

Innivee Strategies

Nevada Communication Access Services

Strategic Plan Announcement

Video Script

[Image description]: An orange handshape "V" transforms into the V for the Innivee Strategies logo. "Innivee" is in bold white lowercase letters, except the "v", which is orange and drawn as a raised hand with fingers pointing up. "STRATEGIES" is below in thin white capital letters. Underneath the logo, ""Transforming Communities through Organizational Change". The Intro changes to a logo of Nevada Communication Access Services (CAS) and Innivee Strategies, side by side on a dark navy background.] Then, a man, Shane Feldman, is seated, facing the camera and signing in ASL. He is bald, has a dark trimmed beard, and wears dark-rimmed glasses and a black button-up shirt. Both hands are in front of his chest mid-sign, and his expression is engaged. The wall behind him is light gray. On the right is a wooden table with three small white ceramic pots holding succulents, and a taller green plant at the edge of the frame. The Innivee Strategies logo is in the upper right corner: "innivee" in navy, with an orange "v", and "STRATEGIES" in navy capital letters below.

[Script]: My name is Shane Feldman with Innivee Strategies. We are excited to announce that the new strategic plan for Nevada Communication Access Services, CAS, is complete, and we are thrilled to share it with all of you. You - the Nevada community - shaped this plan; your input determined the priorities for CAS for the next several years. We worked with a committee to bring forth your ideas and recommendations into a plan and we want you to see it.

Before I talk about the plan, I want to say thank you. In March, our team traveled to Las Vegas, Reno, and Elko to meet with many of you in person and online. More than fifty people took the time to talk with us. That included Deaf, DeafBlind, and Hard of Hearing community members, families, advocates, teachers, interpreters, service providers, and CAS staff. You shared your real experiences with us, and that required trust. Thank you for trusting us.

We also especially want to thank the members of the Strategic Planning Committee, an amazing and dynamic group of people who distilled the many ideas and recommendations from the community into a vision and strategic priorities for CAS. These people are Penni Echols, Mande Hooper, David Kelsey, Paula Koerwitz, Danny Martin-Vasquez, Norma Ruiz, Yancy Salazar, Sierra Shaw, Tim Smalley, Laura “LT” Thompson, and Eric Wilcox. This diverse group brought their lived experiences as Deaf, DeafBlind, and Hard of Hearing people; as BIPOC, Indigenous, and rural residents; as parents and family members; as educators, interpreters, and service providers; as advocates and community leaders; and as people who communicate in ASL, spoken English, Spanish, and many other ways. Together they offered many profound ideas for how to reach and improve the lives of Deaf, DeafBlind, hard of hearing, and speech disabled Nevadans. We are deeply grateful for their time, honesty, and commitment to this work.

When we looked at everything you told us, some themes came up again and again. Many of you said it was hard to figure out what CAS offers. People in rural areas told us their services are not the same as services in the cities. We learned that some groups felt left out, including DeafBlind people, Deaf seniors, and Deaf people of color. We learned how important it is for Deaf children to have language from the very start of life. And many of you told us that Nevada needs more interpreters and other trained professionals to work within and for the Deaf, DeafBlind, hard of hearing and speech disabled community.

We put all of this into a report and gave it to a strategic planning committee. The committee met through the summer, studied what you shared, and chose five priorities for CAS to focus on over the next several years.

The first priority is making CAS information clear and easy to find. You can learn what CAS offers and how to get it in ASL, English, or the language or format that works for you. It also means CAS communicating frequently with the community and working closely with Deaf-led and Deaf-serving groups.

The second priority is serving every person throughout the state of Nevada. If you live in a northern, rural, or frontier community, you should get the same quality of services as someone in Las Vegas.

The third priority is reaching people who have been underserved or not served. Everyone deserves services that fit their language and culture, and they deserve to get them in an appropriate amount of time.

The fourth priority is ensuring every Deaf, DeafBlind, and Hard of Hearing child in Nevada has language from birth and has their language development checked as they grow. If a child starts to fall behind, the family should get support right away.

The fifth priority is growing Nevada's own workforce that serves the Deaf, DeafBlind, and hard of hearing communities so every person is served by someone who is qualified and matches their language and needs. This includes more professional interpreters, Deaf interpreters, DeafBlind support providers, teachers for the Deaf, Deaf mentors, and more.

Each priority will have its own goals. A goal is a clear target with a deadline, so everyone can see whether real progress is being made.

This is the vision the strategic plan committee wrote for Nevada. They picture "a transformed Nevada where every Deaf, DeafBlind, Hard of Hearing, and Speech Disabled person belongs and thrives through guaranteed, seamless communication access across telecommunications, emergency services, healthcare, social services, education, employment, and public spaces."

That is the future we are working toward together. Thank you for your time, and thank you for being part of this.

Innivee Strategies and CAS will hold a presentation together in the upcoming weeks to discuss these priorities and to answer any questions about the plan and its implementation. More information about the presentation will be announced soon.

Please find a copy of the strategic plan attached. It will also be posted on CAS and Innivee Strategies webpages.

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