

# **IL-NET**

CIL-NET · SILC-NET

## **SILC Member Recruitment & Orientation May 21, 2014**

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# Introduction and Objectives

1. Gain ideas for getting the type of members a SILC needs
2. Be able to identify effective elements of member orientation and training that result in:
  - More confident members
  - More committed members
  - More engaged members
  - More effective members

# Typical Problems

## We've probably all experienced...

- Members who are uncomfortable in their roles and responsibilities
- Insufficient knowledge among members to carry out SILC duties
- Poor attendance—Quorums not met
- Member turnover
- Difficulty with appointment process

# Feedback

## Tell us...

What challenge are you experiencing as far as developing or engaging your membership?

# Recruitment

**It takes lots of effort! – Develop a strategy!**

**STEP 1 – Plan** (Identify an ideal, well balanced SILC)

## **EXAMPLE:**

- The majority - people with disabilities
  - ✓ Not government agency employees
  - ✓ Not CIL employees
- Required ex-officios (voting & non-voting)
- Other program or business representation?
- Regional representation
- Ethnic, disability, and age representation
- Skill sets/knowledge needed to accomplish SILC duties

## Recruitment, cont'd.

### What size of SILC do you need?

- What can your resources support?
- Will your Governor's/Appointing Authority's opinions about the size of appointed councils have an impact?

# Recruitment



## Step 2 – Analyze your gaps (Devise a tracking tool)

Name	CURRENT TOTAL	TARGET	Comparative Data	GAP	J. Simpson	M. Allen	A. Jones	R. Barker	B. Lawrence
Position#	3	15	N/A	12	1	2	N/A	N/A	3
Terms					12/1/10-11/30/13, 12/1/13-11/30/16	3/4/09-1/31/10, 2/1/10-1/31/13, 2/1/13-1/31/16)	5/1/12-4/30/15	8/5/13-8/4/16	7/1/13-6/30/16
Northwest	3	8	50%	5	X		X	X	
Southwest	1	3	23%	2					X
Central	1	2	14%	1		X			
Northeast	0	1	7%	1					
Southeast	0	1	5%	1					
CIL Director	1	1		0	X				
Other CIL Reps	0	2		2					
DSU-General	1	1		0			X		
DSU-Blind	1	1		0				X	
PWDs	4			N/A	X	X		X	X
PWDs-Not CIL or State Agency	2	2		0		X			X
Cognitive	0	1		1					
Vision	1	1		0				X	
Hearing	1	1		0					X
Mental	1	1		0		X			
Physical	2	1		-1	X				X
Veterans	0	1		1					
Human Services	0	1		1					
Health	0	1		1					
Transportation	0	1		1					
Education	0	1		1					
Housing	0	1		1					
Family/Advocate	1	1		0			X		
Business	0	1		1					
Voting	3	15		12	X	X			X

## Recruitment, cont'd. 2

### Step 3 – Target your recruitment

- General recruitment
  - Web-based or social media, newsletters, public service announcements, etc.
- Personal recruitment seems to be **most** effective
  - Where would we find this type of person?
  - Who has a connection to that place or group?
  - Can SILC do recruiting or do we need some help?



## Recruitment, cont'd. 3

Make it easy for members & partners to recruit!

- **Oregon example of a recruitment tool**
  - Identifies current targets for recruitment
  - Describes the places where you might look for recruits
  - Explains what to tell a recruit about SILC membership
- **SILC Fact Card**
  - Suggested by SILC Chairperson
  - Easy for members to carry in wallet or purse
  - Lists duties of the SILC

# Recruiting Successes



- **Partnerships**
  - Programs you are always working with
  - May help you find needed program representatives
- **Forums or focus groups**
  - Consumers you've never met
- **Disability support groups**
  - People who may represent particular disability types
- **Conferences or non-SILC work groups**
  - People with a common interest
- **Connected friends** (outside of work)
  - People you may never have considered

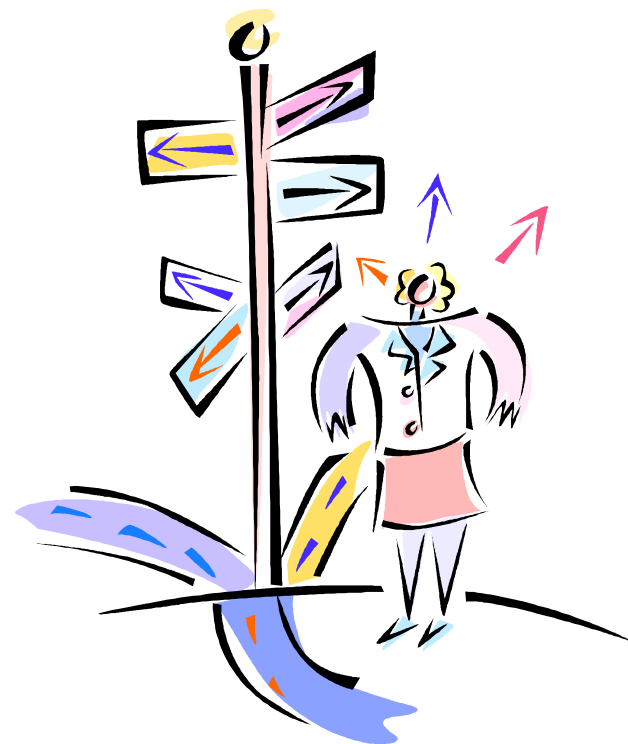
# Questions??

## Build a positive relationship!

- **Learn**
  - What's important to your appointing authority & what policies do they have?
- **Make the job easier for your appointing authority**
  - Know your legal requirements
  - Be timely with paperwork and well organized regarding term limits, vacancies, etc.
- **Educate**
  - The SILC's duties & requirements
  - Your vetting processes
  - Difficulties you are having with compliance or effectiveness

## Suggested key orientation topics for a new member

- The Purpose
- The Key Players
- Laws & Regulations
- The SPIL & 704 Report
- How is your SILC unique?
- What's your job as a member?
- Logistics
- Acronym Usage



# Orientation Processes—Idaho Example

At our July Council Meeting we do an intense training that covers all of our grant activities and all the activities we are involved with. The activities change depending on the grants that we have in the current year.

# Orientation Processes—Oregon Example



1. Initial in-person session
  - Overview of key topics for new members
2. Follow-up sessions via phone/Web conference
  - One hour or less
  - Each session covers one key orientation topic in depth
  - Adapt to the member's schedule (weekly, monthly, semi-monthly)
  - Provide the materials in advance for self-study and to develop questions for discussion (not all will)

# Orientation Structure

## What have we learned?

- Take time on the front end – train before the task
- Provide a safe zone
- Make orientation person-centered
- Train in small doses
- Don't get locked into one teaching approach
- Be creative – make it enjoyable



# Additional and Ongoing Training—Examples of Training Opportunities

- **Conferences** – SILC Congress, NCIL, APRIL
- **IL-NET/ILRU** (Independent Living Research Utilization)
  - Online RapidCourses (free)
  - On-Demand presentations (free)
  - On-location, Webinars/Teleconferences, online classes (fee-based)
- **SILC Meetings** – before specific tasks/member training days
  - Might review materials available from ILRU
- **“Shadow an IL Specialist”**
- **Observe a CIL On-Site Review** (If no objections from DSU & CIL)

# Additional and Ongoing Training

## Examples of Topics

- Federal and State Guiding Documents
- IL Program Funding Streams
- Your State's IL Program Funding Plan
- The relationship of the State Plan and 704 reports
- How Centers for Independent Living are monitored
- National & State Organizations with IL Program Relationships

# Additional and Ongoing Training, cont'd.

## Our Experiences

- Plan your training budget well!
- Repetition breeds familiarity
- Train when you have a captive audience
  - Members are often busy people
  - Few take advantage of self-paced or online training modules
- Think of training as a motivational tool
  - Review your purpose occasionally
  - Make sure members engage with CILs and consumers

# Questions??

# Resources

## Independent Living Research Utilization

- On-Demand, Online, On-location & Rapid Courses are available at

<http://www.ilru.org/html/training/index.html>

## Smithsonian's Virtual Exhibit on Disability Rights History

- <http://americanhistory.si.edu/disabilityrights/welcome.html>

## Resources, cont'd.

### National Council on Independent Living

- Training & Conference Link - <http://www.ncil.org/annual-conference/>

### Association of Programs for Rural Independent Living

- IL Conversations - <http://www.april-rural.org/index.php/il-conversations>

## Wrap Up and Evaluation

Your feedback is important to us. Please click the link below to complete your evaluation of today's program:

<https://vovici.com/wsb.dll/s/12291g55d1e>

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