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…
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
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
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