



ACCESS
RECREATION
B O S T O N

2015 SPRING CONFERENCE AGENDA

March 25, 2015

At Special Olympics Massachusetts

Registration - Lobby

9:30 - 10:00am

Continental Breakfast & Networking Session – Gym

10:00 - 11:00

Welcome and Introduction

Chenine Peloquin, Project Director, Access Recreation Boston

Eli Wolff, Director, Inclusive Sports Initiative, Institute for Human Centered Design

Networking Kickoff

Chenine Peloquin

Breakout Session #1 - Conference rooms

11:10am - 12:30pm

**Each participant has the opportunity to attend two sessions, as selected at registration. See your folder for which session you attend during the morning and afternoon.*

Working with Clients with MS: Implications for Participation in Community Based Programs (Presented by Jen Frye, M.A., CTRS/L) – Room 1

Working with clients with multiple sclerosis can be challenging due to the varying components of this complex diagnosis. Every person presents with different symptoms and different medication side effects; it can be hard to determine what to expect when someone with MS registers for your program. Come and better understand MS and the role of recreation with this population.

Accessible Self-Guided Trail Experiences: Moving Toward Inclusion Through Collaboration and Built Environments. (Presented by Lucy Gertz, M.A.Ed.) – Room 4

Mass Audubon is halfway through a goal of creating 20 self-guided, accessible, interpreted nature trails around the Commonwealth. Ten trails are completed and four more are currently in progress. We'll share our story of collaboratively developing these trails with DCR's Universal Access Program, Perkins School, local resource agencies, donors, and many volunteers. This accessible trails project is part of a larger, long-term effort to make Mass Audubon's 20 nature centers more welcoming and inclusive, to connect a broader and more diverse audience to the nature of

Massachusetts. We'll share highlights from our ongoing efforts and insights into our continuous learning curve in inclusion and accessibility. We'll introduce another related project, which is federally funded, supporting the continued work with our collaborators to produce a manual of guidelines and best practices for developing accessible trail experiences and engaging visitors of all abilities during the planning and after the trails are completed.

Social Media 102: You're Social, Now What? Using Social Media to Build Community and Promote Your Organization (Presented by Suzan Czajkowski, M.A., PCC) – Room 2

You've thought about what social networks to use for your department or organization, and you're ready to take the next step. Where do you go from there? Thoughtful promotion is critical to increasing participation and awareness of the services you provide, along with building relationships! We'll take a closer look at the popular social media networks – Facebook, Twitter, LinkedIn, Pinterest, and Instagram – as we examine how to use each channel and get the most out of them. We'll explore the benefits of using each, how they are being used, some dos and don'ts for each channel, and how to tell if your social media efforts are working. We'll top it all off with 5 tips for increasing your social media reach.

Networking Lunch – Gym A

12:30 - 1:05

A make-your-own sandwich bar will be provided. Chat over lunch with colleagues or new acquaintances. Be sure to pick up other programs' brochures to continue contact beyond the conference.

Website overview – gym

Rachael Lee will have a laptop available for anyone who would like to explore the ARB website, experiment with the calendar or sign up for membership!

Breakout Session #2 - Conference rooms

1:15 – 2:35

See your folder for which session you are attending.

Working with Clients with MS - Room 1

Social Media 102: You're Social, Now What? - Room 2

Accessible Self-Guided Trail Experiences:– Room 4

Break - Lobby

2:35 – 2:50

Who doesn't need an afternoon snack?

Keynote Speaker – Geoff Krill: “Collaboration for Innovation” - Room 4

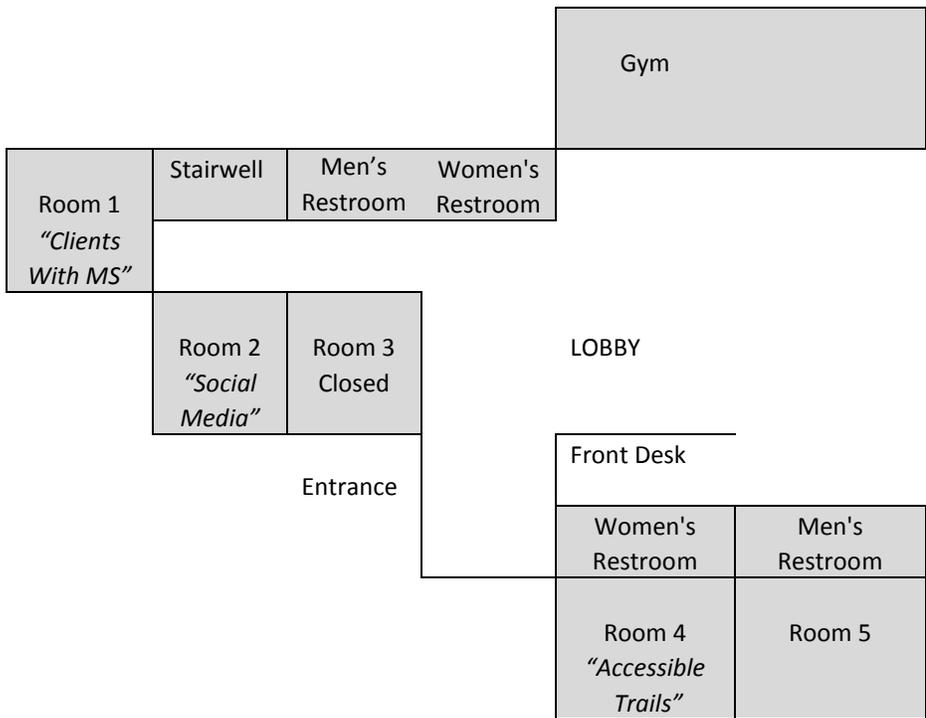
2:55 – 4:00

Closing Remarks

Tom McCarthy, Director, DCR Universal Access Program

For those attendees earning CEUs, please turn in evaluation forms to registration table before you leave as well as the CEU Participant Information Sheet. Your transcripts will be mailed to you.

Map of Special Olympics Massachusetts



The ARB Spring Conference is possible in part thanks to the generous support of:



Since 1869

The Savings Bank

www.tsbawake24.com



A project of the
Institute for Human Centered Design