal care aides, nursing assistants and other related fields is 20%, according to the U.S. Bureau of Labor Statistics.

Build relationships

Like helping people? As a DSP you bring compassion and companionship to clients and their families.

"I'm excited for the work I'm doing at Morningside University, and I'm proud of the opportunity I have to serve the people of Sioux City. But without home health aides and individuals willing to do this for their employment, I wouldn't be able to do that."

Alex Watters

City Councilmember of Sioux City and director of alumni engagement at Morningside University



Claire Wilke is a pre-med student and a recent graduate of University of Iowa.
PHOTO BY SAVANNAH BLAKE

A Win-Win

How DSP work is ideal for students' schedules and good experience for their future careers

BY ANH NGUYEN

Is DSP Work For You?

"Each person I support has a unique personality and story," Claire Wilke says about the job. "Helping people reach their full potential and achieve their goals brings me great joy."

Direct Support Professionals play a vital role in society, helping people with disabilities participate in their community and lead self-directed lives. Characteristics that fit the job include kindness and patience, accountability, a flexible schedule and prior experience with people with disabilities.

"The best part of my job is the people," Wilke says. "The smile, the fist bump I get and the knowledge that I'm supporting a valued experience is immensely gratifying."

The National Alliance for Direct Support Professionals developed an ethical guideline for DSPs, linking them with standards of professional conduct. The **NADSP Code of Ethics** includes:

- Person-Centered Supports
- Promoting Physical and Emotional Well-Being
- Integrity and Responsibility
- Confidentiality
- Justice, Fairness and Equity
- Respect
- Relationships
- Self-Determination
- Advocacy



Not surprisingly, college towns see less of a DSP shortage than other parts of Iowa. This is in large part due to the flexible but structured work schedules that can be arranged for students around their classes, as well as the meaningful work these careers offer.

Claire Wilke, a pre-med student who graduated from the University of Iowa with her bachelor's degree in psychology, is currently a Community Trainee for the Iowa LEND Program—or Leadership Education in Neurodevelopmental and Related Disabilities. LEND is a federally funded, interdisciplinary program, whose purpose is to improve the health of people with disabilities.

On school breaks and holidays, Wilke traveled to Chicago to take care of her cousin, who has epilepsy. She got a part-time job as a Direct Support Professional at The Village Community in Iowa and then made a transition from a caregiver to a supportive peer at LEND.

Direct Support Professionals or DSPs are in-home health care workers or caregivers, who help with a wide range of daily living tasks so that people with disabilities can live independently, and in many cases attend school or have a good-paying job.

"When you have DSPs available, people with disabilities have more independence and autonomy," Wilkes says.

DSPs play a vital role in America's workforce and economy. However, with the current workforce turnover and job vacancy rates, as well as the impact of the COVID-19 pandemic, the industry is facing a workforce shortage. In 2017, MIT Professor Paul Osterman estimated that there will be a national shortage

of 151,000 direct care workers by 2030 and 355,000 workers by 2040, according to Protected Health Institute policy research.

"Anything that has to do with supporting independent living or community access could technically fall under my job description," Wilke says.

When asked to describe a typical day of a DSP, she says that DSPs do so many different things, and it really varies from individual to individual. "I could help them with chores around their house, cooking their meals, getting the groceries, helping them get through the grocery store without getting distracted; teaching them how to make a grocery list; how to manage money, or social emotional skills," she says.

Wilke says the challenge of the job is supporting people's autonomy and self-determination while at the same time helping them make safe and healthy choices.

"Sometimes what you value might not align with what the person wants," she says. "Depending on what their goals are, what their needs are, what the person values, what the family values, and what is in their care plan, you really have to develop a relationship with that person to learn what that is."

"When you have DSPs available, people with disabilities have more independence and autonomy."

Claire Wilke, pre-med student
Community Trainee for the Iowa LEND Program

Elizabeth "Beth" Yoerger (l) pictured here with her husband, works as a DSP and is also able to care for their son.
PHOTO COURTESY OF BETH YOERGER

Caring Hearts, Need Apply



How working with people with disabilities reaps rewards all around

BY MATTHEW CRAGGS

For parents seeking a work/life balance—or anyone with a caring heart—a career of helping people with disabilities can be quite rewarding. Not only do Direct Support Professionals enjoy flexible hours, they bring joy to their clients' lives while strengthening everyone's community.

Prior to becoming a DSP, Elizabeth "Beth" Yoerger worked as a social worker in a nursing home, but the northern Iowa resident needed a more flexible schedule to care for her son—who has severe attention-deficit/hyperactivity disorder.

To mirror her son's schedule, Yoerger began work at his school as a paraprofessional. It was here, working with a child with Down syndrome, that Veridian Fiscal Solutions approached Yoerger to take on that child as a client and continue the work outside the classroom.

"I would go to their house," Yoerger says, "and do work with him. Put away dishes for mom, make the bed, and work with numbers and some of the things they're doing with him in school."

Often called Supportive Community Living, this aspect of a Direct Support Professional's role largely centers on bolstering life skills, such as personal hygiene, finances and social skills. Conversely, Yoerger's work also entails respite care, which focuses less on goals and more on spending time with the client.

From going to a park or county fair to simply being outside and picking wildflowers, respite care is not about what Yoerger

and her clients do—it's that they're doing it together, out in their community.

Yoerger says she loves the time she spends with her clients but also knows there's a benefit for the parents.

"You give the parents a little break," Yoerger says, "knowing their loved one is in good hands. Someone they can trust."

For Yoerger, the job has its own perks—such as part- or full-time flexibility and being able to bring her son along when she's with clients. Though the satisfaction she enjoys the most is her clients'.

"To get them to smile," Yoerger says, "when they can feel like they're making a difference, doing something like folding a towel or stuffing an envelope, seeing the reward of getting it done."

Admittedly, Yoerger says the job takes a lot of patience but insists the most important qualifications for

a DSP is their willingness to talk, listen and enjoy the time they spend with clients.

"You just got to have a big heart," Yoerger says, "and open it up to help the child."

And, there it is. Direct Support Professionals—open hearts, need apply.

"You give the parents a little break, knowing their loved one is in good hands. Someone they can trust."

Elizabeth "Beth" Yoerger
Parent and DSP in North Iowa

Iowa Resources

It can be challenging for people with disabilities to find support in rural areas, but—by knowing where to look—a tight-knit community can offer as many resources and opportunities as even the biggest city.

Join in community events

And access resources hosted by the Iowa Developmental Disabilities Council, which advocates and works to create positive change for people with developmental disabilities.

<https://www.iowaddcouncil.org/>
800-452-1936, contactus@iowaddcouncil.org

Explore existing community organizations

Such as **public schools, libraries, coffee shops, or places of worship**—for social gatherings and volunteer opportunities.

Approach small businesses

With local owner/operators who may have more control over creating customized job training or work experience opportunities.

At the ASK Resource Center

Find parent training and information, collaborative advocacy efforts, resources and a supportive community, as well as help finding and hiring a DSP.

<https://www.askresource.org/>

Dream Job

How a Dedham woman finds joy as a caregiver

BY GAIL ALLYN SHORT

Direct Support Professionals Wanted Now!

DSPs deliver support services to clients with mental, developmental and physical disabilities so they can live **active and engaged lives**.

But while DSP jobs in Iowa are plentiful, DSP workers, unfortunately, are in short supply. In fact, **96% of staffing agencies need more DSPs**, according to a recent report by the Iowa Association of Community Providers.

But you can help by launching your own career as a DSP. **No experience is necessary**. Simply contact a community provider agency in your area. Many agencies offer training and ongoing coaching to help new DSP recruits succeed.

The best way to find a provider in your area is through the **Iowa Association of Community Providers**. The IACP has a comprehensive listing on their website of providers throughout the state, as well as other resources (including open job listings) for people considering a new career.

Learn more at

<https://www.iowaproviders.org/>



Twenty-year old Direct Support Professional Annie Ankenbauer of Dedham, Iowa, says she enjoys talking with residents at St. Anthony Nursing Home in Carroll, and making them laugh.

Ankenbauer has autism, which, she says, makes her anxious whenever she is in unfamiliar environments. But at St. Anthony, Ankenbauer is right at home, helping her residents with their personal needs, from baths and grooming to eating and getting in and out of bed safely.

It is the kind of job Ankenbauer says she has wanted for years.

“I’ve always liked helping people,” she says.

So, while still in high school, Ankenbauer took a job in the food and nutrition department at St. Anthony Regional Hospital.

“In my first job, I was a dietetic assistant. I thought I was going to help the patients [eat]. I was incorrect, I ended up just serving the food instead.

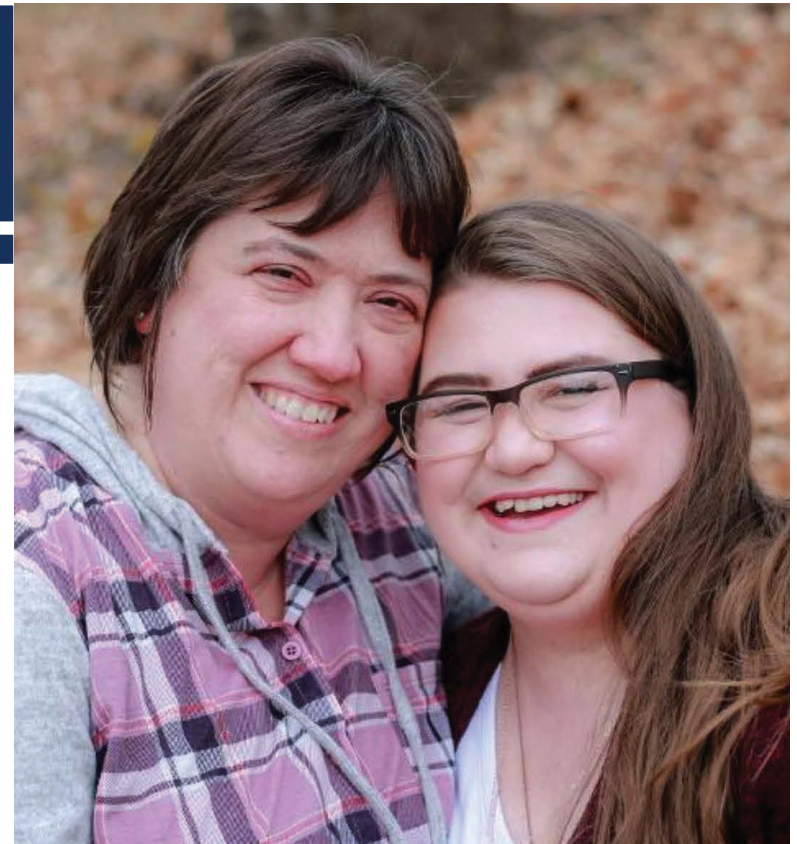
“At first I was disappointed. I wanted to do more things than what food and nutrition did,” she says.

One day, Ankenbauer’s case worker at the Iowa Vocational Rehabilitation Services suggested that she study to become a Direct Support Professional instead. As a DSP, she would get to work one-on-one with people.

Ankenbauer says she liked the idea. So after graduating from high school in 2021, she enrolled in Des Moines Area Community College’s certified nursing assistant training program.

For the next three months, Ankenbauer attended classes five days a week for two hours a day.

Because she struggled with autism, the school made several accommodations to help lessen her anxiety. They, for example,



Annie Ankenbauer (l) and her mother, Connie Ankenbauer, both believe Annie’s job is a perfect fit.

PHOTO COURTESY OF THE ANKENBAUERS

allowed her to study and practice hands-on procedures in quiet rooms away from other students and to take tests in rooms she was familiar with, her mother, Connie Ankenbauer says.

After completing the program, Ankenbauer took the

certified nursing assistant exam in November 2021. She failed to pass the test the first time, but Ankenbauer persevered, and, after taking the exam a second time two months later, she passed.

Meanwhile, a job coach with Vocational Rehabilitation Services helped her with job search and interviewing skills, Connie Ankenbauer says. And, when she got the job at St. Anthony Nursing Home, her

job coach came with her during her first week on the job to help her learn the ropes.

Today, Ankenbauer says she loves working with her residents and works hard to make them smile.

“Because when people can’t take care of themselves, that’s when I step in,” she says. “That’s when I start to help.”

“Because when people can’t take care of themselves, that’s when I step in. That’s when I start to help.”

Annie Ankenbauer
Direct Support Professional, St. Anthony Nursing Home

Not Just a Job

How an Iowa City man found a meaningful profession

BY EDGAR SANCHEZ

Morris Misango, an immigrant from Kenya, was flipping hamburgers in an Iowa City fast-food restaurant when he was directed to a new career.

A cousin urged him to apply for a job at Systems Unlimited Inc., a nonprofit that provides around-the-clock care for Iowans with disabilities and other specific needs.

“My cousin worked for Systems Unlimited at the time,” Misango, 43, says. “He said it was a better job than being a cook, and he asked me to give it a try.”

Misango did seek employment at the agency, which soon hired him as a part-time DSP, or Direct Support Professional, in 2002.

Twenty one years later, Misango remains with Systems Unlimited—a dedicated partner of the Iowa Developmental Disability Council—now as a full-time Supported Living Supervisor.

Believing in “changing lives, one at a time,” Systems Unlimited was founded in 1971. Its clients reside in more than 100 assisted living/group homes in Iowa City and other communities, under the supervision of caregivers who alternate between day and night shifts.

Since joining Systems, Misango has worked at the same group home, a duplex in Iowa City a few miles from the entity’s headquarters. He supervises eight employees, some of them full-time DSP’s, others part-time.

Their goal: to help clients achieve the best lives, without being institutionalized.

“Mostly we help people with high medical needs, as well as senior citizens,” Misango says. “We help them with daily living. We help them with showering, brushing their teeth. We do their laundry. We wash their dishes. We take them grocery shopping” or, in some cases, to school or jobs.

Over time, employees and clients bond “like family,” according to Misango, who finds his work highly fulfilling.

As an African-American, he also feels a special connection with fellow workers.

“Systems Unlimited is very welcoming,” he says. “Almost 50% of its (nearly 1,000) employees are people of color. It’s a vast working environment, very accommodating.”

Like all immigrants, Misango faced adjustments.

Upon completing his 8,000 mile flight from tropical Kenya

to Iowa, for instance, he was greeted by sub-zero temperatures and a snowstorm that winter day in 1996. “That was the first time I saw snow,” he says.

Now a naturalized U.S. citizen, Misango holds an A.A. in Biology from Kirkwood Community College in Cedar Rapids. He pursued a B.A. at the University of Iowa, completing all but roughly two of the required semesters; he plans to re-enroll soon.

His advice for people thinking of becoming a DSP? “Go for it,” Misango says. “It’s a fine job.”

“My cousin worked for Systems Unlimited at the time. He said it was a better job than being a cook, and he asked me to give it a try.”

Morris Misango, Supported Living Supervisor
Systems Unlimited Inc.



Morris Misango (l) has worked in an assisted living home for many years and is now a supervisor.

PHOTO COURTESY OF MORRIS MISANGO

If you—or someone you know—is looking for a job, consider this *rewarding career*

- Meaningful, personal bonds with clients and their families
- Flexible but reliable work schedule—easy to attend your own college classes OR drop-off and pick-up your children at school
- Gain health care experience to further your career—OR use your medical background in a new way now that you're retired
- Varied work duties, from helping someone with daily living tasks to taking them shopping or assisting them in their paid employment
- Immediate openings in all parts of the state

To learn more, contact the Iowa Association of Community Providers at
<https://www.iowaproviders.org/> or 515-270-9495



PHOTO COURTESY OF IACP

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IOWA DD Council
Preparation, Participation, Power



Partners in Policymaking and Youth Leadership Forum Update

- **Partners in Policymaking (PIP)**
 - **November**
 - Completed Fall semester (Session Three) during the weekend of November 17-18, 2023. Terry Dennison, Dr. Guy Caruso, and Kelli Freeman presented to PIP students during the weekend.
 - **December**
 - Met with students during weekly office hours to discuss the class and answer questions about homework assignments.
 - **January**
 - Session Four of PIP will be this weekend (Friday, January 19 and Saturday, January 20, 2024).
- **Youth Leadership Forum**
 - **November**
 - Attended virtual meeting for the Association of Youth Leadership Forums (AYLF) to share ideas with other coordinators across the country to help make YLF successful.
 - **December**
 - Sent out recruitment letters, applications, and brochures to high schools across Oklahoma.
 - Worked on the tentative YLF schedule for June 18-22, 2024.
 - **January**
 - Contacted potential speakers/ staff about working at YLF next Summer. Planning for next Summer is ongoing.
- **Presentations/Fairs**
 - **November**
 - 11/9/2023: Provided information in Oklahoma City to Douglass High School students, parents, and teachers at a transition fair called Connections.
 - 11/15/2023: Presented “Beyond Accommodations: Fostering Success in the Community and Workplace to approximately 20 attendees at the 18th Annual Oklahoma Transition Institute in Glenpool, OK.
 - 11/30/2023: Presented virtually to the State Department of Education’s monthly collaborative about the Youth Leadership Forum and Partners in Policymaking.
 - **January**
 - 1/23/2024: Midwest City Parent Resource Night. Information about the Youth Leadership Forum and Partners in Policymaking will be shared with students, parents, and teachers.



Self-Advocacy Training Report

- 👊 Seven peer trainers were onboarded with Galt Foundation.
- 👊 Met with peer trainers 21 times, 90 min each. These sessions were used to help peer trainers relearn / practice / adjust training curriculum.
- 👊 Peer Trainers completed sexual harassment trainings required by Galt in October of 2023.
- 👊 Self-Advocacy business cards created for Peer Trainers.
- 👊 January 2024 - Self-Advocate training recruitment letter mailing distributed Oklahoma public high schools. Working with the Department of Libraries to share training information with public libraries.
- 👊 Application for new trainers online. Have one young person (and YLF graduate interested in becoming a Peer trainer).

Trainings completed:

- 👊 November 14, 2023 – Self-Advocacy Training overview - Oklahoma Transitional Institute. 2 trainers presented to approximately 15 professionals and self-advocates in breakout session.

Scheduled Trainings (as of January 10, 2024):

- 👊 **January 11th** College Life with a Disability – A New Leaf Transition Academy
- 👊 **January 12th** Self Advocacy Leadership Training -OU Peer Mentoring Program
- 👊 **January 16th** Standing Up to Bullies- The Bridges Foundation
- 👊 **January 18th** – Standing Up to Bullies- The Bridges Foundation
- 👊 **January 25th:** Standing Up to Bullies- Down Syndrome Association of Central Oklahoma
- 👊 **January 30th** Taking Control of Your Health- Down Syndrome Association of Central Oklahoma



Accounts by Status

Statistic	Count
Active Accounts	1,489
Inactive Accounts	176
Pending Accounts	62
Closed Accounts	215
Total Accounts	1,880

Accounts Added (Current Period)

Statistic	Value
# Unique Accounts	5

Location of Account Increases (Current Period)

City	County	# Unique Accounts
Sapulpa	Creek	1
Lawton	Comanche	1
Locust Grove	Mayes	2
Edmond	Oklahoma	1



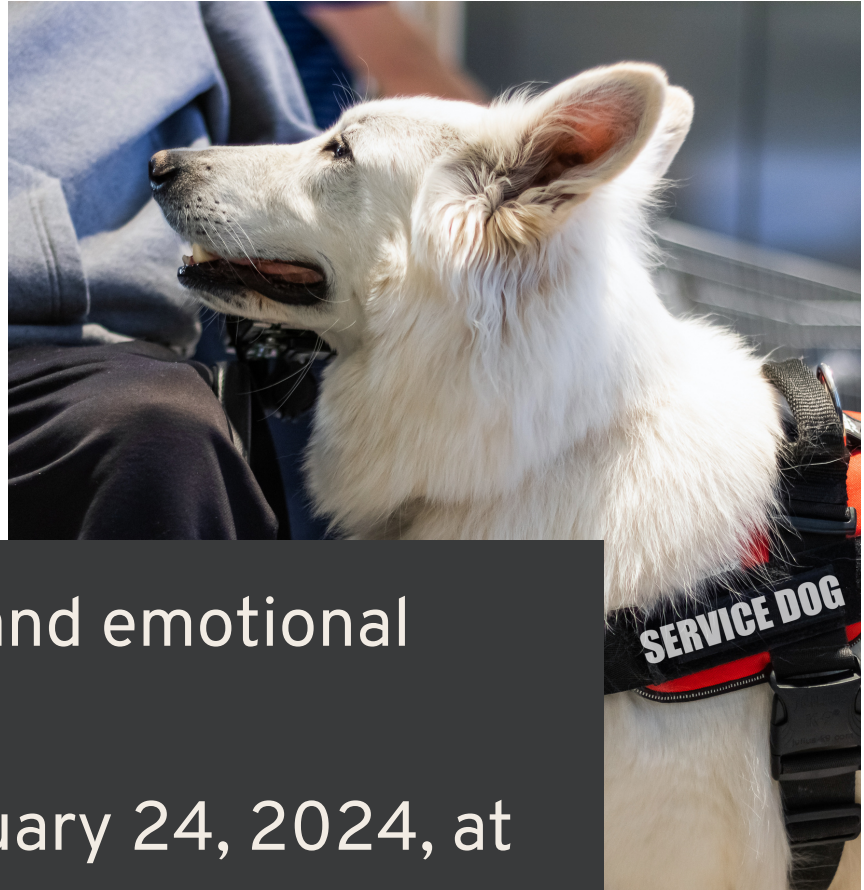
Contribution Summary

Statistic	Value
Total Contributions (Current Period)	\$134,330.04

Total Asset Under Management

Statistic	Value
Total Assets Under Management	\$12,182,101.57

Let's Talk



Let's talk about service and emotional support animals.

Join us Wednesday, January 24, 2024, at 2:00 pm

Southwest **ada** Center
ilra



OKLAHOMA
Rehabilitation Services



Developmental Disabilities
Council of Oklahoma