



# Moving Mountains Award

The Alaska Alliance for Direct Service Careers





## Who We Are

- Coalition
  - Provider agencies
  - State policymakers
  - Direct service professionals
- Working together to address key issues
  - High turnover/low satisfaction
  - Low social status
  - Insufficient training
  - Poor wages and benefits
  - Limited certification and education opportunities



# Website

Offers a place for Direct Service Professionals to find information on:

- Jobs
- Education
- Training, conferences, and professional development events
- Bulletin board – promising practices
- News and upcoming opportunities to get involved.





# Website





# Website





# Website





# Public Relations Campaign

Our PR consists of four parts:

- Multi-media campaign
- Outreach efforts
- Career Fair
- Posters/Brochures





## Why have PR?

- Offers a brief explanation of what we do and why its important
  - Allows us to define industry
- AADSC becomes a resource to the general public for information
  - Job Bank
  - Training and education opportunities
- Create positive public perception of industry





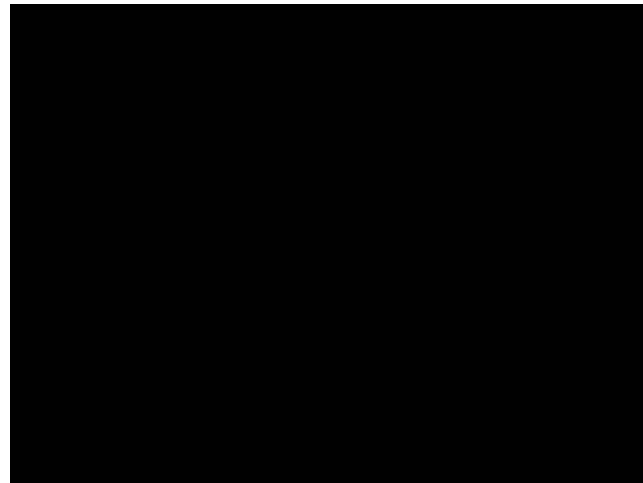
# Multi-Media Campaign

- Ran from 2004-2006
  - Television
  - Radio
  - Newspaper
  - Internet
- Increased awareness about AADSC and Direct Service Professionals statewide



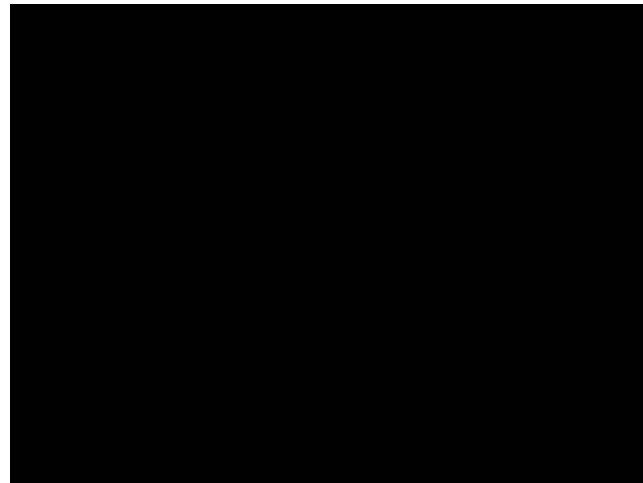


## The Ads...





# The Ads...





# Outreach Efforts

- Talk Radio
  - Discussion of crisis
  - Discussion of solutions
- Conference Booths & Staff Meetings
  - Available to Direct service professionals and supervisors
  - Showcase AADSC website





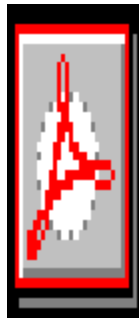
## Career Fair

- Outstanding event that draws 1,200 job seekers each year
- Over 65 agencies represented.
- Advertising specifically for career fair done each year
- Showcases career lattices
- Opportunity to sign up for AADSC membership





# Posters and Brochures





## Posters and Brochures

- Offers a statewide marketing approach for recruitment
- Uses photos and quotes from Alaskans working in direct service
- Available to provider agencies, schools, job centers, faith based employment centers, anyone who helps employ people as direct service professionals





## New Activities

- Membership acknowledgement for joining AADSC
- Statewide effort to recruit quality people into direct service
- Increase awareness of the vital role direct service professionals play in the community
- Recruitment of youth and non-traditional applicants into field







## Retention

- Full Lives Conference
- Direct Support Professional of the Year Award
- Leadership Institute
- Credentials/Occupational Endorsement planning
- Legislative work





# Full Lives Conference

- Only conference in Alaska for direct service professionals.
- Held yearly, addresses isolation of DSPs in rural Alaska
- Travel stipends available
- Motivate, Learn, Share, Network



2007 Full Lives Conference: *Everyday Heroes*  
Direct Support Staff Conference

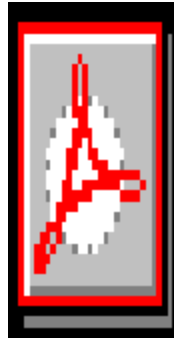
## Direct Support Professional of the Year Award

- Nomination accepted from everyone.
- Four awards given yearly – highlighting professionals from each discipline we support.
- Noteworthy Award– trip to Full Lives conference and trip to conference outside Alaska.
- Award winners are highlighted at Full Lives, in the news, and on websites.





# Direct Support Professional of the Year Award



Acrobat Document





# Leadership Institute

- Created because:
  - People leave their job more often because of supervisor than any other reason.
  - Many provider agencies advance people as a reward for good work; but don't give them the skills needed to be successful supervisors





# Leadership Institute

- Program:
  - Curriculum developed by the Research and Training Center on Community Living at the University of Minnesota.
  - Takes place once a year and is a statewide partnership effort
  - 93 attendees in the past five years



# Credentials and Occupational Endorsements

- Currently offer college courses that articulate into a Associate degree in Disability Services
- Courses offered through distance education and students offered individualized attention.
- Courses specific to working with elders, or in rural Alaska also offered.





# Legislative Work

- Federal Level:
  - Worked on ANCOR petition
  - Highlight opportunities to get involved on front page of website
- State Level:
  - Working with Alaska Mental Health Trust Authority's Workforce Development Initiative
  - Working with Legislative Healthcare Caucus to address workforce needs
  - Merging long-term care issues into larger issues of rural health, substance abuse issues, and other issues; partnering to make better outcomes





## New Activities

- Recruitment/Retention pilot program in conjunction with Research and Training Center on Community Living at the University of Minnesota
- Create partnerships with national programs to offer credentials in Alaska
- Create a Direct Support Specialist Occupational Endorsement within the University System





## New Activities

- Create a clearinghouse for direct service professionals.
- Collaborate closely with the new Regional Training Cooperatives to ensure the *right* trainings and professional development courses are offered.
- Develop a career lattice for new and incumbent professionals

