



ASSOCIATION OF UNIVERSITY CENTERS ON DISABILITIES
RESEARCH . EDUCATION . SERVICE

Communications Special Interest Group (SIG)

Wed., July 1, 2020 – 1PT / 2MT / 3CT / 4ET

Minutes (no Zoom recording)

Attendance: (11)

Anna Costalas - AUCD

Shirley Carrillo – CA – Communicat’ns Intern

Liz Weintraub - AUCD

Dina Johnson - CO

David Elsea, GA

Michelle Staley, AZ

Stacey Bliss, MT

Jerry Smith - MN

Lauren Smith, MT

Mary Anne Pallack - RI

Danielle Underwood - MO

1. AUCD Communications Updates from Anna Costales

- ADA30 is this month – Running Tues and Thurs story or activity from network members
- Shirley Carrillo, Communications Intern at AUCD – working on messaging for the conference and ADA30
- Disability Voter Registration Week – starts July 13th
- “What We Need” campaign for COVID Package 4 – AUCD is posting 1 story a day; need more stories (archived under News Stories on AUCD website) [COVID-19 Stories](#)
- A survey about listserv assessment is going out soon from AUCD to get input from several stakeholders – watch for an email

At our Next Communications SIG Meeting (Aug 5, 2020), Anna will be demonstrating the Communications Request Form and answering questions related to getting information out to the AUCD Network. Below is link to form she will be demonstrating:

- Communications request to AUCD Network go through streamlined link:
<https://www.aucd.org/template/page.cfm?id=1153>

AUCD’s Weekly Email Communications Schedule

- Mon – Policy In Brief
- Tues – General Announcements
- Wed – Funding Opportunities / 360 News 2nd Wed of month
- Thurs – Resources
- Fri – Action items (Something’s on fire)

Social Media Schedule

- Medicaid Monday
- Wellness Wednesday
- Policy Blog Friday

2. Open Discussion related to communications during COVID-19 and racial tension

Jerry Smith (MN)

- His center crafted a statement about what matters to our institute; wanted to make the connection with what happened to George Floyd happens to others with disability. See statement here: <https://ici.umn.edu/news/ici-responds-a-call-for-justice-and-reform>;
- Internally have had lunch and learn events to open up conversations to see how people are doing;
- Sent out a survey on COVID-19 to Direct Support Providers and are presenting results in different ways <https://ici.umn.edu/news/survey-dsps-in-a-time-of-crisis>
 - marketing over time by pulling more study information and stories, will be producing a full report that will be built with 10-12 social shares and conference presentations; want to create structure going forward
 - Who helped in creating the website, graphics, etc in the link above?
MN has a 7-person Communications Team: a writer, copy editor/data mgr, 2 graphic designers, video producer, generalist, Jerry is the director. They also have 2 people who work on websites. The rest of us are green with envy, but it helped us realize we need to advocate for more positions in communications because it is an important function of programs.
- Jerry indicated that he really liked the look of PHI communications – Hoping he can provide us with some examples in the future.

Anna Costales (AUCD)

- AUCD communications presence did a statement but lifted up resources that people can access around mental health topics and other resources; still continuing to have conversations and giving space to have those conversations and to hear those voices is primary goal. Link to statement from AUCD on George Floyd: https://www.aucd.org/template/news.cfm?news_id=14807&parent=16&parent_title=Home&url=/template/index.cfm?

Mary Anne Pallack – Sherlock Center (RI) –

- Sent a letter to their members with DD Partners (RI). Here is link to letter: <http://www.ric.edu/sherlockcenter/publications/ddnetworkstatement.pdf>
- Internally have a CLC workgroup, but faculty member leading the group just left so Mary Anne is picking up over the summer to meet the internal needs; they may do re-assessment of CLC growth over the years in fall.

Danielle Underwood (MO)

- UMKC Institute for Human Development is the TA provider for the statewide self-advocacy group, People First of MO. They wrote an open letter to talk through some of the issues that have been happening – just posted it today – supported them to speak on their own behalf; Here is a link to the letter: https://www.missouripeoplefirst.org/civil_rights_struggle/

- There is a danger in acting too quickly and is hard to dig back out. AUCD took the lead in sending out a message and that was helpful for centers.
- Indicated needing skillset for messaging things well – would like to know people’s roles to know their skillset – keep reminding leadership of the importance of this function for dissemination.
- Also interested in understanding how to estimate for communications projects like a website so Anna suggested we have Oksana at our next meeting to give idea of how she calculated time needed to update the URC recently. Here is link to URC: <https://www.aucd.org/urc/>.
- Has been having students in Graphic Design work on projects with her to increase her capacity at an affordable rate. Would like more ideas from other programs about how they are increasing capacity through creative leveraging.

Liz Weintraub, AUCD

- Wants to make sure communications have plain language versions.
- Will be interviewing AUCD Board President Sachin Pavithran on Tuesdays with Liz about the current state of racial tension

Shirley Carrillo – AUCD Communications Intern

- Suggested Public Relations Society of America for training around crisis communication and Crisis Plans, including messaging.
- Discussion around having a Communications Emergency Crisis Plan and here are some resources:
<https://blog.hubspot.com/service/crisis-communication-plan>
<https://emergency.cdc.gov/cerc>
<https://emergency.cdc.gov/cerc/cerccorner/crisisandcommunicationplans.asp>
- Supported the idea of centers having students work on communications work with them because they need more opportunities to work with our types of organizations to learn about accessibility, messaging, etc...

Michelle Staley (AZ)

- Works in early childhood; supporting providers to think about routines-based interview and really looking at going more in-depth to better understand who they are;
- During COVID, she has been working with Navajo community and has spent most of her time just being with them during this crisis since they have been hit so hard and not asking these deeper questions.
- Center is thinking about race, culture, ethnicity within the community; making sure everyone continues to progress.

Dina Johnson (CO)

- JFK Partners has a clinician who has been appointed Cultural and Linguistic Competence Director and she plans to conduct an organizational self-assessment. CLC Director has been doing interviews with various faculty to find out their thoughts on training and other activities we need to do now to increase our efforts in cultural humility.
- We have bi-weekly Town Halls to discuss COVID-19 and now the racial issues. Clinicians have been working to get a variety of colors of baby dolls into their testing supplies and other clinical changes related to race/ethnicity.

3. Topic/Discussion for Next Meeting? (**Wed., Aug 5, 2020**)

- Demo of form to submit things to AUCD for network distribution (Anna)
- Inviting Oksana Klimova from AUCD to talk about deciding on how much time a communications activity will take – for example a website update.
- Group wants at least last 30 mins for open discussion and Q&A

Topics we have covered in 2020:

- JAN - Website tours – how others organize their content (see FB group for archived video)
- MAR - Accessible Webinars (on a variety of platforms) that include Closed Captioning on a limited budget (see FB group for archived video)
- MAR - Impact of Social Media -
https://www.aucd.org/template/event.cfm?event_id=8631&fbclid=IwAR38_EwGSftYp651zBGMN-Q6eTglbVQc57bdE8ImKzBfWduo70JyiNQ_QRE
- MAY – Communications around COVID-19
- JUNE - Marketing platform tours – Emma (Danielle); Marketing Cloud (Larissa); Mailchimp (John)
- JULY – Open Discussion about Communication during COVID-19 and Racial Tension
- AUG – AUCD Form and Project Time

Topics for future meetings

- Online tools demonstrations – Flipgrid, Peardeck, any others?
- Open format for discussions and picking each other's brains about communications nuts-and-bolts.
- Social Media – content calendars, how to define an audience, how to curate good material
- Content Strategy – how one builds a website – structure of how we think and communicate our message – theory and practice come together.
- Knowledge translation – looking at engagement and behavior change; messaging for various audiences
- Examples of community facing annual reports – see examples in AUCD Directory by state
- AUCD website-newsletters – how we can use in our websites-newsletters
- Platforms that are the most impactful
- Style guide examples
- Shared campaign calendars