



NEWSLETTER

Seeking Employment, Equality and Community
for People with Developmental Disabilities

August 2023

From the Desk of Karen Lee, SEEC's CEO

Using the “Barbie” Marketing Strategies to increase employment for people with disabilities.

Have you heard about the **Barbie movie**? There is so much buzz this summer over this movie and an increased love for pink. Pink is everywhere. I was contemplating how Barbie’s marketing team captured the attention of millions of Americans. This led me to think about our fantastic team at SEEC and **how we market the benefits of employing people with disabilities**. To my surprise, I found many similarities. Let’s dig in.



- **Marketing to diverse audiences:** The Barbie movie marketing team created buzz to appeal to a vast array of people representing different ages and backgrounds. Word spread amongst a diverse audience. Similarly, **the Employer Outreach team collaborates with numerous large and small businesses to showcase the benefits of employing individuals with disabilities**. It's important to reach out to different partners who can help promote the value of having individuals with disabilities as part of the workforce. **Building these partnerships creates more opportunities for job placement and integration.**
- **Overcoming preconceptions:** The marketing team behind the Barbie movie had to overcome preconceptions that people had about Barbie and convince

people that whether or not you were a fan, this was a movie you needed to see. Similarly, **challenging misconceptions about the capabilities of individuals with disabilities is crucial to promoting their inclusion in the workplace.** By demonstrating that employing people with disabilities is a sound business decision that enhances diversity and brings unique perspectives, you can change perceptions and overcome biases.

- **Long-term strategy:** Just like the Barbie movie's marketing team had been working on their strategy for years, developing a long-term plan is key to mainstreaming employment for individuals with disabilities. **Engaging with the community through initiatives like volunteerism or programs like Project SEARCH can help normalize the idea of hiring individuals with disabilities at all levels and sectors.** This sustained effort will contribute to a broader acceptance and integration of people with disabilities in the workforce.

By adapting the "Barbie" marketing strategies we can increase employment opportunities for people with disabilities. Remember, it's a collaborative effort, we can all play a role!

Cheers,
Karen Lee

Top Things to Know

- **Lisa Benjamin joined SEEC Board of Directors.** Ms. Benjamin is a senior managing director in Newmark's Washington DC office, where she is responsible for tenant representation transactions and investment sales.
- SEEC is a **2023 Raise Award Finalist for Storyteller of the Year!**
- **Join Our Team!**
We're looking for passionate, motivated, and dedicated individuals who are eager to make a difference. Whether you're a seasoned professional or just starting your journey, **we have a variety of positions available across different departments.** If you're ready to make a positive impact, we'd love to hear from you!
Apply now and let's shape a brighter future together!

Sign for SEEC's Fall FootGolf Event!

Join us for a fabulous afternoon of FootGolf, live music, food and drink on **Saturday, September 30th from 3:00pm-7:00pm.** **Sign up your team today!** This is one event you won't want to miss!

A flyer for a FootGolf event. The background is a close-up of a soccer ball on a grassy field. The text is centered in a white box. It reads: "FOOT GOLF", "SEPTEMBER 30, 2023", "SLIGO CREEK GOLF COURSE". Below the text is a QR code. At the bottom of the white box, it says "FOLLOW US ON FACEBOOK FOR DETAILS | @SEEC.ORG". To the right of the white box, it says "PRESENTED BY" above the HUB logo, which consists of a blue circle with a white dot inside and the word "HUB" below it.

FOOT GOLF
SEPTEMBER 30, 2023
SLIGO CREEK GOLF COURSE



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