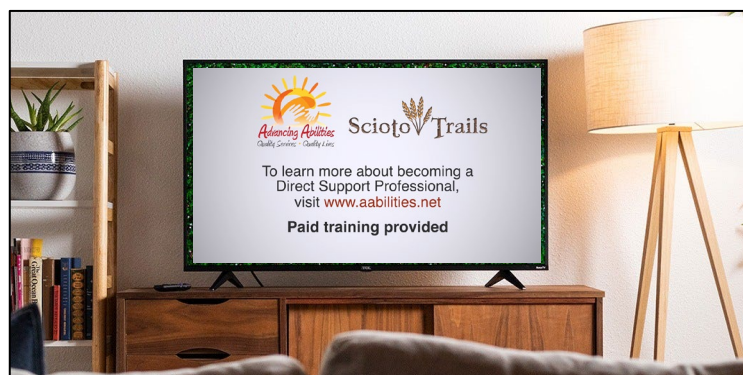


# OPRA / DSP PROVIDER - RECRUITING AND RETENTION CRISIS PILOT PROGRAM

## CUSTOMIZED DSP Commercial

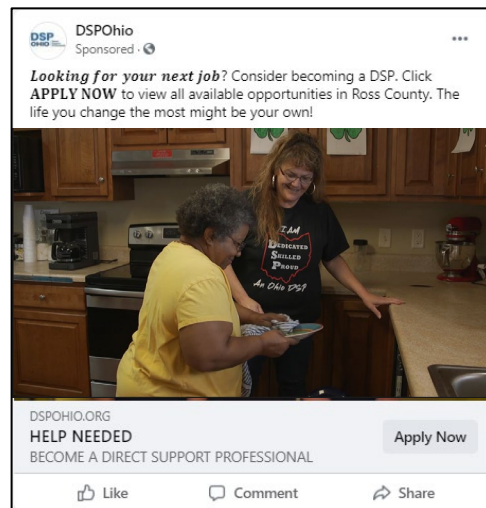
CUSTOMIZED to your agency



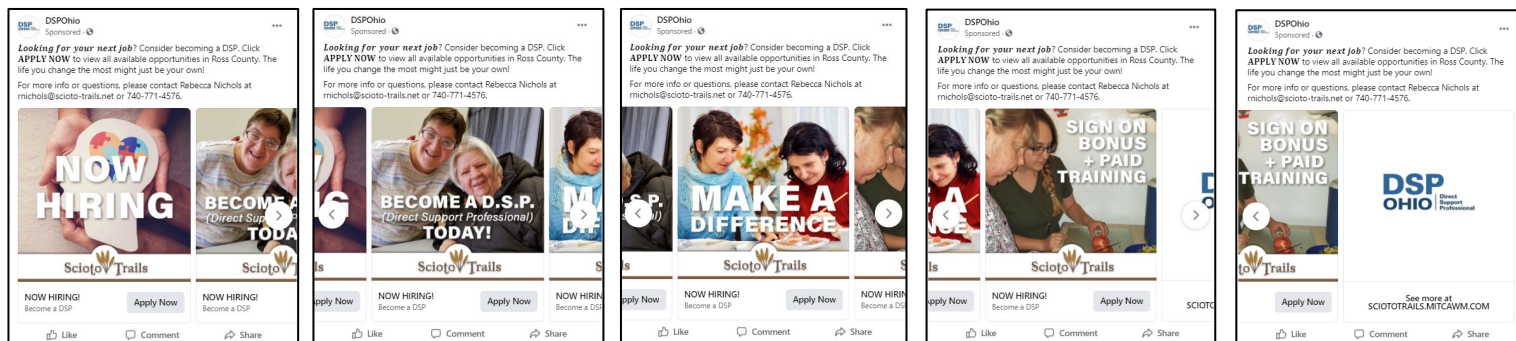
<https://vimeo.com/517800858/8ff8521922>

## Social Media Marketing: Video Ads

Utilizing your CUSTOMIZED video



## Social Media Marketing – Carousel Ads



## **\*\* OPTIONAL \*\*** Billboard Advertising (Pricing will vary and will affect digital impressions)




Location and production costs vary. We will work with you to find the best solution in your area.

# OPRA / DSP PROVIDER - RECRUITING AND RETENTION CRISIS PILOT PROGRAM

## "Change a Life" Brochure

**BECOME A  
DIRECT SUPPORT PROFESSIONAL  
AND CHANGE A LIFE!**





**THINKING OF  
BECOMING A DSP?**  
**A DIRECT SUPPORT  
PROFESSIONAL**

Direct Support Professionals are responsible to provide "hands on" help and support to individuals with developmental/intellectual disabilities. This support includes but is not limited to assisting in maintaining a clean and safe living environment, bathing, personal hygiene, meal preparation, completion of various household tasks, supervising, teaching, and assisting the individual in every aspect of their life. The goal is to foster increased independence, personal choice, and empowerment! The DSP is a life assistant! If the individual can accomplish 60% of a task, the DSP helps with the other 40%. If the individual can accomplish 95% of the task the DSP helps fill the other 5% gap to accomplish the goal!! Increased independence is the goal!!!

If interested - please go our website at [www.aabilities.net](http://www.aabilities.net) and view the "Realistic Job Video". You can also apply on our website.

**CHANGE A LIFE!**  
**Jobs available in  
Chillicothe, Waverly  
& Lucasville**  
**Paid Training Provided**  
**[www.aabilities.net](http://www.aabilities.net)**



Send this to area High Schools and Career Centers.

## Supervisory Training Materials

**SUPERVISION 101 and BEYOND!**  
**RULES TO LIVE BY**

- No favorites – treat everyone the same and avoid "close" personal friendships of any kind. No Gossiping...
- Be consistent with policies and allowances
- Roll Up Your Sleeves when needed
- Listen to your staff... act on feedback when able
- Avoid the Blame Game... take responsibility for all decisions made and be in-line with Management's Decisions whether you agree with it or not.
- Be mindful of sensitive topics when dealing with your staff.
- Everyone needs to know their roles/expectations
- Do not be an enabler – holding staff accountable is a must

**5 KEYS TO SUCCESSFUL SUPERVISION**

- **Avoid Power Struggles**
- **Hear What Your Employees Are Saying**
- **It's Okay To Admit that You Are Wrong**
- **Explain The Big Picture**
- **You Can Never Say Thank You Enough**

**SUPERVISION 101 and BEYOND!**  
**RULES TO LIVE BY**  
**DISCIPLINE AND ACCOUNTABILITY**

- Consistency is the key – two sides to every incident
- Don't turn a blind eye to a problem – discuss it early
- Assertiveness vs Aggressiveness
- State what you want – explain expectations in writing.
- Use a calm head, not anger/do not personalize – always remain professional
- Be accommodating but not to the detriment of the home
- Explain Consequences Clearly – in writing.
- Utilize HR and Supervisor for guidance and support
- Lastly – know that all staff are watching on how you deal with a problem... important to be swift, fair and consistent.

## Customer Service Policy

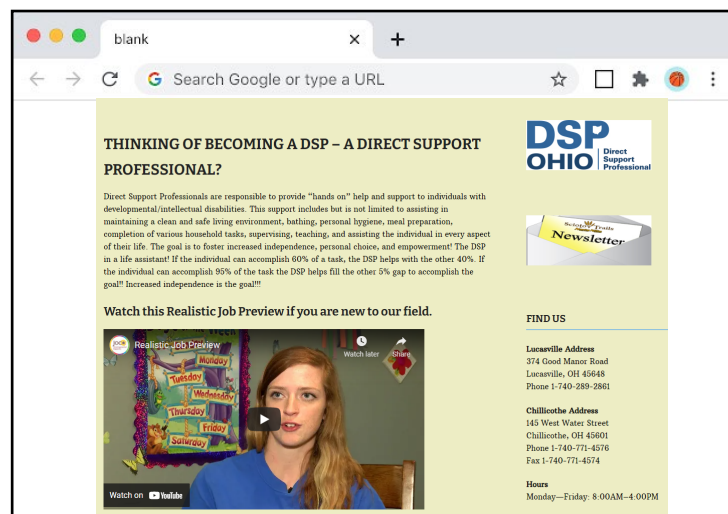
All new hires, especially DSPs will receive customer service calls from the HR Manager **once a week during their first month of employment**. The main questions that will be ask is – "are they comfortable with their current training" and "do they need additional training".

Questions regarding schedules, specific questions relating to the individuals that they are working with and if there are any supplies that they need to perform their job duties effectively, will also be asked.

**Customer Service calls will occur as follows: once in month two and three of their employment and an additional call during month 6 of their employment.** Additional training will occur if warranted and further customer service calls will also take place if the team feels that it is needed based on the new hire's progress.

It is imperative that someone from HR makes the call due to the fact that new staff may not feel comfortable or be totally transparent discussing issues with their direct supervisor.

## Realistic Job Preview (to be placed on your website)



<https://www.youtube.com/watch?v=OLWLK9eKWts>

# OPRA / DSP PROVIDER - RECRUITING AND RETENTION CRISIS PILOT PROGRAM

## OPTIONS WITHOUT BILLBOARD

**\$10,000 PACKAGE = \$5,000 INVESTMENT** (NO BILLBOARD)

- Customized Commercial
- "Change a Life" Brochure
- Supervisory Training Materials
- Customer Service Policy
- Realistic Job Preview
- 250K Social Media – Carousel Ads
- 250K Social Media – Video Ads

**\$8,000 PACKAGE = \$3,000 INVESTMENT** (NO BILLBOARD)

- Customized Commercial
- "Change a Life" Brochure
- Supervisory Training Materials
- Customer Service Policy
- Realistic Job Preview
- 200K Social Media – Carousel Ads
- 200K Social Media – Video Ads

**\$6,000 PACKAGE = \$1,000 INVESTMENT** (NO BILLBOARD)

- Customized Commercial
- "Change a Life" Brochure
- Supervisory Training Materials
- Customer Service Policy
- Realistic Job Preview
- 150K Social Media – Carousel Ads
- 150K Social Media – Video Ads

## OPTIONS INCLUDING BILLBOARD

ALL IMPRESSIONS ARE ESTIMATES AND WILL VARY WITH BILLBOARD COSTS

**\$10,000 PACKAGE = \$5,000 INVESTMENT** (INCLUDES ONE (1) BILLBOARD IN YOUR COUNTY)

- Customized Commercial
- One (1) Billboard
- "Change a Life" Brochure
- Supervisory Training Materials
- Customer Service Policy
- Realistic Job Preview
- 135K Social Media – Carousel Ads
- 135K Social Media – Video Ads

**\$8,000 PACKAGE = \$3,000 INVESTMENT** (INCLUDES ONE (1) BILLBOARD IN YOUR COUNTY)

- Customized Commercial
- One (1) Billboard
- "Change a Life" Brochure
- Supervisory Training Materials
- Customer Service Policy
- Realistic Job Preview
- 80K Social Media – Carousel Ads
- 80K Social Media – Video Ads

**\$6,000 PACKAGE = \$1,000 INVESTMENT** (INCLUDES ONE (1) BILLBOARD IN YOUR COUNTY)

- Customized Commercial
- One (1) Billboard
- "Change a Life" Brochure
- Supervisory Training Materials
- Customer Service Policy
- Realistic Job Preview
- NO Social Media – Carousel Ads
- 50K Social Media – Video Ads

ALL PRODUCTION COSTS INCLUDED IN INVESTMENT AMOUNT. 60-Day Advertising Campaigns