

BUSINESS AND MARKETING DESCRIPTION

The purpose of the Business and Marketing Committee is to promote the employment of people with disabilities and to strengthen the viability of APSE. This will be accomplished by passionately informing, educating and teaching the economic value of employing people with disabilities to business leaders and society at large.

Specifically the Business and Marketing Committee will:

- Build upon current marketing initiatives and create new marketing materials and plans that establish a paradigm shift of external views towards supported employment
- Implement training and education initiatives and present them to the business community through APSE's HR Connect
- Provide instructions to State APSE Chapters on how to use and implement marketing materials and plans
- Collaborate with other marketing initiatives such as MIG to maximize our efforts
- Promote and in collaboration implement the planning for the Employer Leadership Forums held at the APSE National Conference

Goals for 2009/2010

1. APSE's HR Connect will establish (10) contracts for new partners and develop a strategy to implement service
2. APSE's HR Connect will continue to develop a plan for connecting with potential partners, including the cultivation of past connections that have expressed interest in future initiatives.
3. APSE's Marketing Committee will obtain feedback from the general membership and implement a membership brochure
4. APSE's Marketing Committee will survey membership in regards to their priorities for marketing and develop new and innovative marketing strategies that aggressively promote the value of supported employment to businesses in a manner that complements the message currently being promoted by HR Connect
5. APSE's Marketing Committee will accumulate (15) testimonials of what it means to be a member of APSE from different perspectives. I.e. employers, community service providers, people with disabilities, ECT.
6. The Employer Leadership Forum (ELF) committee will partner with Atlanta supported employment leaders and APSE Conference planners to plan and implement a forum that serves as a foundation for action-oriented local and national job development.
7. The ELF committee will establish replicable guidelines for Forum planning at future APSE Conferences.

Note:

- We will accomplish these goals by reviewing them at every meeting and holding ourselves and each other accountable to meet our objectives.