# MISILC

20230113 1200 Council Meeting

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>> JAN LAMPMAN: It's 12 so I would like to respect everyone's time and let's call the meeting to order and thank you, everyone, who was able to get online and/or be here in person for this meeting. We got a lot of stuff to cover in a short period of time. But I know we can do it because that is how we roll here.

So first off, I would like to start with asking if there are any accommodation requests at this time?

>> LISA KISIELL: Can you open the Mayonnaise.

>> JAN LAMPMAN: Hand it down to me and we tried twice unsuccessfully. Other accommodation requests?

>> Is the owl roaming or do we have that on? I can't see what it's doing.

>> In the corner there when we make noise there are actually like 40 of them so probably look.

>> I just see one person in the middle.

>> This is the interpreter talking I was having a hard time hearing who was speaking.

>> I'm sorry for that, I got a long way from it can you hear me better now.

>> I can hear you now I appreciate it.

>> MARK PIERCE: I will get the screen out of the way, sorry.

>> JAN LAMPMAN: So we explained the owl. Are there any other accommodation requests at this time? Seeing and hearing none, let's do the roll call, Tracy.

>> TRACY BROWN:

>> AARON ANDRES: Present.

>> FRANK ANIMIKWAM: Present.

>> GLEN ASHLOCK: Present.

>> ALLEN BEAUCHAMP: Present.

>> ERICA COULSTON: Present.

>> JAMIA DAVIS: Present.

>> STEPHANIE DEIBLE: Has not joined us.

>> MINDY KULASA: Present.

>> JAN LAMPMAN: Present.

>> THERESA METZMAKER: Present.

>> MARK PIERCE: Present.

>> TRACY BROWN: You have a quorum.

>> JAN LAMPMAN: Thank you, the next item on the agenda is our content agenda. So if everyone agrees we can leave everything on the consent agenda, we can entertain a motion to accept.

>> MINDY KULASA: Madam Chair, I do have a change to the agenda.

>> JAN LAMPMAN: Okay.

>> MINDY KULASA: It's with respect to the SILC audit.

>> JAN LAMPMAN: Okay.

>> MINDY KULASA: The motion was to accept the audit as presented and approve and authorize the 990 for submission. The 990 was just finalized by our accounts yesterday so we have not had sufficient time to review the 990. I would ask that we remove that from the agenda. And move that to the March meeting if we could, please.

>> JAN LAMPMAN: Okay is there a second to that motion?

>> MARK PIERCE: I will second it.

>> JAN LAMPMAN: Thank you. Tracy, do you want to call the roll please? Tracey and Steve? Tracey and Steve?

>> AARON ANDRES: Yes.

>> FRANK ANIMIKWAM: Yes.

>> GLEN ASHLOCK: Yes.

>> ALLEN BEAUCHAMP: Yes.

>> ERICA COULSTON: Yes.

>> JAMIA DAVIS: Yes.

>> MINDY KULASA: Yes.

>> JAN LAMPMAN: Yes.

>> THERESA METZMAKER: Yes.

>> MARK PIERCE: Yes.

>> TRACY BROWN: Motion carried.

>> JAN LAMPMAN: At this point we will move the form 990 discussion and approval to the March meeting. Going back to the consent agenda can we get a motion to accept the consent agenda?

>> AARON ANDRES: Motion to accept the consent agenda as presented or with changes.

>> JAN LAMPMAN: Okay Aaron has made a motion to accept the consent agenda. Is there a second?

>> JAMIA DAVIS: This is Jamia Davis so moved.

>> JAN LAMPMAN: Okay Tracy can you call the code.

>> AARON ANDRES: Yes.

>> FRANK ANIMIKWAM: Yes.

>> GLEN ASHLOCK: Yes.

>> ALLEN BEAUCHAMP: Yes.

>> ERICA COULSTON: Yes.

>> JAMIA DAVIS: Yes.

>> MINDY KULASA: Yes.

>> JAN LAMPMAN: Yes.

>> THERESA METZMAKER: Yes.

>> MARK PIERCE: Yes.

>> TRACY BROWN: Motion carried.

>> JAN LAMPMAN: Awesome, okay and so we will have the auditor come to our March meeting then to address.

>> STEVE LOCKE: She was supposed to be here today. Awesome she is on right now. She is going to be here to present.

>> JAN LAMPMAN: The next item on our agenda is to have our auditor who Steve can introduce.

>> STEVE LOCKE: I think Mindy will do the introductions for us.

>> JAN LAMPMAN: Mindy would you like to introduce our auditor and what is coming up, next with the audit.

>> MINDY KULASA: I would be happy to do so. Hi Carri?

>> Hi.

>> MINDY KULASA: Carri Bevard is here on behalf of the ALG Group. They are the CPA firm that we retained now for several years to conduct our annual audit and the preparation of form 990. Carri is here to go over the audit with us. Review of this audit is a very important part of our fiduciary matters when it comes to financial oversight and I know Carri will say the same please feel free to stop her and ask her any questions as she goes because we really want folks to understand what the audit is all about. With that, Carri?

>> CARRI BEVARD: Thanks does everyone have a copy or were we going to put it up on the screen.

>> STEVE LOCKE: We have it on the screen and let Tracy know what you want to display.

>> CARRI BEVARD: Let's start off with the report and that is page one. We should go back up, page one, there you go. I focus on this base this is the biggest change as far as the way the total package looks this year. And that is that we've had a change in the way that we have to do the report itself. And that is that we put the opinion paragraph on the page one. So instead of just saying we've audited and here is your responsibility, here is our responsibility, we are giving you a little bit more detail. But we are saying, and I don't know if the profession is reminding us that we have a short attention span or what. But we got the opinion on the front page now. Because that's really the most important part of the letter that you want to see. And as you can see, that second paragraph says that the financial statements present fairly in all material respects. Your financial position as of September 30th of 2022.

And that's what you want to hear from me. And on the second page they give you a little bit more detail about kind of what is part of the audit and just to enhance understanding a little bit.

So then if we go to the statement of financial position, and this is page three, as you can see we have total assets 88426. And total liabilities in net assets of 88426. We had a slight decrease as you can see on page four of 239. So, congratulations to Steve and Tracy. They almost broke even, which is hard to do.

So any way just a little bit of a decrease there. But cash position is strong. And the biggest expense still is payroll. With cutting out the office expenses and all this and that that has been a huge savings for you.

On page four you've got your revenue which is your grants from the state. 310648 and some interest, bank interest. Program expense 246315 and supporting services which is administrative costs. And these are just basically end of being costs and they just can't over all be put to a grant. So, we put them in that other column but your grants still pay for it.

So any way I'm sorry, anyway small decrease, 239.

The next page is your functional expenses. That is where we kind of list out the expenses under each category. Program and administrative. And give you a little bit more detail on how those numbers came to be. So that is that one then we get over to the cash flow.

>> MINDY KULASA: This is Mindy Kulasa.

>> CARRI BEVARD yeah Mindy.

>> MINDY KULASA: I would like to make a comment about the statement of functional expense that I think it's important for people to know.

>> CARRI BEVARD sure.

>> MINDY KULASA: This is something that people pay a lot of attention to who are savvy in the review of 990s. Because this basically tells how and where our funds are going. Are they going to support program expenses? Which is where a donor wants to see them go to. Or are they going to support services? Like general and administrative? And so that's a very important distinction. And as long as about 80 cents on the dollar is going to programming, the actual work that we do for clients. And the other 20% is going to general and administrative. That doesn't really raise a red flag in anyone's eyes because if 80 cents on the dollar are going for the direct assistance of clients, that's wonderful.

And we do have obviously overhead with salary being our biggest expense item. So our breakout as of September 30th, we were at 79% that went towards programming. So, we are right at that 80% Mark basically. And for general and administrative expenses, we were at 21%. So, we are basically at the 20% threshold.

So, this would be good for someone looking at our 990. Carri?

>> CARRI BEVARD: Thank you for throwing that in there. That is always helpful to have that out there. And achieving that 80% is really difficult goal and you guys have generally, you know, since the time I've been doing your audits, it's generally run about that. So, I think you are doing good.

All right, so cash flows is the next page. And I think I mentioned that negative cash flow of 5458. And that is basically due to an increase in receivables where you've got promises but you've not received it. So it's mainly a timing difference for that one.

The next few pages are the notes to financial statements. And these basically trying to go over your activities. How we figure everything basically GAAP. The net assets restrictions, unrestrictions, et cetera, et cetera. I'm not going to go into a huge amount of detail here unless there is a specific question.

We go into your liquidity and on page ten we have your basically your cash and accounts receivable are what's available to pay your bills going into the next fiscal year.

So and as I said that ratio is pretty good because you've got so few bills any more. And you've got your cash balances are good.

Outline cash a little bit more. What is in accounts receivable. And other than that, nothing really there has been no major changes in accounting pronouncements or anything else this year. For 2023 you would be subject to lease standard but there are no leases so unless something changes, we won't worry about that for this moment. So other than that, everything looked really good. I want to thank Steve and Brad and Tracy for everything again this year. They are doing a bang-up job for you. So, any questions?

>> STEVE LOCKE: Carri, this is Steve. Are you able to file an extension for us since we will push the 990s to a special meeting or to our meeting in March so folks have a chance to review that?

>> CARRI BEVARD: Yes, I sure can do that.

>> STEVE LOCKE: Thank you.

>> CARRI BEVARD: I will make a note. All right, any other questions on the financial statements? Sounds pretty quiet out there. So, if everyone is done, I guess I will request to be dismissed.

>> STEVE LOCKE: I think we are all good on questions in the room. Are there any questions online, on Zoom?

>> JAN LAMPMAN: No hands are raised. So, seeing no questions I would entertain a motion to accept the audit or approve the audit as submitted.

>> AARON ANDRES: I will make that motion.

>> MINDY KULASA: This is Mindy Kulasa, I will second that motion.

>> JAN LAMPMAN: Thank you. Tracy, can you call the vote please?

>> AARON ANDRES: Yes.

>> FRANK ANIMIKWAM: Aye.

>> GLEN ASHLOCK: Yes.

>> ALLEN BEAUCHAMP: Aye.

>> ERICA COULSTON: Yes.

>> JAMIA DAVIS: Aye.

>> MINDY KULASA: Aye.

>> JAN LAMPMAN: Yes.

>> THERESA METZMAKER: Yes.

>> MARK PIERCE:

>> TRACY BROWN: Motion carried.

>> JAN LAMPMAN: Thank you for conducting our audit in a timely and professional fashion. We appreciate that very much.

>> CARRI BEVARD: Thank you for having us. I appreciate you and I will talk to you soon. All right, good‑bye.

>> STEVE LOCKE: Good‑bye. Thanks, Carri.

>> CARRI BEVARD: Yes, no problem.

>> JAN LAMPMAN: So, I'm going to point of order here we have a staff and committee report and then council education following is that fine? Is our guest for Council education able to stay through the whole thing? Perfect let's go next to staff and committee reports and the first one I see is the Executive Director report.

>> STEVE LOCKE: Thanks Jan. This is Steve. The first thing I want to talk about is our SPIL writing team. As most of you know, ACL added a fourth year to our current SPIL. Making the next SPIL due in June of 2024. As such, we have the SPIL writing team will begin public meetings in the spring of 2023. In the interim period we are going to continue to pull monthly reports from our Independent Living comprehensive needs assessment and put those on the SPIL writing team for their review. We've received 56 responses so far to our survey. And it's the same issues that percolate up to the top each year. So far, it's around housing, transportation, and employment/healthcare for third.

The survey is being promoted through our social media channels. We do have it pinned at the top and by other partners. I know some of the CILs are pushing that out on their social media as well.

With the CIL director meetings quarterly meetings with the CIL directors have been scheduled where we share collaborative updates.

I will be meeting with the CIL directors again a week from today and I believe it's in this room, isn't it Mark?

>> MARK PIERCE: Yes.

>> STEVE LOCKE: I'm excited about that this winter I'm also in the process of setting up lunch and learn meetings with each CIL director and going to travel to their CIL. These meetings are designed to learn about each unique CIL and start doing that partner relationship building. And to really figure out what SILC can do to be more supportive of CILs on an individual level as well. Any questions about that? All right our statewide outreach services. As you know in September of 2021 the Council awarded a contract to idea 39.

And we renewed that contract last September with an optionally year or two years to extend that contract. The outreach team is made up of Council members and CIL directors. We meet every Monday morning with Idea 39 with Adrienne and her staff from 10:30 to 11:45. Anyone is welcome to join, any CIL director or Council members want to jump on that with the weekly updates and listen in. During our Council meeting today I'm excited to announce Adrienne Pickett, founder and CEO of Idea 39 is here with us and give us a presentation on the strategies we used and outcomes we achieved so far and excited to have Adrienne here. On the appointments front SILC had two new members Erica Coulston who is on the Zoom meeting call is with us. She was appointed to Council on December 22nd of 2022. Along with Jan and Frank being reappointed so I would like to welcome Erica to her first Council meeting. Welcome.

>> JAN LAMPMAN: Can we take a minute out of your report to have Erica talk a little bit about herself?

>> STEVE LOCKE: Absolutely.

>> JAN LAMPMAN: Are you ready?

>> ERICA COULSTON: I'm ready thanks for having me and excited to be part of the Council. My name is Erica Coulston. I am president and coowner of walk the line we are a physical therapy and occupational therapy clinic in Southfield, Michigan. I'm a quadriplegic and injured in a car accident and we started walk the line as a program for myself and to serve our community. And we've been doing so for about 15 years. I've also been an advocate on behalf of our auto no fault system. As well as accessibility initiatives within Oakland County and at the state level. I'm excited to be here and learning so much already from all the materials and from all of you. So, thank you so much.

>> JAN LAMPMAN: Thank you so much and welcome. Okay Steve, back to you.

>> STEVE LOCKE: Thank you. With Erica's addition, Jan in terms of the executive order each seat on the Council is called out by a specific category whether it's family member or a person with a disability. In this move Jan has moved into Will's seat based on the representation category in the executive order. Will termed off on December 31st and he chose not to seek reappointment due to time constraints in his professional and personal life. We encouraged him to reapply in the future if his schedule loosens up at all and so appreciative of the service he provided for people with disability as a member of this Council.

So that puts Erica into Jan's seat. But know that these seats that we are moving around are just the executive order categories. And this in no way affects our elected officer positions.

We also had Shawan Dortch appointed on July 28 along with Aaron Andres and excited to have back Shawan is an ex officio representing the Department of Education and replaces Janet Timbs so is Shawan on the call?

>> TRACY BROWN: Yes.

>> JAN LAMPMAN: Would you like to just share a little bit about yourself if you wouldn't mind.

>> SHAWAN DORTCH: Good morning, afternoon. I'm in Dallas right now. I'm happy to be here. I am a special education consultant working for the office of special education. I've been there nine years but have been in education for over 30 years. So, I'm happy to be here.

>> JAN LAMPMAN: Thank you so much for joining us. And welcome.

>> STEVE LOCKE: Yes, welcome Shawan.

>> SHAWAN DORTCH: Thank you.

>> JAN LAMPMAN: Especially from Dallas.

>> STEVE LOCKE: Yeah. So, I am pleased to let you all know we have a fully seated Council at this time. Yeah. Under strategic planning as you know we wrapped it up in August 2021 with the vision and mission statement. Smart goals were created for the strategic plan that align with our current SPIL goals. There were some goals that were still left hanging out there. After the Council held our retreat in August of 2022 it was decided the balance of the strategic plan goals would be aligned with SILC goals we are going to create in the next SPIL. So we had assembled a SPIL I'm sorry a SILC goal writing team who has met twice already to develop SPIL goals that are specific to Council activity. The next meeting is going to be on January 19th.

On our financial policies and reimbursement policies, since the summer of last year Stephanie, Mindy, Jan, Tracy and our accountant Brad and I have been working on revisions to the SILC minimal policies and created a new member reimbursement policy based on eligible Federal reimbursement categories. The financial policies were informed by the current policies of five other SILCs in region five, which is our area. Specifically, while particularly Ohio. Jeremy Morris is the Executive Director down there and he has been a rising star on the national level as far as SILCs go and doing some training for ILRU's behalf so we feel pretty confident about the Ohio financial policies that inform what you're going to be presented with during this meeting.

And then last but not least I continue to represent the Council on the Michigan Council for rehabilitation services. And also, Michigan vaccine partners when they gather.

So, any questions about my report? I would be happy to entertain those.

>> AARON ANDRES: I have one. Regarding the other Councils you are a part of for the SILC, what has been going on on the other Councils? Catch me up a little bit.

>> STEVE LOCKE: Right now, they are really into helping MRS get that three‑year comprehensive needs assessment done. So that is really what a lot of the focus is right now.

>> LISA KISIEL: That is for both Bureaus?

>> STEVE LOCKE: For both bureaus and BSBP as well. Thanks, Lisa.

>> LISA KISIEL: I won't let you forget me.

>> STEVE LOCKE: I would never forget you.

>> JAN LAMPMAN: Any other questions on Steve's report? Hearing and seeing none can we go to the financial report? And I think Mindy you were going to share that with us today, right?

>> MINDY KULASA: Yes, I am. And in Stephanie's absence this is Mindy Kulasa. So, we just had a pretty thorough review of our financial position as of September 30th. But it is important that we look at our financial position on every Council meeting to ensure, again, our fiduciary oversight obligations.

So in our statement of financial position, this is a snapshot of where we are at as of December 31st. So not a lot of changes from the numbers that we saw as of September 30th.

Everything is looking good on our statement of financial position.

Tracy, could you bring up the budget versus actual? Thank you. I asked Tracy to get down to the meat and potatoes of this. And we are basically on budget. I don't believe there's any anomalies that need to be pointed out in our expenses that weren't anticipated. Our revenue remained steady from our partners. And we are looking good at this point in our fiscal year with respect to our budget.

>> STEVE LOCKE: Yes, this is Steve. Any percentages that you see over or under are typically a function of the timing of payments we receive from MRS and BSBP. Our payroll runs on a two‑week schedule. So, things don't always line up. Once the end of the month happens because of different timings of payments and receipt of funds.

>> MINDY KULASA: Thank you, Steve. That's an important point to remember when you're looking at any budget versus actual report. Tracy, can you bring up the details in the register, please? Yes. This basically gives you some insight as to where specifically our dollars are going as of December 30th.

That is fine. No problem. I know you're managing a million attachments today. Don't you wish it were a million dollars? That you were managing?

(Laughter)

Me too.

In any event, you know, it's good to look at the nitty‑gritty and see where the money is going. Again, that we get from our two grantors MRS and BSBP. So, and that reflects the payroll. And all the little day‑to‑day expenses. And, again, there are no anomalies or irregularities in our expenses that stood out to me. So I think we remain in very good shape there. I was excited to see under registration for the SILC Congress that we have several SILC members planning on going to that. So, we've made our registration fees early bird. So that is great.

So that's really all I was going to review today with respect to our financials. You received one other report, but, again, there is not anything material to bring to your attention. So, are there any questions for me or Steve?

Okay very good. Thank you for your attention. You had to listen to finance stuff twice today. And I appreciate you hanging with me out there on that.

And we are going to have to talk some more about it too. But I'm going to turn it over to Steve at this point to cover the SILC's financial policies workgroup update and bring your attention to the specific points that are most important to us in the new financial policies.

>> STEVE LOCKE: Thank you Mindy. This is Steve. As you know we presented draft financial policy revisions to you back in September. And there were still a lot of questions and some tweaking that we needed to do and your suggestions were integrated into the revisions we have been working on. Myself, Stephanie, Mindy, Tracy and Brad have made those revisions. Those were pushed out to you a couple of days ago. We asked you to review those prior to the meeting and then send any questions or comments that you had to me. I only received one e‑mail and that was from Jamia and she said that everything looked good to her. We also have the Council member reimbursement policy. I think we have covered all of those aspects that you asked about in September. So short of reading through those word by word, I would turn it back to Mindy and ask if there is any questions or comments about the policies that are being presented to you for a vote today.

>> AARON ANDRES: One question. This is Aaron Andres. I was reading through the policies, and it said that you keep financial paperwork and everything at the office, in a filing cabinet under and the guidelines and everything we need to file. So where is that?

>> STEVE LOCKE: That would be at Tracy's house. That is the home office.

>> AARON ANDRES: Okay.

>> JAN LAMPMAN: Because we still have to keep them.

>> STEVE LOCKE: We also have a storage unit here in Lansing so when things get to a certain point, we will box them up and store them over there.

>> AARON ANDRES: Okay, I was just curious.

>> JAN LAMPMAN: Good question.

>> STEVE LOCKE: Good question.

>> MARK PIERCE: The home base.

>> LISA KISIEL: It is. Very timely. People assume they have their own rules on how those things should be handled.

>> MARK PIERCE: So, Steve, just on that note are things stored in a cloud? Are we looking at scanning things and putting it out there where it's accessible later?

>> STEVE LOCKE: SILC has office 365 so all of our documents are on the cloud for in perpetuity. We can access it and we can access Rodney's files under 365 also.

>> MARK PIERCE: Yes, just some type of way, a shared drive or something. That is good to think about that, you know, just hypothetically, if the storage unit burned up or you sell your house, I don't know, how do we get the information.

>> STEVE LOCKE: Good point, Mark. So, we would be looking for a motion to accept and approve the revised SILC financial policies and also the member reimbursement policy.

>> JAN LAMPMAN: Since the member reimbursement policy is part of the financial policies, we can do that in one motion.

>> AARON ANDRES: One other question is that retroactive for today? Or when does that.

>> STEVE LOCKE: Today.

>> JAN LAMPMAN: That is a good clarifying question too.

>> JAMIA DAVIS: I'll entertain the first motion this is Jamia Davis I move to approve both the financial and the member reimbursement policy as presented. Thank you.

>> JAN LAMPMAN: Do we have a second?

>> MARK PIERCE: This is Mark Pierce I will second that motion.

>> JAN LAMPMAN: Thank you Mark. Tracy, can you call the vote.

>> AARON ANDRES: Yes.

>> FRANK ANIMIKWAM: Aye.

>> GLEN ASHLOCK: Yes.

>> ALLEN BEAUCHAMP: Aye.

>> ERICA COULSTON: Yes.

>> JAMIA DAVIS: Yes.

>> MINDY KULASA: Aye.

>> JAN LAMPMAN: Yes.

>> THERESA METZMAKER: Yes.

>> MARK PIERCE: Yes.

>> TRACY BROWN: Motion carried.

>> JAN LAMPMAN: Thank you very much that means effective today we will be following our new financial policies including the SILC member reimbursement policies. So, if for SILC members if you need to know how to actually activate that, you know get that reimbursement you can get with Tracy or Steve. Okay thank you.

Policies and bylaws committee was there additional reporting from that committee today?

>> STEVE LOCKE: Just a standing agenda item. We don't have anything under that today.

>> JAN LAMPMAN: Perfect the next item on the agenda is our Council education which is going to be presented by Adrienne Picket who is from Idea 39 so take it away.

>> ADRIENNE PICKETT: Hi, everyone. I'm going to hand out some things over here on this end which is a copy of the deck itself. If anyone on the Zoom needs an actual physical PDF, we are happy to send this to you after as well.

You are welcome. Everybody has such nice manners.

>> Thank you so much.

>> Thank you.

>> ADRIENNE PICKETT: You are welcome and thank you for lunch and thank you for having me. Absolutely. So we are really excited to share with you the metrics reporting from 2022 for the outreach plan that we executed last year, which I can't believe it's already 2023. And we are also going to share with you our vision and outreach for 2023 which we already started working on. So go ahead Tracy.

Just to give you a little background on who we are and you can skip ahead. I'm used to driving the deck so this will be interesting. But just to give you a good idea of who we are, my name is Adrienne Pickett and I'm in my 40s. I am wearing a black shirt and have blonde hair. We are a collective coop group. It's a coop. I'm the founder and the chief creative officer of several individuals who work in the conjunction at Detroit at the Croma building and happy to be in that area of the city.

It would be nice if I could actually see my notes in front of me, right? So, we have actually worked in a lot of different organizations over many years. Started off in billion dollar advertising brand in years ago and felt that my unique skills can be better served doing better things than selling more laundry detergent. So that's how I ended up starting this business.

So over the last several years we worked with DEI, racial justice, state ability initiatives and multi-cultural campaigns, educational non‑profits. We worked in sexual health and wellness. And Government as well. So, we do a lot of different things.

Our values reflect being inclusive, diverse and innovative is very important to us. We are very open to all perspectives. And we believe that design can really help build a better world for us all. We really work with integrity and purpose. And we are members of the graphic artist guild and really just trying to build a flexible bottom up organization. And it's fantastic to see you all in person. We've been meeting on Zoom every week since April. So, it's really lovely to be here.

So the next page these are just some bios. This is our main core team. As said, I'm Adrienne. Holly Ellis is our associate creative director. She does a lot of the content copy writing for SILC. So, if it's a social media post or the newsletter, or a press release, which is holly. She has written that. And Dionne is a writer with us and works in other parts of the business but if holly is out sick or needs to tend to her babies then Dionne steps in. We have a media director Niki who does work with us occasionally. And Kevin Johnson does account with us sometimes. Tory Cortez, you know of, she does a lot of our project management work and scheduling for us. She is amazing and I don't know how I survived without her. Then Quinton Thomas does video sometimes and Annie McQueen is the newest associate, social media director and does a lot of different digital things. She is a recent grad from central.

So that is who we are. Just to give you a little background. A lot of you folks are familiar faces. On the screen and some of you were meeting for the first time. So very excited.

Next slide, please.

So, this was our campaign for 2022. Shine a light. And just to give you an overarching thing here when barriers arise SILC finds a solution. When you need support SILC does the connections and we guide people with disabilities and families towards resourced advocacy and community. We increase access and needs and improve our quality of life. This concept positions SILC as a central hub for people living with disabilities, their families and other stakeholders. So I wanted to center on collaboration, community and working together. To make life and our larger society better for everyone. This was the concept that was chosen last spring. And it's what we used as a guidepost to inform all of the work moving forward.

So if you are seeing the social media hopefully you are following it and getting the newsletters and that is where it gels and comes together. That is the look and feel you know we kind of created there.

Okay, so the next page these were all of the tactics we deployed in 2022. And we will go through all of those individual metrics coming up, through the rest of this presentation. But on the website, we included a shine a light specific splash page. This was really important because we leveraged a QR code and a lot of different spaces that took to shine the light page. And it was a portal to the rest of the SILC website. We also incorporated a multi-lingual translator on the site so folks who are not necessarily native English speakers could change it over to Spanish or Arabic or Mandarin or whatever they potentially needed so they can get the most of that site and make sure we are being as inclusive as possible.

We also improved the accessibility of that splash page and made sure it was 508 compliant. We developed a blog and a newsletter as well for additional key words and content. And that newsletter that comes out every month as well as the blogs as well as any press releases that go up on to that help with search. So definitely helps bring SILC to the top when certain key words are searched for.

Social media was a big one. We created monthly calendars and content to make sure that with Facebook or Instagram that there is a lot of content that is being or that comes out. We make sure to partner with the CILs and understand hey what are the CILs doing around the state so that we can push out some of those activities and those events for potentially cross share things as well. We did focus on Facebook and Instagram last year. Creating a whole new Instagram page which we have recently seen in some of our metrics is starting to really take off and really excited about that. And of course, we ran some social media ads across the plate form because social is a pay to play platform. We did identify key events around the state for maximum visibility. We created a lot of different materials for those events including banners, stickers, key chains and rat cards in Braille as well as standard printing with QR codes. We do plan on getting to more events this year so we are real excited about that. In print and in out of home there were 15 print ads that were publicized in various publications throughout rural parts of Michigan so Northern Michigan as well as the U P. They also incorporated a QR code as well. And we did build words in Detroit and Flint in the fall.

We did do some PR. Several letters to the editor pieces that targeted different geographic areas around the state but unfortunately, they were not picked up by publication. So those were 2022's tactics. I'm going to go through the numbers now which I think is what everyone gets really excited about. And how these things kind of perform. So, you can go ahead two slides.

Okay perfect so website traffic is the biggest indicator of how well everything is performing. That is where everyone ends up going and filtering to, to get more information. And we increased traffic 71% over the previous year with over 6600 unique visitors to the site. So, 6600 new folks came to the site. The graph below this, this is from square space. Square space is a really great platform that you all have been utilizing. You can see the analytics that happened right there. So, you can see when we started working and launching the shine a light was May of 2022 and you can see a steady increase to the sites since. And for some reason everyone got really excited in December. So there has been a nice increase to the site. And then December the traffic jumped quite a bit. Which we are excited about.

Below this you will see that the top visits by its source direct. So over 3900 folks came in just by typing MISILC.org and from there is Google search which you know you start to search with a Google and find different sites so people stumbled on this site on Google. And Instagram followed by Facebook and then quote unquote others. So, the others could be an external site link. It could be from the QR code. There is a bunch of different places that the others could be. Most people are coming on desktop kind of hard to tell with the way square space has the blue and the green very close together, but very small, small percentage of people come from tablet and then that orange area of those other folks are coming from mobile. So that is where everyone is kind of coming from. The top page views for traffic people start off on the home page. And then they go to Independent Living resources. Which is kind of what you would expect people to do. And they actually spend the bulk of their time on the resources pages. Because they are looking for what they need. And then from there the majority of folks end up leaving the site because they found the resource, they needed on that.

The second or the third is Disability Network Oakland and Macomb. So we just recently discovered that who previously designed the site there were a lot of like random things. I don't want to call them broken links they were not broken but don't see them on the regular page and hidden. People stumbled upon the pages probably in a Google search. And is blue water for example no longer exists and has been absorbed so we were sure to hide the old pages and some may change as we get into 2023 but disability Oakland Macomb page is no longer going to be visible so it won't be third any more. Plan for Independent Living is fourth. About SILC is fifth. Meetings six and Council members 7 and again that blue water center for Independent Living which is the hidden page.

And then the next page website traffic. So, this is a map of Michigan. Again, that square space gets. Majority of where the traffic was coming from. Number one, it considers others. So it's probably lumping a lot of different smaller areas together that are coming to the site followed by Detroit then Lansing, yeah, then Lansing then Southfield, Grand Rapids et cetera, et cetera. So there is a lot of we have a lot of representation from central and western Michigan as well as you know Wayne County areas, Macomb county areas.

We do have a little bit up in the UP. We love to see that obviously increase. So, we are trying to think through this year, especially as you see the outreach plan, what are some other ways that we can potentially reach people who may not necessarily have Internet access. So, we will get to that as well.

Before I move on to the next segment of the e‑mail metrics does anyone have questions about website traffic?

>> MARK FRIEDMAN: No thank you for explaining it because I didn't understand it at all. I'm just saying I don't get it but whatever.

>> You want people to come to the site. It's a good increase and we want to see that increase for sure.

>> LISA KISIEL: How do you tell if they are from mobile how can you tell that?

>> ADRIENNE PICKETT: Square space does a really good job tracking that and it comes down to your IP address. So your phone follows you anywhere you go, right? And your computer has a unique IP address and your phone has a unique IP address so when you go to website the IP address pings off the site you are on. Very good question.

>> LISA KISIEL: You are never alone.

>> ADRIENNE PICKETT: Not alone and can't do crimes because they will find you. Your phone is the gateway to everything and then your computer.

>> LISA KISIEL: Most of us are clueless about that.

>> ADRIENNE PICKETT: So, what is interesting is to see it on the site all of the IP addresses that come through. You cannot like it's hidden with the Government, and you cannot actually link the IP address to an actual human. They keep them kind of separate. Yes. Like any of us.

>> MARK PIERCE: The Government.

>> ADRIENNE PICKETT: I don't know.

>> LISA KISIEL: So, the top cities that is how you can tell that.

>> ADRIENNE PICKETT: Yes, you know where they geography is.

>> LISA KISIEL: That is really cool you can do that.

>> ADRIENNE PICKETT: That is cool and kind of know where the holes are and if we really want to be reaching out to more rural folks maybe the Internet and digital ways of not cutting it so we need to find some other ways.

>> LISA KISIEL: I think we find that to be true at least in the blindness spectrum and other disabilities. When we do surveys we do better and you probably learned that from you're team that did some work for us and do better connecting with them directly.

>> ADRIENNE PICKETT: Yes, one on one or mail or other ways, right. Okay.

>> STEVE LOCKE: Can everyone on the call hear us okay? Do we need to project a little bit more?

>> SHAWAN DORTCH: It's good for me.

>> ADRIENNE PICKETT: I can hear fine.

>> LISA KISIEL: Just let me know. I can project.

>> ADRIENNE PICKETT: Awesome all right we are going to move on to the e‑mail and the e‑mail blast that we've been sending out next. So, these are the 2022 e‑mail metrics. We have sent out eight e‑mails since May. So, since we started. We have about a 29 to 30% open rate. Which is really good. So, one in three folks who is getting the e‑mail is actually opening the e‑mail. From those eight e‑mails we had 146 clicks to the website itself. 107 to social media and 399 to other sites so 399 when we do the newsletter obviously it's about SILC and the CILs and how amazing everyone is doing but we do provide a lot of external information for the CILs and these different resources for different events that are happening. So, when we talk about other sites that is where people are going, right?

And the e‑mail list is currently at 15,672. When we started working with you all, we gave you our e‑mail list because we felt this was very important. And if you go to the next slide.

Okay, this is where it is. So that bottom area, that organic subscriber group that is a really wild chart. You can see it goes like way up like that. So, you want it to go up. You had a total of organic subscriptions of 218. So, you can see where it was kind of flat, right? And then in October, January, sorry, this chart is a little bit weird. I'm not really sure where it's starting because oh, okay, May, May through August, that little area there, when we started sending the newsletter and started doing the outreach, suddenly you had 87 new subscribers. So, there were ‑‑ there is 218 total. Then you ended up getting 87 new ones. So organic.

>> LISA KISIEL: How do you define organic?

>> ADRIENNE PICKETT: It means they went to the site and just signed up for the newsletter.

>> LISA KISIEL: Just did it on their own.

>> ADRIENNE PICKETT: Did it on their own.

>> LISA KISIEL: That is what I thought.

>> ADRIENNE PICKETT: It's interesting and I want more and that is what they did. Our number one performing e‑mail was the one in December new endeavors in the new year. That had over 37% open rate. So that is good. You want people to open the e‑mails.

>> LISA KISIEL: Is this like a gov delivery type e‑mail.

>> ADRIENNE PICKETT: It's through square space directly from the SILC once a month to update everyone on what has been going on throughout the state and that is it. And I think because it's once a month and not spamming people constantly they are finding value in it and actually are opening it.

>> MINDY KULASA: It's very well done.

>> ADRIENNE PICKETT: It's all Holly. So, she does an amazing job. I will let her know you said that.

>> MINDY KULASA: Please.

>> ADRIENNE PICKETT: Absolutely. Okay so the next page is our.

>> JAN LAMPMAN: Thank you so much for joining. We will see you next time.

>> ADRIENNE PICKETT: On the next page is the Facebook metrics. So, this is again for 2022. We had an increase of reach over 22% from 2021. With over 45,000. So reach just means that somebody somewhere saw a post, right? So 45,000 plus people saw posts from SILC in 2022. So, the reach went up. 702 new followers which is an increase from 166 over 2021.

There were 5,000 interactions. So "Like"s, comments, shares, reactions, et cetera. And the average age of the person who is following the Facebook page is a 35 to 44‑year‑old. So, we definitely had discussions about this in our weekly meetings. How do we try to reach more men. It may be a little bit of platform issue with Facebook being more women. It may be that caregivers are the ones who are looking for more information. But it's definitely something that we are exploring. And as we do ad segmentation on the platform, we may do ads directly at men.

>> LISA KISIEL: You are asking them.

>> ADRIENNE PICKETT: No, this is all again just spooky little facts.

>> LISA KISIEL: You are creeping me out here.

>> JAN LAMPMAN: They know about us.

>> ADRIENNE PICKETT: So, it's all in the background. So we use a scheduling software called Agora posts and between that and Facebook itself so there is a thing called Facebook business or meta business. You can look on the back end and see all kinds of interesting things about what people are up to. So you can see what they are clicking on. What they are not. One of our most engaging posts, I shake my head too. One of the most engaging posts in December was about, you know holiday loneliness and seasonal depression. We had so many reactions to that particular post. And a lot of comments. And we were able to kind of touch each of those people individually and say, hey, if you need resources, go to this link or this is the help that you can receive. Because a lot of people had a very almost visceral reaction to it because I can relate to this. So, it's really interesting. It's always fascinating to see what people react to as well.

Yes, so the average age is 35‑44‑year‑old woman. The top cities are Detroit, Midland, Grand Rapids, Holland, Ann Arbor East Lansing, Canton, and Holt.

>> MARK PIERCE: East Lansing and Holt. I need to find out more about it.

>> ADRIENNE PICKETT: So, most of the folks that are on the pages this is where they are coming from. You can see it's a little difference from the traffic to the website than who is following on Facebook. We are getting a lot more men in western Michigan in list.

>> MARK PIERCE: Two colleges on board as an issue.

>> ADRIENNE PICKETT: That is true.

>> JAN LAMPMAN: Good point.

>> MARK PIERCE: And Ann Arbor and U of M.

>> ADRIENNE PICKETT: Huge areas.

>> MARK PIERCE: Deeper.

>> ADRIENNE PICKETT: We can try. There definitely has been conversation of partners with some of the colleges and universities on ableism training.

>> LISA KISIEL: You got Wayne state in Detroit.

>> STEVE LOCKE: To piggyback on collaboration the CILs have a PR firm that they have been working with and we have invited those folks to our Monday meetings, and they have come a couple of times. So we are creating synergies with SILC and the statewide outreach, which is exciting.

>> ADRIENNE PICKETT: So we can kind of echo their sentiments and they let us know what is important to them.

And vice versa so that we can cross share and cross promote.

Okay, so Instagram was new for you all. You didn't have an Instagram page before. And that had over 5600 reach which is a hundred percent increase from 2021 because there was nothing there so a pat on the back for that. We have 130 followers on Instagram now which I would just like to stress it's not a huge number. However, it is very hard to get followers on Instagram. It's very hard. It's a big pain in the butt. So doing a great job. Some of them are local Michigan but it's also across the United States. You have followers in Australia as well. So that's very exciting. And in the UK.

>> STEVE LOCKE: This is Steve for the first year we needed to get to a hundred subscribers before we could start getting metrics. So every Monday it was inching up and inching up and when it hit a hundred, we all celebrated.

>> ADRIENNE PICKETT: Yes, it was very exciting. This is Adrienne again. So, there have been over 4700 interactions. As you know again "Like"s, comments, shares reaction. And then again, the same kind of average number there for women, 35‑44. Which especially we expect with Instagram. It definitely tends to skew a little younger platform. The top cities it only gave us four mid land Kalamazoo Grand Rapids Midland and Mount Pleasant where people are coming from Instagram. We love our Instagram. You notice Twitter is not represented and we will get to that. Does anyone have questions about social metrics?

Okay.

>> LISA KISIEL: Can you share that? Help me understand social metrics.

>> ADRIENNE PICKETT: So that is really ‑‑ so when we are all using social media as just a person, when you are just scrolling through, your kind of just you know going through on your mouse. You are going through on your phone or your tablet. You are just seeing things as they come up that you have probably subscribed to or a friend has shared, right? With ‑‑ when we work on it as a business you see all of the metrics. So like reach like the 5600, that means 5600 people were scrolling through and probably saw a SILC post. So we can see how much the reach was. How far did everything go. With Facebook the reach was much higher because you have more followers so they shared more or they are seeing more. So, as you get.

>> LISA KISIEL: The webbing.

>> ADRIENNE PICKETT: That webbing so as you get more followers you get more reach. With engagement that is the interactions. That is if somebody puts a heart on the post or a thumbs up or someone makes a comment. Or shares the post. That is what the engagement is.

>> LISA KISIEL: That is why a lot of people when they are on like Tiktok say "Like" this post, the more engagement they get.

>> ADRIENNE PICKETT: The higher they go. The more engagement you get, the more the algorithm, the algorithm on Facebook or Instagram will prioritize your content. So, the better you do, the more that stuff will get pushed out. That is also why you know we have a bit of a budget every month to pay for ads because then it's reaching outside of the bubble of just the people who follow the page. So we are serving in the ads up to folks who match certain demographics and increase the following of the page and Facebook and meta wants to capitalize and are a business so they will push stuff down that is not paid. And they are going to prioritize things that are paid. Mark Zuckerberg.

>> JAN LAMPMAN: Can we take a question?

>> ADRIENNE PICKETT: Please.

>> JAN LAMPMAN: I see Kelly you have your hand up?

>> This is Kelly from Disability Network Mid‑Michigan in Midland. And so, my question is about Midland being one of the top cities. Is that individuals or does that include like if our CIL promoted an Instagram post or shared it?

>> ADRIENNE PICKETT: So the top cities are for folks that are in that geographic area within 25 miles that are following the page. So that is how we can kind of understand where everyone is coming from. So most of the people who follow the page are in Midland. And if you, you know, if the CIL was cross promoting anything, it would take that into consideration.

>> Okay, thank you.

>> ADRIENNE PICKETT: Absolutely. Good question.

>> MARK PIERCE: Go, Kelly.

>> JAN LAMPMAN: That is right, yeah.

>> ADRIENNE PICKETT: Any other questions about social media?

>> LISA KISIEL: Would it make sense and again, you know, kind of just thinking about your demographic 35‑44‑year‑old female at this point would it make sense to provide some sort of key if you will like definitions like what is organic? What is social, whatever you call that? I got to believe I'm asking you questions, I'm okay owning it but I'm just wondering if that will help people to understand. It really does matter if you like it if you truly do. Rather than we go on like who cares nobody looks at that.

>> ADRIENNE PICKETT: 100%. The best thing there are 21 participants just on this call. There are ten of us in this room. If you follow the pages and "Like" even if it's just a "Like" that will increase the engagement, right? So do those things. Or if you really love something you are like well, I'm going to just share this to my page because then you are also sharing something out to your network. And they will "Like,” and they may start following. So, you can see how that starts to work. So as an individual I mean I have my own Facebook. I have my own Instagram as a personal thing. I'll just be you know end of the day flipping through what is going on with Big Gretch I will put a heart next to something, that increases the likelihood that that post is going to get pushed up to the top and more people are going to see it. It's a very simple thing you can all do.

>> LISA KISIEL: Maybe not in you call her Big Gretch.

>> ADRIENNE PICKETT: Governor Whitmer. Okay, other questions about social? I don't see anyone else.

>> JAN LAMPMAN: What is next.

>> ADRIENNE PICKETT: Now we will talk about the 2023 outreach outline the plan we have put together for this year based on learning for 2022 and how much we want to carry over for 2023.

Okay? So, this next page is a table of contents and the overview. We can kind of skip this. This is really for us. All right, so as a marketing firm, outreach communications firm, we always start with who we are talking to. It's incredibly important because everyone has a different demographic, a different who. So obviously we are here to talk to folks who have disabilities. Most important. But we are also speaking to advocates and family members as well. So we want to make sure we are targeting those folks too. And then of course partner organizations. The CILs, any other resources that may be out there that are important, these are the three different kind of who's that we need to make sure we are talking to and keeping in mind with every piece of creative that we create.

Okay? So that is just kind of how we started.

So the next page, this is our 2023 iteration of shine a light. So we are calling it shine a light on what's possible. You are right on there. So, Mark we did this post of you last year. We did all the board members. So new board members we will be doing you next. So you will have an e‑mail from Steve looking for your head shot. So just be prepared. The ones we did of the board members people loved it very important. In 2023 we are talking about shine a light on what is possible. This is the next kind of iteration, right? So SILC shines a light to guide people with disabilities and their families towards resources advocacy and community. In April we worked to share the light with the world and to show how SILC is a hub for people with disabilities their families community leaders and other stakeholders but 2023 we will grow this concept to model even more positivity and progress in the realm of disability rights and inclusion. We are shining a light on what is possible for people, communities and our nation when we embrace diversity and harness everyone's talents. So it's just a next step from where we were in 2022. So the posts that you see below this is kind of the evolution. Those are some of the social media posts that we have done. So as mentioned there is Mark. He is there. Anyone who has been a board member this past year we have done yours and any new ones we are coming for you.

All right, so this includes so some of the updates that we talked about in the previous section. But what we are planning to do in the next one. So we can actually skip this part, Tracy.

So one of the things that is also very important with doing outreach and communications is understanding what your swot is the strength weaknesses opportunities and threats.

>> AARON ANDRES: Who comes up with the acronyms.

>> ADRIENNE PICKETT: Not me.

>> LISA KISIEL: Those are actually old.

>> ADRIENNE PICKETT: So, you know that is one of the things we like to do at the beginning of any project and as we start to make strides towards our plans. That goes right along with the who we are talking to. So, the strengths, right? We have seen an increase in our followers. Engagement. Traffic. Through regular social postings so we want to make sure we keep that up. We have had a great response to newsletter and existing communications. We have this amazing active network of CILs for cross posting and sharing. And then obviously state funding and designation create authority. So, you all have authority as a state body. And that's important. That is, it. Weaknesses, right? A little bit of limited details for some of the resources. We know that some of the CILs have a lot of events and maybe some have a few less. So there is a little bit of limitation there. We do a lot of the research I say we, but Holly does a lot of the research. It has definitely improved since we have Carri with us now. And Christine. So just keeping up that open line of communication will be important.

There has been a lack of search performance for disability related key words. Like Disability Network appears. But SILC may not. So, when I'm talking about that I mean when you are popping something into Google, right? Like how do I find help for caregivers. How do I find caregiver support. That was not necessarily shored up.   
so some of our tactics this year will shore that up.

There is limited again non‑digital outreach which we just discussed about rural communities and making sure that we are incorporating that in year much more. And then state funding and designation can restrict outreach opportunities a little bit but that is something we can overcome.

Some opportunities that we have. Update the landing page to align with the shine a light concept evolution. So, as we are getting into the spring months going to events, kind of relaunching shine a light a little bit in this new iteration. We want to make sure that page is updated. We want to increase that visibility by cross posting and sharing outside of our network. And that is where all of you can help come in as well as do that on your own personal pages as well as the CILs. We want to expand event participation. So, make sure we have this great list of events and make sure we are making Steve go everywhere and has to be everywhere all at one time. We will incorporate our targeted themes and messages to attract new segments and again we are talking about men. We are shoring up women. How are we getting men into this conversation as well? And then of course improve our search Rankings with additional content and search engine marketing which is the Google terms.

So, threats. Threats is a very strong word. I recognize this. So any nonaffiliated resources, right, city, county, Federal Government resources, online private resources, nonprofit. They are not bad things. They are there to serve. Similar communities and population. But they may cause a little bit of confusion. So, it is considered a threat and a threat is something we know about but we may not be able to control. Individual CIL and Disability Network outreach can sometimes confuse participants or duplicate efforts. Which is why we are, you know, having these meetings every week where everyone is allowed and should come to make sure we are not duplicating things, you know.

And then a plateau of engagement if content does not match audience interest. So, people will just get bored. So having to refresh, making sure the content is relevant is how we can shore up against that threat.

Okay, so the next page is phases overview. So, we do these things in three phases. SILC has brought us on for another I believe year, right? Which we started kind of again October 1. And we ‑‑ that is how we put this plan together. Then we are calling like the phase one is really starting now. Or has been starting December to now. This is really where we have assessed the new tactics, the assets, approaches, and monitoring and boosting engagement through existing channels. There is a lot of content on this page. Using video other attention media. We started a Tiktok channel for Jan and Steve have been our guinea pigs so you are welcome to go to Tiktok and follow there as well.

>> JAN LAMPMAN: Can I say something about that? The teleprompter programs do not move fast enough for my speed of speech. At 100% fast it's still too slow.

>> ADRIENNE PICKETT: Because you are talking too fast.

>> JAN LAMPMAN: Because I talk too fast.

>> ADRIENNE PICKETT: I was supposed to create a Tiktok for something else and putting it off and understand the reservation about that, but we do have a Tiktok channel now and using this to experiment on disability pride month we are excited about and will get to that. That is the first phase is really this development and kind of keep with all the things that are going. And start implementing some new processes and some new stuff. The phase two, it's really going to feature more achievements and progress and promoting access inclusion and use our new tactics to connect with the broader audience. We all want to get broader. It's great to talk to the folks we have and want to do that but always want to bring more people in. The goal is to build confidence in the work among people with disabilities who may need resources and support and inspire action among all stakeholders. We obviously know given the survey we want to reach as many folks as possible with that as well. Phase three is you know later on in the fall, September. How did everything do this year? We will do another metric report out. Okay?

All right, so these are the tactics we are going to employ in 2023. Which is really exciting. So first we are talking about website individual. We have kind of walked you through what we did. We created the shine a light campaign. Dedicated a linked page there. We created a theme blog and newsletter. We've done you know linked print and digital QR codes. To that landing page. And then we have made sure it's fully accessible in 508 compliant. In 2023 we have started a search engine marketing campaign to increase traffic. Leveraging Google search and known key words. We just launched that last week. So that means that we have display and that the hope is that SILC will come up higher in search terms when people are looking for certain key words. So, we are going to see…next week we are not meeting because of MLK, the week after we should start seeing good numbers there. We want to create 90 day campaign around our summer activities and the media is on display. That is display ads. Potentially launching a testing campaign as well to drive awareness. We know if we can't reach folks necessarily on their computers, we might be able to reach them over text. And I know with politics everyone is getting texts around the end of the year, in November. We don't want to do that.

Yes, it definitely will. I can give that to you all.

All right, the e‑mail newsletter and blog. So as mentioned we highlighted key staff. Resources and program outcome and recapped events and other topics covered on social and shared disability advocate rights and achievements and repurposed the e‑mail and newsletter into blogs to increase web traffic. We know it performed really, really well. We grew the subscriber list by 5% and added 108 e‑mail subscribers. In 2023 we are also going to highlight disability news across the state, but we are also going to include the United States as well. Because we just think it's really important to expand that influence. Make Michigan a leader. We are still going to shine a light on people in the CILs and elsewhere striving for access and inclusion. Feature advances in technology, healthcare and other realms that tackle disparities and improve people's quality of life and creating specific theme blogs each month to help the search and keep the website Evergreen. When I say Evergreen, it is always going to be updated and they love to crawl in different sites that way.

Social I already kind of went through all the things we did. Increased followers by 30% for Facebook and a hundred% on Instagram. We also this is one thing that wasn't covered in the previous metric pages but we really created hundreds of thousands of impressions, all in and people saw the stuff and engaged and that is very good.   
we want to keep doing that. So, in 2023 we are going to keep those calendars going and including video. For Tiktok. It says Twitter on here which I should have got rid of. We decided in light of recent events with Twitter that we are going to ignore Twitter because it's not a great platform right now for inclusion. And we just feel like let's focus our energies elsewhere. So, no Twitter at the moment. We are running a regular 250 a month budget of boosted posts and ads and cross promoting with the CILs and want to increase social listening to make SILC part of a broader conversation. When I say social listening, we have a set amount of different hash tags we incorporate and you know disability news for example. And we want to listen in on that and see who is talking about that. We should be following them. We should be commenting on what they have to say and that helps increase our engagement.

So, we are going to be doing that. The other thing that we want to do around disability pride month is a shine a light challenge. So social media challenge. We will have more information as it gets closer. But really asking our audiences to post Facebook or Instagram shining a light on someone who has helped them, inspired them or otherwise played an important role in their life as a person with a disability or a caregiver, something like that. We want people to share their experiences. And create you know it can be fun and everyone can have a flashlight emoji or something with that. That and of course we are always going to have custom hash tag stylized imagery for that as well. So that will be coming.

The next page for print. All right so many things. What we did we did a themed leave behind rat cards we and without Braille. Simple statement imagery and QR codes. It's something we will keep leveraging this year for events and did 15 prints in community newspapers with the QR code. We are not sure how it performed because for print because it's a little harder to measure. But we saw a rise in website traffic that corresponded to the geographies of the areas when they were targeted and 20QR codes were scanned during that time as well. So, adding a QR code to a printed piece lets us kind of track and see how it's doing.

>> STEVE LOCKE: This is Steve. On the print ads we run some of those for four CILs in rural areas as Adrienne had stated. When we go to do print ads in the future we will contact the CILs we are targeting and bring them in on the front end in terms of the graphics, the content, to make sure that it's cool with the CIL for that area.

>> ADRIENNE PICKETT: And we make sure that QR code is lining up as well.

Okay, so in 2023 so many things we would like to do, we would love to launch a friend to friend postcard party. Targeting rural and urban areas with a focus on senior centers Chamber of Commerce and community hubs. Doing mail is so expensive. This is a cheaper, more cost-effective alternative doing these postcard parties together. And then disseminating columns or advertisements in disability healthcare focused publication in urban areas as well. So, more print. The next page is events. There were several events attended around disability pride. Again created a bunch of things for these events and a bunch of different materials. People were signed up for e‑mail list. In 2023 we really want to find more events that align with targeted topics and populations. We want to ask folks if they are willing to be interviewed on camera and fill out a questionnaire or survey and have content for newsletters and social media. So, we are excited about that.

Now the big thing here is this experience piece that we are creating, that we are really hoping is going to generate a lot of buzz. We are hoping to partner with municipalities and our organizations across Michigan to shine a light doing inclusive mutual installation and it's TBD and having a meeting Tuesday with Madison heights board. Their community is all about the arts right now. It's very exciting. So there is a lot that will go into this but we really can't wait to create a community inclusive piece. We are asking artists in the disability community to submit their artwork for that piece as well as artwork for a gallery exhibition. So we are talking to Madison Heights as well as Traverse City, Jackson and Grand Rapids. And we will contact the CILs as well in those areas to see how they would like to partner on those.

Okay, so PR again unfortunately none of the things that we had written last year got picked up. That is okay.

We are leveraging any of the blogs that we have created for each month. For example, January is mentorship month, so we are working on a blog for that right now. And we will be repurposing those into letters to the editor et cetera. And then again sending them out to publications. We do want to outreach to bridge Michigan and any other prominent nonpartisan publications friendly to disability rights. We identified Michigan centric logs independent on line journalism targeting BIPOC to share content with them or cross share and have interviews done so we started that work. We do want to get board members interviewed on at least three Podcasts. So we had one Podcast who reached out but two weeks ago and said they were interested. And can't think of the name off the top of my head. Apple a day Podcast and talking with them about potentially getting only there with them.

We would like to interview at least two prominent disability advocates like Kaylin, a friend of Steve's who is talented musician and song writer and harry who is the Oakland DEI officer. People who have interesting Facebook live roundtable discussions that people can come in to virtually and ask questions. I think it would be really compelling and fascinating. Then of course using our art experience event to drive more PR interest from publication.

>> AARON ANDRES: Travel Michigan day rural. I can get his contact information for you. But he came to another ‑‑ he did the Michigan come to my with Tim Allen.

>> ADRIENNE PICKETT: Pure Michigan thing.

>> AARON ANDRES: Pure Michigan thing. He did that in association with Michigan and everything else. Anyway, Dave came to another group, my joys quality collaborative group which was mainly disability and caregiver issues and stuff like that. He travels. I will get his information and maybe you two can connect.

>> ADRIENNE PICKETT: I love it.

>> AARON ANDRES: And share ideas, whatever.

>> ADRIENNE PICKETT: Yeah, especially as we are getting into travel months here in Michigan, right? Like in May and June. Thank you Shawan.

>> JAN LAMPMAN: Thank you Shawan for joining us and we will see you next time. We appreciate your participation for sure.

>> ADRIENNE PICKETT: All right, so the next page just other ideas moving forward. Some may not be in the budget this year but may be incorporated next year. What we did last year we did have two billboards digital billboards. One in Flint off I75 corridor and one in Detroit off of 96 and 6 mile. Those boards got a combined one million impressions at least according to Lamar is what they are telling me to increase the geographic traffic.

>> LISA KISIEL: How do they know that?

>> ADRIENNE PICKETT: I think they have traffic cameras hooked up to the boards and can see how many people.

>> LISA KISIEL: I'm going home and hiding under the bed.

I'm done. I have my phone so they will know.

>> ADRIENNE PICKETT: Okay, so just some other ideas as we look to the future. So exploring options using virtual reality and the meta verse, you really want to, you know, it’s creepy and hide under the bed. Designing software programs that help people visualize accessible home or community spaces. How can we incorporate some of that technology moving forward. And then of course identify opportunities to create hands on experiences with accessibility and so from bringing in sports equipment to an event to transforming a community space in a way that aligns with accessibility. We can demonstrate how people are increasing access and encourage municipalities and other groups to get on board as well for partnerships with the Michigan municipal league et cetera. I just got information from them about tabling their event coming up, in April.

So that is all the ideas. The last page is our phases and everything that we are working on. Obviously, we are continuing to post regularly. We just launched our Google SEM campaign for continuing the e‑mail newsletters. We are gathering at sets for Tiktok and Twitter and created blogs and established a 2023 event calendar and we are building out relationships with municipalities and community inclusive art day and identified outreach to different Podcasts. Phase one we are cooking and doing a lot of good stuff. Phase two we will have print and digital assets and executing to the event calendar and attending events and launching PR with newer publication. Increasing engagement on channels and executing friend to friend postcard packets. Texting in rural areas and leveraging print and targeting urban areas and we will talk about the art day in July. Of course in September we will review how did everything do. And create a plan for the future. There you go. Sick of my voice. Questions at all? I'm here to answer. That was a lot.

>> JAN LAMPMAN: I see no questions at this time. I would like to just say that if anybody on the call or in the room has ideas or wants to get more engaged with this work, please refer to Steve or myself or both of us and we will get you on the meetings or we will get your idea that you have to the meeting. Because we definitely want to use as many great, creative ideas as we can. More brains are good, I think. And so please and thank you for anything that you ‑‑ any ideas you have that you can share with us. And Adrienne, we really appreciate your time. This was a wonderful presentation. I have been on weekly meetings so I'm super excited about this. And I hope the rest of the Council is as well.

>> STEVE LOCKE: If I can just say Adrienne, it has been an absolute pleasure working with you and your company and team and brought value to the Independent Living network and want to tell you how much I appreciate your efforts in the creativity and diversity you bring to the table so thank you very much.

>> ADRIENNE PICKETT: So nice to hear, thank you I will relay that to everyone.

>> Please do you are our favorite meeting of the week.

>> JAN LAMPMAN: Sometimes I don't comb my hair for the meetings but it's okay.

At this point in the agenda let's take a break, just a quick, you know, break to get more water, or do whatever you need to do attend to needs and come back. It's 1:36 so let's come back at 1:45 and we can move forward a little bit more quickly today. So we are going to take a break until 1:45.

(Recess until 1:45)

>> JAN LAMPMAN: It's 1:45 and would like us to come back together to restart the meeting if that would be fine for everyone. I appreciate everyone coming back. At this point in the meeting, we are going to start our ex officio reports and the first name on my list is Mr. Bill Addison from Michigan rehab services so Bill take it away, sir, after you unmute.

>> BILL ADDISON: Can you hear me now? I asked if you can hear me, apparently not. Good afternoon, everybody. I want to real quick introduce myself because we have new folks here my name is Bill Addison and work for Michigan Rehabilitation Services. I'm a division director. And the division I oversee is program enhancement division. And we are the ones that usually interact with the CILs and SILC here, so I want to give you a real quick update of what MRS has been up to lately. We will start internally and tell you about a couple changes in positions we have. For over a year we have not had a deputy director for MRS. Bill Colombo left approximately 16 months ago and have not filled the position until last week or two weeks ago. We have a new deputy director. That is Sigrid Adams. She has years of experience with the V R program. She was a division director before that. She will become my boss and she will become the boss of all the division directors. And again, she has attended Steve's meetings before. And as soon as she gets some time, I'm going to invite her to some future meetings. She has definitely an interest in the SILC and how it helps VR. Which is very important. Another change that we have had internally is that we have a new contract manager. And the contracts are how we establish relationships with all of the CILs and the SILC. Rodney Craig for a long time was our contract manager. He moved out of that position into another position where he still will be our consultant for specific areas. But Nick Kramer now will take over the contract manager position. Nate has years of experience with contracts. He will be responsible for establishing new contracts. And he will be responsible for the payment system we use to make sure everyone gets paid timely. Internally, unfortunately I come to you with some statistical information concerning how many folks went in the VR process, how many are being served currently on the case load and how many are exiting both employed and not employed. Unfortunately, I could not obtain that information this time through. People change positions in that also. We have three individuals, me, Rodney and Nate Kramer, who will be attending the SILC Congress this year. In fact not only will we attend we throw our hat to be speakers at the session also. That is all I have, Steve.

>> JAN LAMPMAN: This is Jan. Thank you very much, Bill, for your report. And the next up we have Bureau of services to blind persons. So, Lisa, if you could take it away.

>> LISA KISIEL: Absolutely well thank you. As always for the opportunity to be with you today. It's really nice to be in person. So, I'm going to try to multitask a minute because my report went away but I will talk while I'm doing that. First of all, I just want to thank you always for the inclusion in the SPIL writing process. And some of the other work that we are doing together. Always again want to share my appreciation for the work that we are doing with our CILs as partners to help us with preemployment transition programs. We are also doing some work with benefits planning, which was a goal for us this year. For BSBP in fiscal year 22, we had made a goal we would want at least 120 individuals to get a benefits counseling. We met and exceeded that goal at 137. About 97 of those were adults and the rest were preemployment transition students. So, we are continuing the ‑‑ we want to make that muscle memory as I like to call it because we value that. And we know that in order for an individual to make an informed choice about employment benefits planning is really important. So we also want to say that it's not just a one and done. Right? Because you can only hear what you can hear. At the beginning sometimes you have to come and revisit that when you actually get a job and we need to do it again and that is okay.

The benefit is the reason for doing that is that you understand it so it won't be so scary and that if you need to have benefits that you can. The substantial gain for activity for blind individuals is pretty high. It's over 2000 a month.   
I can't remember the exact number but it's 21 something, I think. That you can receive and still get Social Security disability. Not to be confused with SSI. But there is you know so there is a lot of good reasons to have that information.

We are also working with disability advocates of Kent County. And Disability Network lakeshore. We have some intra agency cash transfer agreements and also some statements of work, helping us with our Pre‑ETS population, identifying students, working with the teacher consultants and assisting our Counselors. Who are as we acquire more students. We also are working with Disability Network northern. We have an integration to cash transfer agreement up there as well. Bringing in northwest Ed as well as Bureau of services for blind persons and other service providers. So you know and then Wayne County CIL, they are working with our Detroit team on a financial literacy program. So just kind of wanting to highlight some of the good stuff we have. And of course, I would be remiss not to mention Disability Network Southwest Michigan since we had a really longstanding relationship with them, having our training center in Kalamazoo has been huge. So, a lot of us have a lot of longevity with Disability Network southwest. So really appreciate those relationships. We want to be able to do some of the things we do without them.

And so that's really important.

So, we did submit our 70B as we call it which is the Independent Living older blind program that is specific to blind agencies. We serve 583 blind seniors, 55 and older. And that's an increase from like 515 or so last year. So definitely making those strides up from COVID. We kind of saw a stagnation if you will. I think we all did for lots of reasons. We are seeing that come up. So, I'm going to pull in some stats from our Michigan rehab services. On Michigan Council of rehab services, the final report we submitted for fiscal year 22. We ‑‑ I kind of like Bill I don't have data for this part of it. Just close because we are still gathering that. So, at the close of fiscal year 22, we had 297 applications for service as compared to 243 for FY21. The closures we had 56 closures in 21 and 68 in 22. So I understand those are not earth shaking but they are definitely going the right direction within 21% increase.

Earnings for the second quarter after exit, in 21 it was 3499. And then in 22 it was 4514. And some pennies with a 29% increase. Number of VR customers. In 21 we served 747. In 22 we served 2746. I'm sorry 764 with a 2% increase. Remembering that, that does not include our potentially eligible students, which would put us closer to 900. Because those are considered reportables, they don't count as participants until they have an individual plan for employment with at least one service being provided. So, I think I've said this to you before and Bill has too. We kind of are. It’s not the year of the cat. It's the year of the calendar. We have the program year calendar which is July 1 to June 30. We have the fiscal year calendar which is 10‑1‑9‑30 and the regular old calendar. So if you can figure out where you fit in there, but it's always a little bit of a juggle. The information I'm giving you is fiscal year but of course that changes our average case load size when 44 to 49 with a 9% change.

A percent of case load consisting of students with disabilities 46% in 21. 39% in 22. And that is really just kind of the luck of it. Like some students are aging out. Like they may not meet the definition of a student. Which is 26. It doesn't mean they are not in training. It just means they are no longer in a program.

And we are always recruiting new students. So, exit from VR without CIE so we had 184 students in 2021 that exited without a competitive integrated employment outcome and 22 it was 152 so you are seeing a change where we are actually having less people leave our services without employment, which is always ‑‑ that is obvious. So that is a negative 17% change. Which that's like a negative makes a positive so that is a good thing because we would rather have a person leaving with a position instead of leaving our services without a successful closer. Initial IPEs in 21 we wrote 163 and in 22 we wrote 217 which kind of makes sense because we had an increase from 243 to 297. So obviously the more customers you have the more plans you will write and since we had less people leave unsuccessfully that makes sense too. So that is a 35% increase. So, and then the number of IPE amendments, I don't know that is as important, but the post-secondary sponsorship in 21 we spent 967,249.70. And in the 22 we spent 1,062 I can't read that in numbers 1,326393.29. So that is an increase of 37% more that we spent on post-secondary education. If you look at what our LEO strategic plan which is 60 by 30 or Governor initiative the 60% of Michigan citizens receive some sort of post-secondary training by the year 2030, we are definitely making our impact on that.

So that's kind of that is pretty much where we are at there. We are still working with customized employment. We just attained another closure, so we have three now which again that doesn't sound like much, but these are individuals who either never worked.

One gentleman was 45 years old and never had a sustainable job and now working full time and got a raise. Do you know what I will celebrate that every day because that is what we are here for. So and we also are engaging in an intensive technical assistance with supported employment because we know that individuals with significant disabilities are most significantly disabled. In addition to being blind need those additional services. And so, we are learning how to do that. We are will earning and kind of reengaging our team and also we have new team members that are coming on. We just hired a new Counselor. Mark, I will speak to you specifically about that because she is in Lansing area, her name is Alexis‑Freed, and you will meet her. She came from Sparrow hospital, a social worker in the ER and felt a VR home would be a little less intense. So but we are excited to have her. And we are also, right and no she is great. She is young. She is excited. And so, you will be seeing her with T and T this year.

>> MARK PIERCE: Outstanding thank you.

>> LISA KISIEL: Recruiting for another Counselor in our Lansing office Dan Furton left us in summer of 2021 and Rosemary was promoted to west region assistant manager in 2022. So, we've been working to fill those caseloads. A Grand Rapids office too in Kalamazoo are also we have some vacant in Kalamazoo I should say we are working to recruit also. So we have been…we hired a new rehabilitation coordinator in our central region. So it's really been a game of Chess with the with our HR piece because we are promoting from within. And then that leaves a hole and you have to fill that hole and leave another hole. So, you are always moving the pieces but excited to garner new talent and so we are good with that. We are focused on you know, quality, you know, and making sure that we are paying attention to our numbers, paying attention to because even though they are numbers they are people, right? So how we serve our individuals, you know, how many plans we write. How many folks we are helping to get a job, all those things kind of paint our picture and know where to focus our energy. Kind of like I was just really impressed with the demographics because we look at that too with your outreach with doctors' offices. I would love to talk to you about that and a way to partner. A lot of our referrals come from optometrists and ophthalmologists, probably not as many as should would be my guess, but, yeah. So that is a little update from BSBP. Any questions?

>> JAN LAMPMAN: I see no questions but thank you so much Lisa. This is Jan Lampman. Thank you for that report. Very thorough and very encouraging number.

>> LISA KISIEL: Real quick we are doing a ton of work with policy as well. One of the policies on the docket is our individual I'm sorry our Independent Living Part B policy and also looking at our individual I keep saying that Independent Living older blind policy as well. So, I do also want to brag on the fact one of our IL Part B customers actually transitioned over to VR. So any time we can have a feeder I would love to have more of that. And for those that may or may not know BSBP manages our Independent Living Part B grant in house. And our goal with that program is to serve individuals who are younger than 55 because of course we have 55 and older program so those individuals who may not be vocational but want to maintain their independence and in the least restrictive environment possible. If some of the folks especially since they are younger and may have additional disabilities and that is okay.

But the they decide they want to work, then we are all about it. And we did have some carryover funds so we were able to allow some students to come to our training center that were from Independent Living center Part B as well last year. Thank you.

>> JAN LAMPMAN: Awesome, thank you again, Lisa. So the next report that we have is the Michigan department of civil rights. And I saw Annie on the Zoom earlier. So, Annie, are you still here?

>> ANNIE URASKY: Yes, I'm here. This is Annie signing. Sorry, I'm having technical issues with my computer and Zoom. I think I just did an update but moving on happy new year. I'm excited to hear all the great things you have planned related to social media. I'm so happy to share whatever information that you send out. I think it's incredible. It's a great way to do outreach with the disability community. I have a few updates here relating to our department that I wanted to share with you all. Take a look at my notes here. So first of all, I want to share an update specifically with my division.

So our department did some realigning and restructuring as far as organization within units in our department. So we are actually expanding resources and information relating to ADA compliance. They created a new unit and the acronym is DRACD. So, disability rights and compliance division. Is what that stands for. And it's a statewide ADA we have a statewide ADA coordinator and contract compliance FOAI for an individual and we also have the division of deaf, deaf blind and hard of hearing that will be under the new unit. The director of that is Tyra‑Khan. So, I'll be sending out this information in the chat because next week on Tuesday from 2‑3 we are actually hosting an informal meet and greet through Zoom. It will be on Zoom. And that will allow our external partners to meet people from that team, that division to talk about issues, resources or information or any questions you might have. I will be sending the link in the chat, and you must register. If you have a conflict and are unable to make it that is totally fine. We will be happy to have a one on one conversation if you would like to do that. I'm going to send this link right now. Give me one moment. Okay.

There it is. So that will take you to the Zoom registration page if you click on that link. So that we can register for the event. Let's shift over to talking about our department here. So, some events we have coming up, are we have the civil rights Commission in January we have our meeting in Detroit. On Monday, January 23rd. It will be in the Cadillac building, the Cadillac place building. And that meeting starts at 11:00 a.m. After that meeting wraps up at 1:30 the Commission is going to be hosting a hearing on proposal to change as far as the Michigan rules and rules that oversee the Commission. So, if you want more information regarding that, I'm more than happy to send you over the information about that. It's a really brief proposal to change as far as the current rules impacting the Elliot Larson civil rights act and coming up, at that meeting. It's open to the public so anyone is welcome to join in person or virtually that is what we will be discussing there.

Also our community engagement division is also hosting a virtual session on January 26th. That is a Thursday. And that's from 6:00‑8:00 p.m. We will be focusing on hate crimes. Hate crime reporting. And that session you can also register for that, and it's also required to register. So I'm going to add a link there so you can do that.

And my advisory Council is also planning our next scheduled meeting in February. Which is February 10th. That will be in person. You also can access it via Zoom. Virtually. And that will be in Novi. And the advisor Council will go from 12‑3 when we will be meeting. We are waiting to hear from the Governor's office regarding some of the appointments for terms that expired. We should be hearing any day now.

We should expect some new members coming in the advisory Council. Also, I wanted to highlight a couple legislative changes that have happened.

In the last legislative term, the Governor had signed house bill 5777. And what that bill talks about is language acquisition. And talking about setting up a parent advisory Council for the Department of Education as far as language acquisition resources for children who are ages 0‑5 relating to sign language resources, ASL resources, communication modes, hearing technology, hearing technology. And this parent advisor Council the requirements are you have to have a teacher who is deaf. A teacher of the deaf, audiologist a parent someone who is representative for the deaf, deaf blind and hard of hearing community. And we are leading that bill so it's incredible. It's incredible to see this passing. And there is a lot of advocacy work going on with that effort. And this is the fourth time this bill has been introduced. We are happy to see it finally passed. And I'm sure as you are all well aware this week is 102nd legislative session that started this week. I'm sure you're aware. The committee chairs were assigned. As of this week there is no legislative bills that impact our community. That are being introduced. I'm sure that will change in the near future.

The last thing I wanted to mention, my team is focusing on scheduling and planning for a variety of workshops relating to competency cultural, knowing rights relating to accommodations and what that process looks like. What do you do if you try to figure out how to advocate for yourself advocating in a medical setting or legal settings. A variety of settings and environment, it can be employment. So, if you are interested, your organization or in you know another organization or business that might be interested in learning more about the needs of the deaf, deaf blind and hard of hearing community feel free to reach out to us. We are more than happy to coordinate trainings and offer that to anyone who is interested. And I think that wraps it up for me at this...thank you, everyone.

>> JAN LAMPMAN: Thank you. Does anyone have any questions for Annie? Okay seeing no questions thank you again so much Annie. That was a very exciting and encouraging report. So, we appreciate that very much.

Our representative from the Michigan Department of Education did have to leave the call earlier. So we are going to go ahead and move on to the Michigan developmental disabilities Council and Vendella Collins.

>> VENDELLA COLLINS: Excuse me voice it has been gone since the new year and hopefully it comes back. I don't have a lot to report today because I've been consumed with the move. Our office is moving. We are moving to the grand tower. And that will be January 26th. So, we are in the final stages of getting things together to move our office. And I think that most of you know that a great majority of state employees are working remotely. And so we've downsized our office because a lot of the staff are working remotely. So, we really did need the floor space. So just trying to clean out things and downsize has been a challenge. But so nonetheless our office will be moving effective January 26. And we are moving to the grand tower on the second floor. One thing that we have been spending a lot of time with lately is our self-advocacy. Movement if you will. And so, we all know that March is DD awareness month. And so we are planning an opportunity for people with lived experience to come to Lansing to talk with their legislatures. And so, we are promoting that. So if you know individuals with IDD that are interested in participating in that particular process, they could give me office a call. And someone will help them. And it's all-over social media. So, they can register themselves. We are practicing individual advocacy. So, people will need to register individually.

The last thing that I wanted to share is that our work with the public health workforce is going well. We have a contract or project with disability rights ‑‑ Disability Network South Bend Michigan going very well. We are attempting to really impact the public health workforce as it pertains to public health entities, working with people with IDD. And so that project is going well.

One of the things that another thing I wanted to just advise you of is we have had several of our Council members who resigned. And so, we too are working with the Governor's office and trying to get our members or membership updated so that is what. I think we have recently four members to resign. So we will be working with them to get those individual members replaced on our Council.

I wanted to just say kudos to you on the great information you shared about your metrics. Some of that information, I would like to get that report if we can have a copy of it, that would be great. Because I would like to talk about how the way it worked with what you are doing with the work you are doing. So, I think that's it. Thank you.

>> MINDY KULASA: This is Mindy Kulasa.

>> Hi Mindy.

>> MINDY KULASA: Hi. I know in a prior report you had talked about a piece of legislation that the DD Council was working on respect to telehealth access for people with disabilities. And you had mentioned a think tank around services that people and the public mental health system received. And I just wanted to let you know if you are looking for more members of those teams, that you assembled with the DD Council, I would love to get involved in any of the mental health pieces of what you might be working on.

>> VENDELLA COLLINS: So thanks for saying that, Mindy. We worked with the department to create this think tank around access to services for people who are part of the mental health system. So, we did have those two we created two opportunities for people to give input. The door on that has closed because we were only anticipating collecting information that we could pass on to MDHHS from that from those two meetings that we held. However, the work around telehealth is still viable. I think all of us know that throughout this public health or pandemic some Medicaid rules have changed around how people could access services. So, telehealth was promoted greatly. And now that the pandemic is winding down, it's still here but most or basically it's an endemic at this point. So there are some rules that are being looked at. Some of the provisions that were in place for Medicaid recipients, they are thinking about retracting. So we are providing comment on how the telehealth has really helped people with IDD to really be in charge and engaged with their physicians. And so, some of that work still exists. So, we are still advocating for that. There is some Medicaid, some provisions in the Medicaid manual that are being tweaked. So I'm happy to pass on that information on to folks. If you all want to provide some comment around that.

But going back to the conflict free case management and access that the department was or is engaged in, although we will not continue to have the think tanks that we had, there will be opportunities for people to weigh in on what the department is considering doing. So as we get information, that can go out to the public, I will think of the body and send it over to you.

>> MINDY KULASA: Thank you Vendella.

>> VENDELLA COLLINS: No problem.

>> MINDY KULASA: Such important topics that need to be addressed in the State of Michigan. As well as many other states.

>> VENDELLA COLLINS: Right.

>> MINDY KULASA: Certainly where we can have an impact and make our voices heard, it's so important for that advocacy piece. So thank you for the work that the DD Council is doing in that area. It's much appreciated.

>> VENDELLA COLLINS: Okay thank you.

>> JAN LAMPMAN: Thank you very much Vendella. I see no other questions, no other hands raised for Vendella so I would like to move next to the IL network update which is Mark Pierce.

>> MARK PIERCE: Thank you, Jan, appreciate that. This is Mark Pierce with the CIL network here, IL network. I don't have a ton to report this time basically because the first quarter went so quickly. But there are things that happened with the network. We elected new officers. And so for the board now for the network we have Alec Dawson who is the Chairperson. A vice chair is Jon Hart out of Jackson city and Alex is out of Ann Arbor. And then treasurer and secretary is Kelly Winn out of Easton, Michigan. Big shout out to them. We heard that announcement in our October 21st meeting, 2022.

Over the past first quarter, the two big things that the CIL directors have been discussing has been the DEI, which we took out some time on DAKC out of Grand Rapids and had done a presentation.

Then we had some presenters come in, that I brought in out of to present to the directors on how we are going to move forward with that particular piece in the SPIL reports.

So that has been a real big thing for us. And then Kelly Prong you will hear a little more about her got going on with the train the trainer piece for emergency preparedness. So the CILs have been focusing on the goals in the SPIL. And which I'm always happy to say that. I remember back in the olden days we had trouble doing that. And now we really have things in place that will make the network look a lot better and we can talk about when we get to the what was that? The Congress? I think we will have a lot of neat things to talk about. So right now I think those are the two biggest things that happened in our first quarter here. And I don't see anything else with the notes and the minutes that should be covered at this time. Are there any questions?

>> JAN LAMPMAN: Okay I see no questions. Thank you so much for that excellent report, Mark. I think we will hear from you again here in a few minutes. So we will move on to the SPIL monitoring reports. And the first area on the SPIL that I'm going to ask about is advocacy and leadership. And Theresa Metzmaker is our Council member who is working with that. And I know Jon Hart and Steve Locke are involved as well. Do you have anything new to report since last quarter? I know the last quarter was like, you know, quick. Fast. Moved past us quickly Theresa, Steve is there anything you would like to report on that work today?

>> STEVE LOCKE: I will let Theresa go first if she has anything and I have a couple updates.

>> THERESA METZMAKER: I don't have anything.

>> JAN LAMPMAN: Thank you. Jon Hart sent an e‑mail.

>> STEVE LOCKE: Yes, basically saying that the main thing we have been working on is this piece and decided the planning team would stay together to be a two‑day youth summit planning team. And we will have our first meeting January 20th. I'm also meeting with Steve Locke and Theresa. And Vendella Collins to discuss the long range plan for the YLL. So that is about where we are at with that.

>> JAN LAMPMAN: Okay.

>> STEVE LOCKE: Jon kind of covered it, Jon last week and a couple weeks prior to that. As you know the Council approved 5,000 for this fiscal year to go towards a hybrid youth leadership forum. So Jon is working on the curriculum for that. And I e‑mailed Theresa, Jon and Vendella and talking about curriculum and financing full blown in 2024.

>> JAN LAMPMAN: That would be great. Are you engaging in VR for the Pre‑ETS piece?

>> STEVE LOCKE: That is what we will discuss when we meet at the end of this month. We will start talking about financing.

>> LISA KISIEL: Happy to share that.

>> STEVE LOCKE: That would be great, thank you Lisa.

>> JAN LAMPMAN: Questions about that at this moment? Seeing none let's move on to diversity and inclusion and that is Mark Pierce. You are just going to be like.

>> MARK PIERCE: Yeah, this is Mark again. I don't really have much to add to that except for our meetings in the first quarter are discussing that. How that is going to be laid out. That is kind of a tricky thing. I'm kind of passionate about the DEI piece. And it's also new ground for this new change in the world we have. How do we get around for people with disabilities and understanding some of the actual challenges. So, yeah, anyway that is where we are at. Hopefully by the spring we should have something, a pair to say this is what we are going to do.

>> STEVE LOCKE: This is Steve. You did earlier in the SPIL the CILs had created an internal training program around ableism. And that kind of get spread through all the CILs and 100% of the CILs have been trained in the ableism training as part of that SPIL goal.

>> MARK PIERCE: Yeah. I keep for getting to report on that.

>> JAN LAMPMAN: It's already done. They did it.   
they are done. It's gone.

>> MARK PIERCE: Yeah, that is a good question. We look at 2022 and kind of do a close out. I think that was the piece that we used to do years ago. That was a close out report. I think that is the only piece missing. That would be something from everyone that worked on the goal so, yeah.

>> JAN LAMPMAN: Thank you. Thank you for that. All right so personal care attendants is the next SPIL monitoring SPIL goal we are looking at. I guess I'm the person. So this is Jan Lampman and I will talk about personal care attendants. I know that everyone I think we talk about this at our last Council meeting that the 2.35 that the legislature had put into the budget in fiscal year 21‑22 moved into fiscal 22‑23 and was baked into that budget. Meaning that it's a permanent increase in wages for direct support professionals. So 2.35 we kept talking about being COVID pay or being temporary is now permanently baked into the MDHHS budget. As a pass through to direct support professionals. The advocates are still working though because we know that that 2.35 while it stops maybe people from starving to death it has not really brought wages up to the place they need to be. So the direct care wage coalition which I'm a part of as a representative of this body and also as an advocate is you know our target like for the 24 budget that we are advocating for would be to bring the wages up to where it's the floor is 18 an hour. Not ceiling the floor. And so that is the work we are doing. And there has been meetings with legislatures we knew were going to stay. So you know during the lame duck session we had a few meetings with folks that were continuing on in the legislature and got things on the books. I saw something come on my calendar today meeting with the new folks since the committee assignments were made. We knew who to reach out to and starting to meet with members of the legislature about those goals. And also, we've been meeting with the Governor's office and with the department itself. And what I know, what I can tell you today is while I don't know what the Governor is going to put in her proposed budget. I do know this is important to the Governor. And what I'm hearing and what some of us are hearing is that it's our ask is not inconsistent with what the administration believes. And so I think that we can look forward to seeing something robust in the Governor's proposal and we will need to work with the legislature to see where we can go with that. So that is the update I have right now. I always feel like we are so good at, you know, working this and we are really working hard to try to get working conditions in a better place for those direct support professionals so that is my report for now. Any questions? Okay seeing none let's move on to oh, my gosh thank goodness Frank is also a part of this committee. Because Mark Pierce again and Dr. Frank. I saw he was on earlier. Are you still on sir?

>> STEVE LOCKE: He had to leave. He sent us a quick e‑mail Mark if I could just read his update really quick. It's very brief and I will turn it over to Mark and Travis. Frank wanted everyone to know we have Emory preparedness meeting coming up, on January 30 at 6:00 to touch base where we left off on the five pillars and he is proposing we look at new ACL national updates as it pertains to emergency management. Working on the grand partnership with Michigan public health institute Richards and her team with a focus on elders and those who are aging and also the disability population. On January 4 I met with Dr. Richards and her team to start talking about the implementation of the grant. And what it is that we need to do. They developed a questionnaire that has been distributed to the team. When they join us on January 30th we have some things on our agenda but also want to do an environmental scan of what the CILs have already done. And build upon that with the grant and create the synergies. So that is all I have.

>> JAN LAMPMAN: Okay, I think that sounds good over here.

>> MARK PIERCE: Yes. I'm going to be talking this time and we have Travis here with the emergency preparedness piece who will give us a quick update on what happened over on the first quarter. What is going on with the CILs.

>> Travis: Yes for those of you who may or may not know me my name is Travis Poland the community resilience person at the capitol area. I've been at one or two meetings before virtually. But I do handle the emergency preparedness here. And I am one of the leads of the statewide emergency preparedness group and CILs.

So I'm still waiting on the numbers to trickle in for quarter one from all the other CILs. There has been a lot of change of point people at the individual CILs. So I don't expect the greatest numbers just because of the turnover. However, just to show that we are headed in the right direction, I brought my numbers here at capitol area just to show you that we are starting to reinvigorate and build the program. This past quarter I had I mean not 200, I had 22 personal preparedness plans that were developed. 18 smart 911 pro files that were built. And 21 emergency preparedness kits were given out. And we are still working on getting community plans built up. And that is one of the priority points for FY23 is to take that next step to where we are going to community leaders and developing community plans.

We have essentially a brand-new group. We have new leadership. We have a lot of new members. And we just met two days ago virtually via Zoom and we have a lot of excited people in that group who either have not had a program at their CIL or they are new to the program and they are really looking to get up and go. They all feel that is a priority. And they are looking to make a difference.

So, I'm very excited about this group. And what they have to offer. We have been in pretty constant communication throughout the past week. Just with the new membership and everyone getting everyone together. And sharing resources that we have. We have scheduled a full‑day training. Well 10‑4. But just for logistic sake since a lot of people are traveling. We are stressing the importance of being in person if possible. Obviously, we don't expect folks from La Salle to come down here for six hours. But we are trying to make it as in person as possible. So, we can have a very rich conversation about the presentation that was developed by Terry Robbins at Disability Network Mid‑Michigan. They have a great six‑hour training that they have put together that is somewhat plug and play. So, it's easily adaptable to other CILs. They volunteered it to the other CILs to use for educating the public. And other uses. And generally getting things back to basics. Rebuilding those fundamentals with this new group. And getting everyone ready to go and on the same page.

So just for example right before I came in the room, I had just sent out an e‑mail to everyone with what I use for resources to build our kits. Right down to Amazon links and cost of each one so they knew how much it costs per family. And different information sources they can use to build folders to give to people, different options. And I stress the freedom to build on it as every CIL and family has different needs. I think we have a great group of people who are really going to take to not only what we have to offer here at capitol area, but what is available across other organizations both statewide and nationally to present to the community of persons disabilities and make sure we are no longer a statistic of people who are left behind.

>> JAN LAMPMAN: Awesome.

>> MINDY KULASA: This is Mindy Kulasa. I have not seen the stats you were mentioning about how much it costs to put a kit together. But what is the average cost?

>> The standard kit that I built as I said it's flexible by family. It's flexible by what I have on hand. If I get some you know things from another program or something that I can throw in there, I always try and give people what I can. But our standard, basic kit, the unit price is $13.75 for a kit. And that is a backpack, flashlight, hand sanitizer, flushable wipes, first aid kit, foil punch out for both rain protection and warming. And I happen to have some hygiene kits that I've been throwing in there lately. Sometimes I throw in some road salt in the winter. To at least get…obviously you can't put a whole lot of road salt in a backpack but at least gets your doorstep clean so you can at least get the mail safely. And as I said, there is lots of things I try and throw in there. Sometimes it's seasonal like I would like hand warmers to throw in there in the winter. So, it does vary. But it's usually that plus our folder that we hand out which has a lot of literature from FEMA. And other emergency organizations. I usually pack it pretty full. It's probably information overload. And I like to include a USB drive in that folder for scanning important documents such as birth certificates, marriage licenses, Social Security cards too. Should they get destroyed in whatever disaster. And I always offer to help people do that because most of our consumers do not have the equipment to scan that on to a U SB drive. So, I always welcome them into our office. So that we can help them do that. So those are some other things I include in the backpack. But the standard backpack itself I calculated today and this is all through Amazon prime because we have a delivery problem with bulk items through standard Amazon, a lot of orders that have been cancelled abruptly. Or take months and months to arrive. So, we try an order prime when we can. Just because of the reliability. So those are all Amazon prime quotes all purchased in bulk and the stand art backpack is 13.75.

>> MINDY KULASA: That is very informative you are doing some great work over here.

>> Thank you.

>> LISA KISIEL: You should go to the Michigan State orientation. There are a whole bunch of parents that would buy that from you. Just saying you know.

>> I'm always up for groups. I also handle the bulk of the outreach in my position. So, I am always networking and making connections to the community. Always offering to go out and make presentations to groups and if it applies with the backpacks. We try to save the backpacks for somebody who has a disability in the family. I'm willing to talk to any group because I think it's important information for everyone.

>> LISA KISIEL: I don't think there is anyone who would not benefit from that regardless of the disability.

>> A defense against any emergency is planning, planning and more planning. So the better we can set people up for disaster of any sort whether it be a kitchen fire to a hurricane, we have that ready to go.

>> JAN LAMPMAN: Thank you for that excellent report.

>> AARON ANDRES: I have one question.

>> Yeah.

>> AARON ANDRES: How many of your participants have renters insurance for their houses in case of a fire or a natural disaster or some type of housing to insure they can replace some of the stuff they lose?

>> Right, it's always a discussion point when I set up an emergency preparedness plan with a family. But I don't know how many actually have those in place.

>> AARON ANDRES: Okay I was just curious.

>> But, yeah, it's something I always encourage if they don't have it that they get it in place.

>> JAN LAMPMAN: We have Annie has a question.

>> ANNIE URASKY: Yes, this is Annie signing. Just a quick comment on that. I think this is wonderful what you're doing. I also want to put this out there, there are some concerns within the deaf, deaf blind and hard of hearing community related to emergency preparedness. A perfect example of this would be fire alarms. Visual fire alarms that are set up within the home. So obviously a deaf, deaf blind hard of hearing individual may not be able to hear the fire alarm during the night. So, this equipment that we are speaking of is quite expensive and costly so I do know there are some local fire departments you can apply for a grant. And they will distribute that within the community. That does not happen very often. The American Red Cross however, the Michigan chapter, they do have some on hand that are available but however you have to apply to their program so I want to put that out there because I think with the emergency preparedness as far as the visual alert system may be something you want to consider planning in the future. There are so many people in our community that do not realize that is an option and don't know where to go for those resources. Then another thing I wanted to mention that I think is truly a critical point is relating to technology. A lot of individuals in our community as far as like a tornado warning goes or sirens emergency sirens so if there is a local emergency and a siren is going off, they wouldn't be able to hear that. Some cell phone providers with a mobile phone you can actually subscribe to a statewide emergency alert system which means that you will automatically get the notifications if there is a state response to an emergency and you can also subscribe to your local county. Their emergency alert system so you get a text. And that information is going to be critical to share and I'm happy to send you an e‑mail if you would like to add that information in there. Thank you.

>> Well I don't mean to brag, but I've got you covered on both those points. So, it's good you bring them up so we can talk about them. We are connected with Michigan prevention who has a grant where they can provide families with that adaptive smoke alarm technology. I actually just set up one today for a family in Muskegon that has an individual in the family who is both hard of hearing and visually impaired. And needed a bed shaker. So, they will be getting one in the next few days. And those are free. And if necessary, installed by the fire department. So that is available across the state. Every CIL point person for emergency preparedness is assigned to a Michigan prevention representative. And as far as the emergency alerts, we've addressed that in a couple ways. One is if they are in a county that does participate with smart 911, smart 911 is connected to a service called rave alerts. Which sends you alerts based on your geographic location, whether as to any severe weather or other disaster‑type concerns that may be coming. And we've also adapted our backpacks so that I have one consumer who I've known for a long time. I worked with them for a long time. Who is blind. And we talked together about what the emergency preparedness program has to offer. And the standard kit just does not work for a lot of people who are visually impaired. So, he requested a weather alert radio. And we were able to get that for him. With the available funds that we have. And instead of getting a backpack full of things that he can't really use, he got emergency alert radio.

>> MARK PIERCE: Probably could go on.

>> JAN LAMPMAN: He could.

>> ANNIE URASKY: This is so exciting to hear this. I think it's incredible. And a resource if you want help in spreading the messaging as far as what you are doing in our community, I'm more than happy to do that. Thank you for your response.

>> Any time.

>> MARK PIERCE: We will get the information and put on the CIL website.

>> JAN LAMPMAN: Absolutely.

>> MARK PIERCE: We will get that out.

>> JAN LAMPMAN: That is perfect. I was going to wrap that piece up with saying if there is anyone on this call or in this room that would like to be more engaged with the any of these SPIL monitoring workgroups, please let Steve know and we can get you involved so that you can participate, actively with the team that's doing the work. Because this is meant to be inclusive of us. Anybody who has a passion for a topic should be allowed and able to be a part of the work that is done. We welcome that and hoping more people will hop on.

>> MARK PIERCE: Annie come to our team.

>> JAN LAMPMAN: Saying it without saying it. So, thank you all so much. The next report that we would typically have is from Lisa on the BSBP objective but you covered that in your report, correct Lisa?

>> LISA KISIEL: Yes.

>> JAN LAMPMAN: So, let's move on to new business. We have our next Council meeting on March 10 and June 9 and September 8 and we need to address where we will hold those meetings; is that correct Steve?

>> STEVE LOCKE: Yes. So, thank you Travis.

>> JAN LAMPMAN: Thanks Travis.

>> STEVE LOCKE: So for June 9th we were thinking about Marquette because it's summertime. And that is probably the best time to travel up there if we get to one of the most outlying CILs. And Mindy and Yvonne volunteered Southwest Michigan for September 8. Based on March 10th that is wide open, if there is any CIL that would like to host us, we are excited to visit you.

>> JAN LAMPMAN: I was looking to see if the Disability Network Mid‑Michigan is still with us, Kelly is still on there because that would be cool.

>> STEVE LOCKE: Kelly is off. I will text Kelly and see if she will host us. I know she will.

>> STEVE: Not at all.

>> JAN LAMPMAN: Steve while you do the texting we can see if there are other announcement or information people need to share at this time.

>> STEVE LOCKE: Adrienne if you can e‑mail your awesome document to Tracy we will get that posted on the website and everybody who wants a copy of that can have it right from our website perfect.

>> JAN LAMPMAN: So, seeing no additional announcements, it's time to open up for public comment. Is there any public comment at this time? Okay well seeing no public comment I would entertain a motion to adjourn for the day.

>> AARON ANDRES: Motion the adjourn.

>> JAN LAMPMAN: Okay is there a second?

>> MINDY KULASA: This is Mindy Kulasa. I will second that motion.

>> JAN LAMPMAN: Thank you and I think we had support online as well. So, Allen thank you Allen so if anybody wants to Tracy if you want to call the vote real quick.

>> AARON ANDRES: Yes, Frank is gone.

>> GLEN ASHLOCK: Yes.

>> ALLEN BEAUCHAMP: Yes.

>> ERICA COULSTON: Yes.

>> JAMIA DAVIS: Yes.

>> MINDY KULASA: Yes.

>> JAN LAMPMAN: Yes.

>> THERESA METZMAKER: Yes.

>> MARK PIERCE: Yes Tracy: Motion to adjourn.

>> JAN LAMPMAN: Thank you so much everybody. This was a very amazingly productive meeting, and we got so much great information so thank you. Thank you everyone.

>> STEVE: Congratulations to our new appointees and reappointees.

>> JAN LAMPMAN: Awesome.

>> STEVE LOCKE: Thanks everyone.

(Meeting concludes at 2:50 p.m.)