A high-speed photograph of a blue liquid splash against a warm, orange-to-yellow gradient background. The splash is captured in mid-air, with various droplets and streams of liquid creating a sense of motion and energy. The lighting highlights the texture and color of the liquid.

Sharing Your Results and Impact

Practical Tips for sharing
your work!

Project/Initiative Title

The goal is to be **clear, specific, and outcome-focused.**

Practical Tips

- Keep it short (5–10 words).
- Focus on *impact*, not process.
- Avoid internal program jargon.
- Use action words.

Here's a formula you can use!

Action + Target Group + Outcome

- “Improving Employment Pathways for Adults with I/DD”
- “Expanding Rural Disability Transportation Access”

Problem Statement

The goal is to **clearly explain the need and why it mattered.**

Practical Strategy

Think in this order:

- Who was affected?
- What was happening?
- Why was it important?
- Add one data point if possible.

Simple Structure

- Sentence 1: Describe the gap or issue.
- Sentence 2: Add context or data.
- Sentence 3 (optional): Explain impact if not addressed.

Writing Formula

“[Population] faced [specific barrier]. In [location/context], [data or evidence]. This resulted in [consequence or problem].”

What Makes It Strong

- ✓ Specific population
- ✓ Clear barrier
- ✓ One meaningful statistic
- ✓ No extra background history

Strategies and Activities

The goal is to **show leadership and action.**

Practical Strategy

- Focus on what the **Council did**, not what the issue was.

Answer these questions to help you identify strategies and activities:

- Did you convene?
- Fund?
- Advocate?
- Pilot something?
- Train partners?
- Influence policy?

Structure

- Sentence 1: Main strategy
- Sentence 2: Key activities
- Sentence 3: Partnerships or collaboration
- Sentence 4: Systems-level focus (if applicable)

Strong Action Verbs

- Convened, partnered, launched, developed, piloted, funded, trained, influenced, embedded, aligned, coordinated.

Avoid

- ✗ Listing every activity
- ✗ Over-explaining process
- ✗ Using internal acronyms

Results

The goal is to **show change** — measurable if possible.

Practical Strategy

- Answer:
 - What changed?
 - For whom?
 - How many?
 - What improved?
 - Did policy or systems shift?

Structure for Results

- Sentence 1: Measurable result
- Sentence 2: Systems or service improvement
- Sentence 3: Human impact or example

Strong Results Include

- ✓ Numbers (even small ones)
- ✓ Policy change
- ✓ Increased access
- ✓ Funding leveraged
- ✓ Sustained partnerships
- ✓ Replication by others

If you lack hard data, include:

- Increased participation
- New cross-agency agreement
- Positive stakeholder feedback

What Made the Council's Role Unique?

The goal is to **explain why you were the right entity.**

Practical Strategy

- Highlight the following:
 - Direct connection to people with I/DD
 - Cross-system convening power
 - Neutral leadership
 - Policy expertise
 - Ability to fund pilot work
 - Long-term systems lens

Support from AI Tools

Plain language



Staying within character limits



Suggestions for a title



STRATEGY TO IMPACT **COMMUNICATING RESULTS**

TEXAS COUNCIL FOR DEVELOPMENTAL DISABILITIES

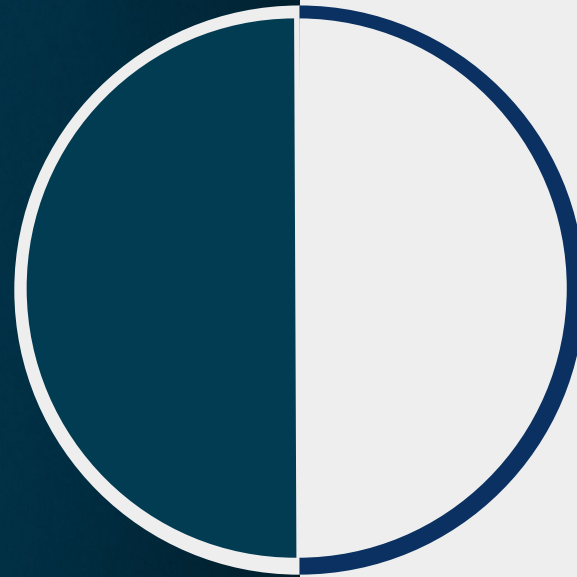


**Director of
Community Engagement**
Genessee Klemm

ENGAGEMENT AS A

TWO-WAY STREET

Sharing Information
Outward



Receiving Information
Inward



PRINCIPLES OF ENGAGEMENT

- ◆ INVITE VALUABLE CONTRIBUTIONS
- ◆ CREATE NETWORKS & PARTNERSHIPS
- ◆ OFFER LEADERSHIP & EXPERTISE

INVITING CONNECTIONS

Partnerships

- DD Network
- Texas A&M AgriLife Extension

Network Development

- Community orgs
- DD orgs
- Non-DD orgs

Communications Training

- Grantees
- The Council
- Advocates

Personal Branding

- How can you let your network know what you are interested in?

GROWING & EXPANDING **PARTNERSHIPS**

Texas AgriLife Extension

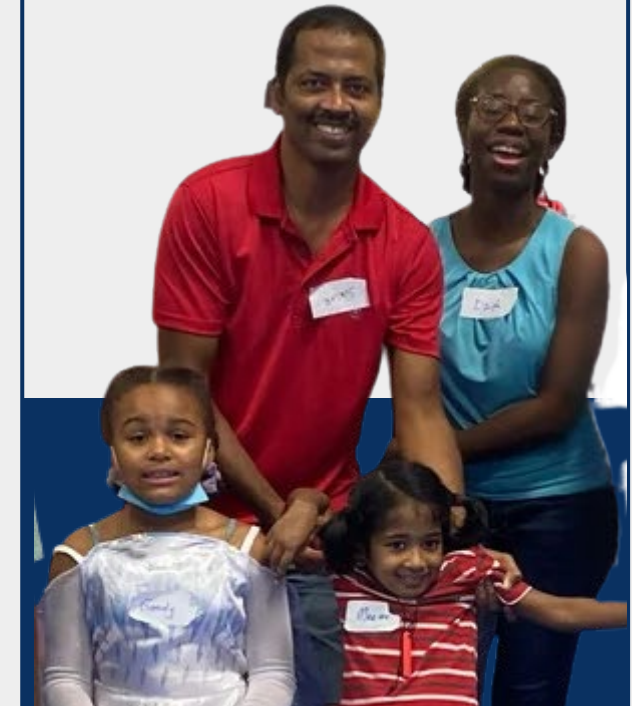


Disability and Non-Disability Organizations:

CapMetro,
UT researchers, Texas School
for the Deaf



Statewide Grantees





TRAINING OUR NETWORK

Our content is only as strong as the stories we can access.

- **Grantee Summit:** Training + multiple ways to capture content
- **Leadership & Advocacy:** Training sprints, Partners program, alumni engagement
- **Council member training:** Personal branding
- **General Public:** Policy Academies, Legislative how-to's

SHARING RESULTS:

START WITH **THE AUDIENCE**

Think About:

- Who needs this information
- What action you want them to take
- How to make the message simple and accessible

Tools:

- **Media Work:** press releases, media relationships, general content development
- **Purpose-Built Content:** one pagers, briefs, targeted messaging
- **Policy Connections:** walking the Capitol, being known and utilized





OFFERING LEADERSHIP

- ◆ **COMMUNICATE ON ISSUES**
- ◆ **PROVIDE CLARITY DURING UNCERTAINTY**
- ◆ **SHARE EXPERTISE PROACTIVELY**
- ◆ **BE A TRUSTED SOURCE FOR
DISABILITY-RELATED INFORMATION**

COMMUNICATING RESULTS

- Builds credibility
- Strengthens partnerships
- Increases Visibility
- Helps policymakers understand the impact
- Ensures people with DD and families see themselves in the work



TEXAS COUNCIL FOR DEVELOPMENTAL DISABILITIES & THE ARC OF TEXAS
Vouchers and Students with Disabilities
 Understanding Options and Impact as Vouchers Take Effect

SB 2 - SENATOR BRANDON CREIGHTON

With Texas Legislature in 2025, SB 2 establishes an Education Savings Account that allows eligible families to use state funds for private school tuition and other expenses.

Can My Child Use It?

- Open to all Texas school-age children, including those already in private school
- No income restrictions for households; students with disabilities, and those attending underperforming schools.

What Can ESA Funds Be Used For?

- Private school tuition
- Educational therapies (occupational speech, physical therapy)
- Instructional materials and curricula
- Technology, testing fees, and transportation

Who Can Apply?

- Open to all Texas school-age children, including those already in private school
- No income restrictions for households; students with disabilities, and those attending underperforming schools.

Comparison of Educational Setting

Public School	Private School
Accepts and teaches all students, including those with disabilities.	Can set its own admissions policies; private schools are not required to admit students with disabilities or differing beliefs.
State oversight; location standards; permits like report student	Not held to the same accountability standards; Not required to follow state curriculum, give state tests, or publicly report academic outcomes.

A SHORT GUIDE TO service animals

Helps people with disabilities

is good to get your white feet working!

MEDICAID IN TEXAS

The Texas Council for Developmental Disabilities offers the information as a resource for Texas lawmakers interested in learning more about how your constituents use Medicaid. We'd like to hear from you!

4 Million Texans use Medicaid

Medicaid and CHIP cover half of all children in Texas and two-thirds of Texans on nursing homes.

Over 70,000 healthcare providers accept Medicaid

Senator	Number of Constituents Covered by Medicaid/CHIP	Proposed Fiscal Year 2025 Funding
Sen. 1	146,243	\$1,680
Sen. 2	105,367	\$1,328
Sen. 3	112,796	\$10,884
Sen. 4	83,533	\$1,078
Sen. 5	142,847	\$1,798
Sen. 6	127,789	\$1,618
Sen. 7	109,989	\$1,388
Sen. 8	123,970	\$1,558
Sen. 9	86,439	\$1,108
Sen. 10	99,179	\$1,268
Sen. 11	123,609	\$1,548
Sen. 12	112,279	\$1,448
Sen. 13	186,754	\$2,398
Sen. 14	124,980	\$1,568
Sen. 15	202,240	\$2,538
Sen. 16	103,666	\$1,318
Sen. 17	134,079	\$1,698
Sen. 18	175,381	\$2,208
Sen. 19	107,666	\$1,378
Sen. 20	91,266	\$1,158
Sen. 21	89,894	\$1,138
Sen. 22	120,008	\$1,518
Sen. 23	58,448	\$733,394
Sen. 24	137,071	\$1,718
Sen. 25	65,794	\$833,274
Sen. 26	105,727	\$1,338
Sen. 27	102,727	\$1,298
Sen. 28	106,204	\$1,348
Sen. 29	106,204	\$1,348
Sen. 30	106,204	\$1,348
Sen. 31	89,953	\$1,138
Sen. 32	106,204	\$1,348
Sen. 33	106,204	\$1,348
Sen. 34	106,204	\$1,348
Sen. 35	106,204	\$1,348
Sen. 36	106,204	\$1,348
Sen. 37	106,204	\$1,348
Sen. 38	106,204	\$1,348
Sen. 39	106,204	\$1,348
Sen. 40	106,204	\$1,348
Sen. 41	106,204	\$1,348
Sen. 42	106,204	\$1,348
Sen. 43	106,204	\$1,348
Sen. 44	106,204	\$1,348
Sen. 45	106,204	\$1,348
Sen. 46	106,204	\$1,348
Sen. 47	106,204	\$1,348
Sen. 48	106,204	\$1,348
Sen. 49	106,204	\$1,348
Sen. 50	106,204	\$1,348
TOTAL:	4,000,000	\$60.85 Billion

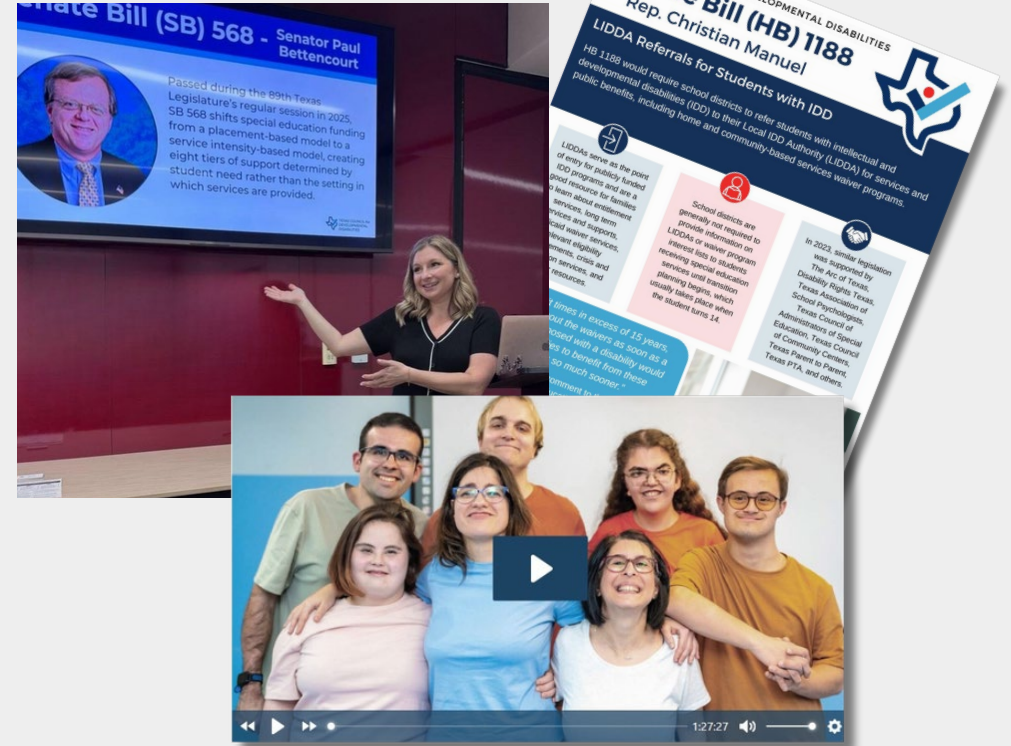


WHAT GOOD COMMUNICATIONS LOOKS LIKE



EXAMPLES OF **EFFECTIVE RESULT SHARING**

- ◆ A POLICY ONE-PAGER (HAND DELIVERED!)
- ◆ A SHORT VIDEO FEATURING A GRANTEE STORY
- ◆ A SOCIAL MEDIA SERIES HIGHLIGHTING OUTCOMES
- ◆ A PRESS RELEASE TIED TO A STATEWIDE ISSUE
- ◆ A POLICY-FOCUSED WEBINAR



TURNING STRATEGY **INTO IMPACT**

Build Relationships

Train Your Network

Capture Stories

Tailor Your Message

Share Results Widely

**Follow Up &
Stay Connected!**

FINAL THOUGHTS

- Communication is part of the work, not an afterthought
- Results matter — but only if people understand them
- Councils have powerful stories to tell
- Your voice helps shape systems and outcomes





THANK YOU

Genessee Klemm

Director of Community Engagement
Texas Council for Developmental Disabilities
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Community-based outreach, partnerships, and communication tools

Practical Ways to Expand
Awareness of Your Council

Effective strategies for all size
allotments



What is the **most effective** way to build trust and reach people who may not use websites or formal systems?

Meet people
where they
are!

Host or attend:

- Resource fairs
- Disability events
- Community meetings

Present at:

- Schools and transition programs
- Parent groups
- Provider organizations

Work through:

- Local advocacy groups
- Faith-based organizations
- Community leaders



What is a fast, high
impact way to scale
awareness statewide?

Extend Reach Through Trusted Partnerships and Council Members

Key partners:

- State agencies (Medicaid, VR, Education, Aging, DD Services, etc.)
- Protection & Advocacy (P&A) organizations
- University Centers for Excellence in DD (UCEDDs)
- Nonprofits and service providers (ILC's, Self-advocacy orgs, family support orgs)

How they help:

- Share information through their networks
- Co-host trainings and events
- Refer people directly to Council programs



What is a powerful and often the most trusted source of information?

Trusted Sources

Self-advocacy networks

Families telling other families

Grantees and past grantees
spreading the word

Providers referring people who use
their services

What works best?

Combine	Combine in-person + digital + partnerships
Invest	Invest in relationships, not just materials
Use	Use Council members, self-advocates, and families as messengers
Focus	Focus on trusted community channels

Contact and Contract Information

ITACC Staff

Sheryl Matney, Director smatney@nacdd.org

Amy Deaville, Administrator adeaville@nacdd.org

Training and technical assistance resources: itacchelp.org

Training and Technical Assistance to Councils is funded by contract #75P00121C00067 from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201. The contents of this document do not necessarily reflect the views or policies of the Office of Intellectual and Developmental Disabilities, Administration on Community Living, Department of Health and Human Services, or the US Government.