The four overarching Advocacy goals consistently identified by this workgroup include: 1) activities related to establishing a unique and readily identifiable niche for the Mailman Center via **Branding**; 2) marketing the achievements, opportunities, **innovations** and benefits offered by the Mailman Center by **connecting** to our internal and external audiences via diverse and greatly expanded modes of **Communication**; 3) increasing the availability of **Advocacy Resources**, to families and individuals with developmental disabilities and the professionals who serve them; and, 4) conducting **Advocacy Research** on the best practices, **impact** and efficacy of advocacy leadership development. Some specific, related activities are listed below under each of these discrete though overlapping goals. Timelines and outcomes for these and other key activities are displayed in the chart that follows.

- **Branding** includes:
  - Expanding the name of the Mailman Center (**Mailman Center for Human Development**) to more accurately portray the life spectrum addressed by the Center and its various programs and partners.
  - Creating and consistently using a readily recognizable logo for the Mailman Center (U Health in background, Mailman prominent, with UCEDD spelled out below) on all electronic and print media. This will prompt an increased public awareness about the unique niche and resources MCCD provides for the community.
  - On new Mailman web site visually display **connectedness** of Center with a pictograph showing Mailman as the “hub” connecting families and individuals with DDs and special health care needs with a huge variety of local, national and international partners and programs. Stress the reciprocity of these relationships. Several of these activities will require the acquisition of a dedicated marketing and IT person. Attachment shows how Department of Genetics did this.

- **Communication** is an overarching goal that addresses a plethora of current and future needs to improve both external and internal communication.
  - **Expand the culture and attitudes of all current and future faculty and staff to recognize advocacy & the identification of potential funders as part of their job function**
    - Create a five-minute “elevator speech” for all staff to use
    - Produce a 5-10 minute broadcast-quality video with music.
  - **With the new, dedicated staff acquire reports on accolades, awards, accomplishments, etc and publicize them regularly in existing internal UM news media.**
  - **Produce an electronic newsletter with three depth “levels” of links for:**
    - Professionals
    - General community
    - Patients and families
• Distribute new video to TV outlets as a PSA; run as a loop in Mailman lobby & other areas of Center
• More effective use of the MAC as a communication/advocacy resource
  ▪ Recruit more new and diverse members
  ▪ Increase meetings to quarterly; use telecommunications
  ▪ Increase member participation via working committees, reports
• Hold an annual "open house" (on-site & virtual) for other divisions in Pediatrics, other departments in medical school, other schools in UM

**Advocacy Resources** focuses on promoting the availability of existing resources and creating opportunities for new resources, including sponsors and donors. Additionally, this goal focuses on greater coordination and collaboration with current and future advocacy efforts by partners in the local, statewide and national I/DD system. Activities include:

  o Hosting an annual evening wine & cheese reception for the UM Citizens’ Board, to acquaint them with Mailman programs and needs
  o Creating a development committee on the MAC, training members to target “connected people” in the community as potential donors
  o Make “elevator speech” and collateral branded materials available to MAC committee for community wide distribution
  o Make downloadable advocacy materials available on expanded web site
    ▪ LEND advocacy project reports
    ▪ ETLP project reports
    ▪ MAC advocacy achievements
    ▪ Highlights of faculty/staff advocacy efforts locally, statewide, nationally
    ▪ Consider distributing a quarterly Advocacy Updates e-newsletter

• The final overarching identified goal is advocacy **Research**. In addition to measuring the impact of the various advocacy efforts delineated above, the body of literature on leadership among advocates for people with disabilities is limited. This offers Mailman Center the opportunity, through expanded and focused research, to become the ‘go to’ research institution on leadership and best practices among advocates for people with disabilities. Activities in this goal area include:

  o Using the data-reporting capacity of the *Mail Chimp* platform (currently in use for our e-newsletter) to produce demographic, preference and satisfaction data from readers of our three-level e-newsletter
  o Partner with the UM School of Communication to create student projects that will develop tools to measure the broad awareness and impact of our advocacy efforts
  o Obtain brief “survey monkey” reports from Mailman faculty, staff and MAC members about advocacy efforts throughout the year
    ▪ Give recognition & reward *Advocacy Champions* at special luncheon, etc.