



# Using Collaboration to Engage Businesses

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# Agenda

- What We Did
  - September 2018 Business Breakfast Bytes
- How It Started
  - Ashley's Story
  - Who was involved
- What We Learned
  - Recommendations



# Engaging Businesses

## Discussion Questions

# Using Collaboration to Engage Businesses

- What goals do you have for engaging with businesses in your community? (Increasing awareness, sharing resources, hiring event, etc.)
- What barriers have you experienced in trying to engage with businesses?
- What successes have you experienced in engaging with businesses?

# What We Did

September 2018 Business Breakfast Bytes

## Business Breakfast Bytes

- Fox Cities Chamber program (runs September through May)
- Geared towards small-medium size businesses
- Typically covers topics relating to marketing, tech, legal, HR and leadership
- Averages 30-50 attendees



# How It Started

## Ashley's Story

- September 2016 Promise Community Conversation on employment
  - Idea for community engagement event where employers educate employers
- Employment First Partner Grant
- Contacted the Fox Cities Chamber
  - The start of a great collaborative effort!



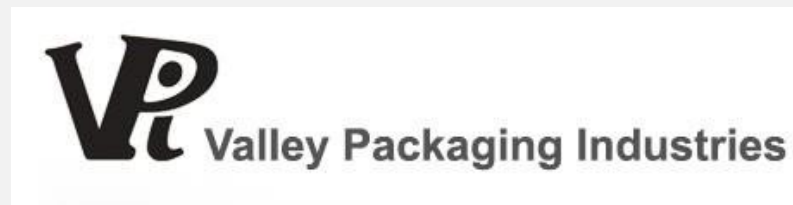
# Event Planning Timeline

Item	Date
SOAR Fox Cities approached the Fox Cities Chamber with idea for community engagement event	May 2018
Set date & time for event	May 2018
Secured location/venue (Bubolz Nature Preserve in Appleton)	June 2018
Formed committee for event including DVR, service providers, employers and self-advocates	June 2018
Committee meetings held to discuss: <ul style="list-style-type: none"> <li>• employers to feature</li> <li>• format of program</li> <li>• registration</li> <li>• promotion</li> <li>• follow-up after event</li> </ul> Tips: <ul style="list-style-type: none"> <li>➤ Doodle polls were helpful in scheduling committee meetings.</li> <li>➤ We left each meeting with action items and who was responsible.</li> <li>➤ Meeting minutes/notes were taken and sent out to the committee.</li> </ul>	Monthly (June-Sept. 2018)
Event registration opened (through the Fox Cities Chamber)	July 2018
Promotional video & Press release	August 2018
Finalized event details (food selection, program outline, questions for panelists, program PowerPoint, table host responsibilities, event survey)	July-Sept. 2018
<u>Event:</u> Business Breakfast Bytes – “People with Disabilities: An Underutilized Talent Pool”	September 18. 2018 7:30-9:00 AM
Follow-up after event: <ul style="list-style-type: none"> <li>• Virtual Goody Bag</li> <li>• Thank You’s</li> </ul>	Sept. 2018

# Who Was Involved

- Planning Committee & Speakers

- Clarity Care
- Festival Foods\*
- Fox Cities Chamber
- Goodwill
- Kimberly-Clark\*
- Kwik-Trip\*
- Lakeside Packaging Plus
- Miron Construction\*
- Planet Fitness\*
- SOAR Fox Cities\*
- Valley Packaging
- Wisconsin DVR\*

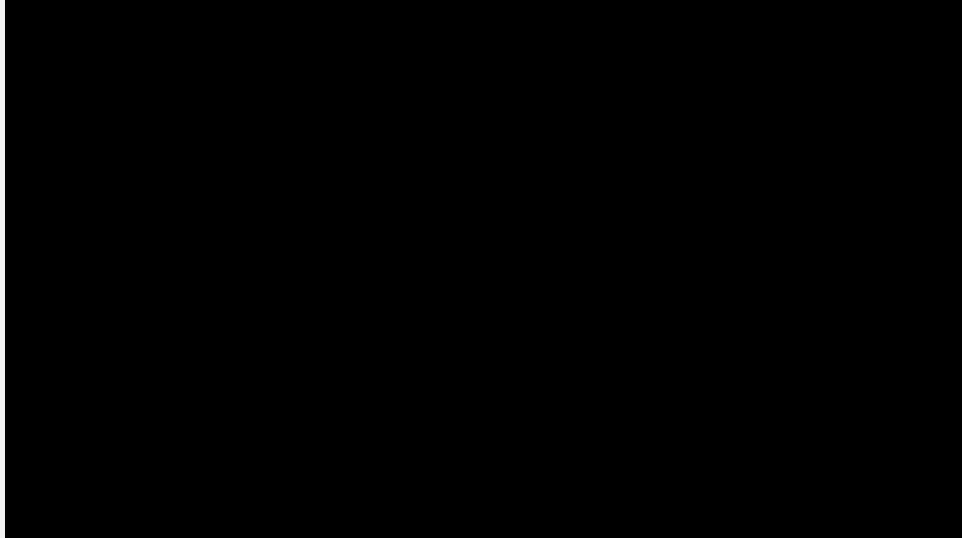


\*spoke at event

# Promotional Video

Erin Schultz – Executive Director of SOAR Fox Cities

Tony – Previous employee of Lakeside Packaging





# Program Outline

Who	What	Time
Fox Cities Chamber	<ul style="list-style-type: none"> <li>Welcome</li> <li>Acknowledge sponsorships</li> <li>Logistics (Incl. survey)</li> <li>Introduce facilitator</li> </ul>	5 minutes (7:45-7:50)
SOAR Fox Cities	<ul style="list-style-type: none"> <li>Acknowledge planning committee</li> <li>Importance of topic</li> <li>Introduce DVR speaker</li> </ul>	5 minutes (7:50-7:55)
DVR	<ul style="list-style-type: none"> <li>Overview of DVR and resources &amp; services that are available (with statistics)</li> </ul>	10 minutes (7:55-8:05)
SOAR Fox Cities	<ul style="list-style-type: none"> <li>Transition to panel</li> <li>Facilitate panel Q&amp;A</li> </ul>	40 minutes (8:05-8:45)
SOAR Fox Cities	<ul style="list-style-type: none"> <li>Facilitate audience Q&amp;A</li> </ul>	10 minutes (8:45-8:55)
SOAR & Chamber	<ul style="list-style-type: none"> <li>Closing remarks</li> <li>Thanks for coming</li> <li>Reminder about surveys</li> </ul>	5 minutes (8:55-9:00)

# Questions for Panelists

## Primary Questions

<ul style="list-style-type: none"><li>• Introductions  --All: Name, company, position  --For employers: Company's background/history of hiring individuals with disabilities (How did you get started?)  --For employees: Personal employment story (How did you get started?)</li></ul>
<ul style="list-style-type: none"><li>• Did you/your company have any initial fears? How did you overcome those fears?</li></ul>
<ul style="list-style-type: none"><li>• Did you have to make any accommodations? If so, what was the associated cost?</li></ul>
<ul style="list-style-type: none"><li>• How have fellow employees reacted?</li></ul>
<ul style="list-style-type: none"><li>• For employees: Has your disability helped you and, if so, how?</li></ul>
<ul style="list-style-type: none"><li>• Have there been any unexpected outcomes?</li></ul>
<ul style="list-style-type: none"><li>• Do you have any insight to share from learned experience?</li></ul>

## Secondary Questions

<ul style="list-style-type: none"><li>• How do you talk to somebody about their disability? (Since there are some questions we cannot ask employees or potential candidates.)</li></ul>
<ul style="list-style-type: none"><li>• What if it just doesn't work out and an employee with a disability needs to be terminated?</li></ul>
<ul style="list-style-type: none"><li>• What if a company doesn't have a budget to provide accommodations?</li></ul>
<ul style="list-style-type: none"><li>• Have you noticed an impact to your bottom line?</li></ul>
<ul style="list-style-type: none"><li>• Where can companies access support?</li></ul>
<ul style="list-style-type: none"><li>• Why should companies explore the targeted hiring of persons with disabilities?</li></ul>

➤ Questions were sent to panelists ahead of time and they were asked to identify the top 2-3 questions that they wanted to respond to.

# Video from Panel Discussion

# Table Host Responsibilities

- Introduce yourself and tell those at your table about your involvement/connection to the event
- Facilitate introductions with those at your table
- Engage table in conversation
- Questions to “prime the pump” when starting audience Q&A
- At the end of the program:
  - Thank people for attending
  - Remind them to complete the survey



The Fox Cities Chamber  
in conjunction with SOAR Fox Cities  
present:

Business Breakfast Bytes – September 18, 2018  
“People with Disabilities: An Underutilized Talent Pool”

Thank you to the following sponsors:

KATAPULT      Wisconsin BPDD      WI Employment First

WISCONSIN BOARD FOR PEOPLE WITH DEVELOPMENTAL DISABILITIES

# What We Learned

## Recommendations


- Don't be afraid to ask - people usually do want to help
- Find a program/platform/format that is already in place (i.e. like the Business Breakfast Bytes program)
- Have your panelists help promote via social media or handouts
- Keep everyone in the loop (we had monthly meetings and sent follow-up emails with meeting notes)
- Provide attendees with resources after the event – they came to learn, now how can they implement back at their organization/business?
- Send those who helped in some way a handwritten thank-you






# Thank You


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