

# Employment First Maine

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## **WORK GROUP: Communications** **Project Definition**

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**Start Date:** October 2013

**End Date:** October 2016

**Project Sponsor:** EF Coalition

**Project Manager:** Karen Fraser

**Team Members:** Brad Strause, Rick Langley, Denise McCarthy

**Project Advisors:** EF Coalition, Maine stakeholders, Office of Disability and Employment Policy, other EF states

## **Project Overview**

The purpose of the Employment First (EF) Communication work group is to establish, coordinate and maintain a clear, consistent and accurate message about Employment First Maine and the work of the EF Coalition. To this end, the Communication work group will promote coordination and collaboration among state agencies to advance integrated, community-based employment and customized employment. It will serve as a conduit for information and seek input to aid in the implementation of the Act from advocacy groups, commissions and councils that focus on issues related to employment, as well as with the general public and other stakeholders, such as schools, state agencies and employers.

## **Project Scope**

### **In Scope:**

- Information about EF Coalition activities and accomplishments
- Information about each EF work group activities and accomplishments
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### **Out of Scope:**

- Communication about any information and activities not directly related to EF Maine
- Directly working on other EF work group deliverables

### **Deliverables Produced:**

- Deliverable 1: Serve as resource to EF Coalition and work groups
- Deliverable 2: EF Maine tag line and logo
- Deliverable 3: Website that is an effective and primary source for EF Maine information.
- Deliverable 4: Standard communications protocol for EF Coalition and work groups to follow.
- Deliverable 5: Clearly defined communication plan with strategies that merge efforts from each individual work group as a coordinated EF Maine initiative, and include mechanisms to share and seek input on any proposed legislation and policy changes that affect the employment of people with disabilities in Maine.

**Organizations Affected or Impacted:**

<b>Organization</b>	<b>How Are They Affected, or How Are They Participating?</b>
People with disabilities and their families	EF efforts/results will directly affect employment opportunities offered and how individuals with disabilities spend their days; Participation will be encouraged in multiple ways, including from EF Coalition, EF work groups, advocacy groups, councils, public input, etc.
Employers	EF efforts/results will directly affect the labor pool available to employers; Participation will be encouraged in multiple ways, including EF Coalition, Business Relations EF Work Group and general public input.
State Agencies	EF efforts/results will affect policies and procedures related to the employment of people with disabilities being served; EF Coalition and EF work groups have state agency representation.
Schools	EF efforts/results will affect how students with disabilities transition from school to adulthood and employment; Schools will be engaged for input and assistance in EF efforts.

**Project Estimated Effort/Cost/Duration**

**Estimated Cost: \$27,200**

Based upon estimated \$40 per hour cost of work group member meeting time and activities.

Travel and materials?

**Estimated Effort Hours: 680 hours**

34 months x 5 hours per month x 4 members

**Estimated Duration:**

<b>Milestone</b>	<b>Date</b>
Start of Project	January 2014
Milestone 1 – EF Tag line/logo established	April 2014
Milestone 2 – EF Web site further developed to more effectively share information	April 2014 (ongoing)
Milestone 3 – Standard communications protocol provided to EF Coalition and work groups	May 2014
Milestone 4 - Communication Plan for EF work groups and legislative/policy activities	June 2014
End of Project	October 2016

**Project Assumptions** (What needs to occur for the project to be successful?)

- Communications group members will have the time to fully participate and support the work of the EF Coalition
- All involved will stay focused on the EF vision.
- Trust will continue to be built among all stakeholders and challenges will be dealt with collaboratively and successfully.
- EF Coalition and work groups will understand and recognize the value, as well as the mutual benefit, of the Communications group role and function.

**Project Risks** (What is outside the control of the team that could have an adverse impact?)

<b>Risk Area</b>	<b>Level (H/M/L)</b>	<b>Risk Plan</b>
Competing priorities for member time and effort	M	Be realistic about tasks and timelines; Plan ahead as much as possible; Team work.
Lagging energy and enthusiasm	M	Members will connect regularly and help each other recharge when needed.

Communication snafu's	M	Communication plan within the team's control ensures that information is shared on a consistent basis and in multiple ways. Members are responsive when communication issues arise.

**Measurement Indicators:**

Measurement	Interval/Data Source	Improvement Target
Maine Employment First branding	2 month check/EF Coalition	Maine Employment First Logo/Tag Line established
Maine Employment First communication plan	Quarterly/EF Communications group	Written communication plan that sets structure for communication between EF work groups, EF Coalition and stakeholders
Stakeholder involvement	Quarterly/EF Members	Increase the number of events and direct involvement by individuals who are affected by the EF Act.
Communications group assistance/support to EF Coalition and work group	Quarterly/EF Communications group	Increase the technical assistance that the Communications group provides directly; Decrease the number of communication events that occur without the awareness of the Communications group.

**Project Approvals**

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EF Coalition Project Sponsor

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Date

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Project Manager

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Date