

ICI To Market New Service

On March 14, nearly 100 Institute on Community Integration (ICI) staff, along with community and university partners gathered to provide input on the strengths of ICI, current disability-related service needs in Minnesota, and ICI's responsibility to address those needs. Bill Kiernan, AAMR president and director of the University Affiliated Program (UAP) at Boston Children's Hospital, discussed the changing role of UAPs such as ICI in today's social and political climate, highlighting our need to fund activities in new ways, build stronger state contacts, and increase marketing efforts. While "marketing" is not a concept historically associated with UAPs, Kiernan argued that connecting with "customers" who have needs is something that we have always done, and marketing is but another way to accomplish this goal.

After program area discussion groups identified targeted outcomes for ICI activities for the next five years, the Institute Council agreed on the following guiding principles and strategies for marketing within ICI:

- ICI's mission-related work, and the importance of this work, will continue;
- ICI must preserve and strengthen "project-funded, program-driven" efforts;
- ICI must work collaboratively with colleagues and constituents within ICI, and in on-campus and off-campus communities;
- ICI's activities should be designed to build local and state capacity to address needs; and
- The training or other services offered through marketing efforts should go beyond, or enhance, current project efforts.

Additionally, the following strategies to implement the above principles were agreed upon:

- Make better use of smaller, more time- and content-limited project funding;
- Market a targeted range of identified services to individuals, organizations, and agencies (including the College and the community at large); and
- Maximize efficiency of administrative, program support, and service center operations.

Out of the above discussions, the Institute Council decided to form a new service, Outreach Training and Staff Development (OTSD). By forming this new service and marketing it to the community, ICI hopes to meet state and local needs in a way that is self-supporting. The Institute Council, however, is clear that ICI's services will still be made available to all who need them, including those who can not afford to pay for them.

The first year of OTSD will be devoted to providing five workshops under the heading of "Realizing the Promise...Innovative Practices for Better Results."

Workshops will cover (1) Paraprofessional Train-the-Trainer Series, (2) Proactive Strategies to Minimize Challenging Behavior, (3) Redesigning Managed Care, (4) Technology Training, and (5) Teaching Educators to be Consultants. The first workshop will take place in the Fall of this year.

For more information on OTSD, or the five workshops, contact Teri Wallace (626-7220) or Kathie Wolff (624-2380).

Staff Update

- **Staff Arrivals:** Jessica Tran, student secretary on the National Transition Alliance Project.
- In October, **Dr. Stuart J. Schleien** will receive the 1996 "Theodore and Franklin Roosevelt Award for Excellence in Recreation and Park Research" at the annual congress of the National Recreation and Park Association. This award is given annually to an individual whose contributions to recreation and park research has significantly advanced the cause of the recreation movement, and whose dedication parallels the same dedication and zeal towards parks, recreation and conservation that was exhibited by the former presidents after whom the award is named.
- On July 18, **John Sauer, Lynn Walz, Brian Aberly, Roger Stancliffe, and Erin Simunds** will give presentations at the 15th annual Minnesota Association for Persons with Severe Handicaps (MnASH) conference in Shoreview, MN.
- **Barbara Guy and Joan Lovegren** presented "Employment Patterns of Adults with Moderate to Severe Disabilities" at the June American Association on Mental Retardation (AAMR) Conference in San Antonio, TX.

Dates to Remember . . .

- **August 19: Community Building Committee – Staff Farewell Potluck, 1:00 p.m., 250 Wulling Hall**

From the Front Office

News from ICI's Administrative Staff

- **Conference Room 12 Update.** Room 12 is no longer available to ICI as a location for conference calls as it has been remodeled as an office space. Claudia is in the process of working on the relocation of the conference call telephone and will keep everyone updated. Apologies for the inconvenience.
- **Mailing to Wulling.** When sending campus mail to Wulling Hall, it's a good idea to use the "Wulling slot" in the mailboxes in 101. Someone from Wulling usually picks up the mail daily, which makes it faster than using the regular campus mail.
- **Bi-weekly Payroll Conversion Update.** The bi-weekly payroll conversion has been put on hold for bargaining unit staff until President Hasselmo makes a final decision on this matter. In the mean time, AFSCME has organized information meetings so members can voice approval or disapproval of the bi-weekly system. The times and places are as follows: July 23, 12:00–1:00 p.m., 46 Peik Hall; July 30, 12:00–1:00, 306 Coffman Memorial Union; July 31, 12:00–1:00, 202 St. Paul Student Center.

Miscellaneous

- **News from the Community Building Committee.** There will be a potluck lunch to say farewell to departing ICI staff on August 19 at 1:00 p.m. in 250 Wulling Hall. All are welcome; please bring food to share. And later this month, the Community Building Committee will distribute a very short and simple survey to everyone at ICI. The Committee would like to know what kinds of activities you want in the coming year and this survey will be an important tool in what gets planned. Return the surveys in the hot pink envelopes that will be stationed throughout ICI. The Committee thanks you for your cooperation.
- **Call for Papers.** AAMR has put out a call for papers for its next conference in New York slated for May 27–31, 1997. *Proposals are due September 15, 1996.* If you want a copy, send a note or give a call to Teri Wallace at 626-7220.
- **Fannie Mae Loans to People with Disabilities.** Fannie Mae, the nation's largest source of home mortgage funds, recently announced that Minnesota has been selected as one of 11 states to participate in its new three-year pilot project offering \$50 million in home mortgages for low-income people with disabilities and families with disabled members. The Minnesota program was designed by a coalition including the Minnesota Housing Finance Agency, American Bank, Minnesota Department of Human Services, Arc-Minnesota, the Homeownership Center, and ICI's Research and Training Center on Residential Services & Community Living (RTC).
- **Personal Care Attendant Needed.** A Personal Care Attendant (PCA) is being sought to assist someone with a disability (C4-C5 quadruplegia). The location is Apple Valley and help is needed every week day morning and every fourth weekend (Friday night, Saturday morning and night, and Sunday morning and night), 15 hours per week total. Reliable form of transportation is critical, and punctuality is essential. For more information, contact Pam Hunt at 625-3863.
- **Birthdays.** Kimberly Adams (8/12); Carol Davis (8/2); Nicole Dzik (8/13); Darrell Lewis (7/31); Amy Mooney (8/29); Barbara Polister (7/16); Bob Prouty (8/15); Stuart J. Schleien (7/20); Beth Silverstein (8/12); Traci Woollums (7/27); Charlie Lakin (7/10); Mary Sinclair (7/12).

Bits and Pieces

Information from the Institute's Research and Technology Consulting Group (RTCG, 110 Pattee, 4-7337) and the Publications Office (109 Pattee, 4-4512).

- **Web Search Tips**
- **Web Search Tips, Part II.** In this installment of Web Search Tips, we will again focus on Alta Vista located at *altavista.digital.com*. Note that the tips and tricks used for Alta Vista may not work with other search engines. Using plus (+) and minus (-) signs can help constrain searches to a more manageable level. For example, if you type in the name "George Washington," Alta Vista will find 500,000 pages listing all or some of those search terms. You can limit the search by typing: + "George Washington" - "George Washington University." This will remove pages dealing with the University while keeping pages of the former president, bringing the number to a more manageable 10,000. For more information on the Web, call Jon Goldman at 626-1515.
- **Surplus Publications**
- **Surplus Publications.** The following are publications that we have in stock in excess. If you have workshops or other events for which they would be appropriate, talk to Michael in 109 Pattee.
 - Self-Determination brochures
 - *Impact: Feature Issue on Family Support* (1990)
 - *Impact: Feature Issue on Self Advocacy* (1990)
 - *Impact: Feature Issue on Distance Education* (1995)
 - Learning Together Poster
 - *Policy Research Brief: Persons with Mental Retardation and Related Conditions in State Institutions: Trends and Projections* (1993)
 - *Policy Research Brief: Evaluating the Effectiveness and Efficiency of Supported Employment Programs* (1993)