

Organization Description

Services for Independent Living, Inc (SIL), was founded in 1980 as Ohio's first established Center for Independent Living (CIL). SIL is located in Euclid, OH, a suburb of Cleveland. Our primary direct service area is Cuyahoga, Lake, and Geauga counties, however, SIL has programming that covers all of northern Ohio.

Centers for Independent Living are not residential facilities but are agencies that help people with all types of disabilities gain access to meaningful information, skills and community resources to be able to live in the community of their choice. SIL strongly believes that that persons with disabilities know best what their needs are and must have say in how services are delivered.

As an agency, we live and breathe the independent living philosophy of consumer choice, control, and full participation in the community. The majority of SIL's Board, Directors, Leadership and Staff are people with disabilities and consequently our services are provided by people who truly understand disability. SIL serves individuals with disabilities across age and disability spectrums.

All services support the agency's mission: *To empower persons with disabilities to lead inclusive lives through advocacy, community engagement, and self-directed services.* Examples of individual services include:

- Nursing home transition supports to ensure a smooth and safe transition from facility back to an individual's own home
- Community support coaching
- Teaching life and other skills needed to live independently in the community
- Assisting with home modifications/ramps, durable equipment loans
- Peer and group supports
- Access to benefits
- Information and referral
- Youth transition
- Prevocational skills development
- Personal assistance management assistance
- Leadership Academy which helps people with disabilities gain skills needed to participate fully on community coalitions, taskforces and Boards of Directors.

SIL also works with the community members and professionals to address barriers to community living for people with disabilities. This is done through formal trainings, coalition building, social media, information and referral, and committee membership. SIL staff are active in local, state, and national systems change efforts on issues such as increasing home and community-based options, increasing access to health care, facilitating emergency preparedness, and decreasing barriers to transportation.

Project: Development and Implementation of Multi Media Outreach and Community Education Plan

In the last year and a half, Services for Independent Living (SIL) has undergone strategic changes to position the agency for future growth and sustainability. Efforts have included restructuring and streamlining operations, funding diversification, identification of unmet service areas/needs and underserved populations, elimination of outdated programs and implementation of new youth programming and the Leadership Academy. During this time, a new three-year strategic plan was developed which updated SIL's mission statement and set the direction for the upcoming years and subsequent yearly workplans.

An area we are lacking expertise in is the area of effective use of electronic media to promote ourselves and get our message out to the community. We have Facebook and Twitter accounts. Facebook is used weekly. Our website was refreshed in the last 18 months, but we need help in adding pages and using it to its full potential. We started an electronic newsletter but we know it can be done better.

We really need help developing a plan to use electronic media more effectively. We are open to suggestions from the person helping us since “we don’t know what we don’t know”.

Job requirements:

- Update agency’s website
- Design a template for an electronic newsletter
- Develop a plan for social media outreach and education
- Train staff of use of social media (what the options are and pros and cons of each)
- If time allows, implement social media outreach and education plan as well as regularly update our website.

Desired Skills:

- Knowledge of website design (we use a Word Press platform)
- Knowledge of or the ability to research electronic newsletter platforms
- Knowledge or ability to research newsletter design options
- Knowledge of social media options
- Ability to work independently and as a member of a small group
- Creative thinker

Projected Time: Spring 2019 for a minimum of 140 hours

This is an unpaid position.

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