

AT Act Program Leadership Symposium

Hotel Albuquerque
800 Rio Grant Blvd., N.W.
Albuquerque, New Mexico

March 9-12, 2025

Agenda

Sunday March 9th

Location: Franciscan room

- 8:00 – 9:00** Light Breakfast – *coffee, pastries and yogurt parfait*
- 9:00 – 9:15** Welcome – Jeannie Krull - Executive Director, ATAP and Tracy Agiovlasis – New Mexico Technology Assistance Program
- 9:15 – 10:30** **Opening Session – Cultural Understanding and Awareness of Tribal Nations**
How can Assistive Technology Act programs better work with American Indians to help provide access to services and programs? Recognizing indigenous values and beliefs is essential in working with and understanding Native American communities in diverse settings. This session will explore cultural, experiential beliefs and related issues in working with developing relationships and providing services.
Presenter: Treva Roanhorse, member of the Navajo Nation and former President of the Consortia of Administrators for Native American Rehabilitation
- 10:30 - 10:45** Break – Franciscan Foyer
- 10:45 – 12:00** **Get to Know Your AT Colleagues!**
Get to know more of your AT Act director colleagues as we kick off the 2025 Leadership Symposium!
- 12:00 – 1:30** **Lunch - Buffet Provided**
Location: Weavers & Potters rooms
- 1:30 – 2:45** **Aging and Assistive Technology – Where Are We Now?**
More than ever, attention is being focused on how assistive technology can contribute to aging in place. What are we learning from our colleagues as we explore assistive technology use by older adults? What trends at the state and federal levels may impact the work of AT Act programs? This session will explore useful information identified in the AT3 Aging Peer Action Learning Group. The session will be a combination of panel presentations and interactive discussion among attendees.
Panelists: Jeannie Krull; Marty Exline; Kim Singleton; Ryan Rausch: AT3 Center
- 2:45 – 3:15** Break – Franciscan Foyer

3:15 – 4:30 Exploring Demonstration and Loan Program Inventories
Device demonstration and loan programs are among the most critical and big budget activities delivered by AT Act programs. Demand is rising but budgets for equipment are limited. The session will include exploration of how some AT programs are exploring options such as specialized inventories or kits for specific audiences. The session will allow AT Act programs to share challenges and approaches to demonstration and loan activities.

Panel - TBA

4:30 Adjourn

5:00 ATAP Reception
Location: Fireplace room

Monday, March 10th

Location: Franciscan room

7:45 – 8:45 Catada Session - Data Trends

Location: Weavers room

State AT Programs come in all shapes and sizes. Each program has the flexibility to conduct activities designed to meet the unique needs of their state or territory. Ever wonder how different or similar your program is to others? This session will provide an overview of data trends over the past decade drawn from data submitted in the Annual Progress Report and State Plan for Assistive Technology. A review the various State AT Program structures and how those have changed over time will be provided along with an overview of how activities implemented have evolved (expanded, reduced, or reconfigured) over the past decade. Changes in the level of leveraged funding reported and issues encountered with advisory council membership will be shared. These data trends paired with opportunities for peer networking are intended to inspire program improvement ideas and initiatives.

Presenter: Diane Golden, CATADA

8:00 – 9:00 Light Breakfast – Franciscan Foyer

Networking over pastries, yogurt parfaits, and coffee.

9:00 – 4:30 A National Public Awareness Strategy Workshop: "I Just Never Knew Your Program Existed"

Too often, Assistive Technology (AT) Act programs hear from the communities they serve: "I just never knew you existed." This immersive workshop aims to craft a unified national public awareness strategy to illuminate the vital services and impact of AT programs across states and territories. Through collaborative learning and strategic planning, we will enhance visibility and engagement with key audiences.

Led by the AT3 team

9:00 – 9:45 Foundations of Marketing for AT Awareness

Delve into marketing essentials tailored for AT Act programs. Topics include audience segmentation, strategic objectives, compelling messaging, content creation, brand identity, budget considerations, optimal communication channels, and success metrics.

9:45 – 10:45 Harnessing Data and Stories for Impact

A panel discussion where AT Act leaders share insights on effectively using data and narratives to drive awareness and change.

10:45 – 11:00 Break – Franciscan Foyer

11:00 – 11:30 Identifying Your Audience

Break into groups and explore the diverse needs of target audiences like the disability community, funders, state and local entities, and policymakers. Choose your group's target audience.

11:30 – 12:00 Crafting Campaign Objectives

Develop specific campaign goals tailored to your group's chosen audience.

12:00 – 1:00 Lunch – *Enjoy a buffet lunch, fostering connections and discussions*

Location: Weavers & Potters room

1:00 – 1:30 Data Visualization for Impact

Learn from AT Act program leaders how to transform data into digestible insights for different audiences.

1:30 – 1:45 Key Message Development

Collaboratively explore the art of crafting resonant key messages.

1:45 – 3:00 Campaign Blueprint Session

In your groups, design your public awareness campaign, focusing on key messages, communication strategies, and content planning.

3:00 – 3:15 Break

3:15 – 4:00 Campaign Showcase

Groups present their innovative campaign strategies, celebrating the collaborative effort and potential impact.

4:00 – 4:30 Open Forum

Engage in a dynamic Q&A session to refine ideas and explore future steps.

4:30 Adjourn

Tuesday, March 11th

Location: Franciscan room

8:00 – 9:00 Breakfast - *on your own*

9:00 – 10:15 Assistive Technology and Enabling Technologies: The Future of AT Programs

Since the enactment of the "Tech Act" in 1988, "Assistive Technology" has become a foundational term in policy and service definitions across sectors like long-term care, education,

healthcare, and vocational rehabilitation. With the rise of terms like “remote”, “enabling”, “smart” and “telehealth technologies”, it is important to recognize the ecosystem surrounding end users including large technology companies, care providers, policy makers, community-based programs and more. The session will delve into how emerging concepts such as Artificial Intelligence (AI) may blur the lines of traditional assistive technology and examine potential impacts to AT Act Programs, consumers, families and care providers. Together, we will envision a future where our programs continue to meet the diverse needs of individuals with disabilities while addressing opportunities and challenges.

Presenter: Cathy Bodine, Director – Colorado Center for Inclusive Design and Engineering

10:15- 10:30 Break – Franciscan Foyer

10:30 – 12:00 Affinity Group Meetings

Location: Weavers, Potters & Turquoise rooms

University, State Agency and Nonprofit

AT Programs will break into separate meetings based on the type of entity in which they are housed to discuss and share common challenges and solutions

Moderators: AT3 Center Staff – Jeannie Krull, Marty Exline, Kim Singleton, Ryan Rausch

12:00 – 1:30 Lunch - *on your own*

1:30 – 2:30 Artificial Intelligence – Only as Powerful as the Person Using It!

Want to speak the language of AI? This session will focus on AI productivity tools and whether AT can help us as AT Act programs improve our results and do so more effectively and efficiently. We’ll look at some of the most widely used AI tools, and how to upskill your staff in more fully utilizing AT tools.

Presenter: Kim Singleton, AT3 Center

2:30 – 3:15 Break – Franciscan Foyer

3:15 – 4:30 Workplace Wellness and Healthy Organizations

AT leaders want to be healthy, have productive teams and make an impact on the work they love. Sometimes stress (and the resulting loss of energy) can lead to illness, emotional consequences and staff burnout. How do you optimize your own performance and health as well as the health of your teams and organization? This session will explore how to build energy and which factors to focus on for you and your team to be energized and healthy.

Presenter: Dr. Nancy Post – CEO, Institute for Healthy Leadership

4:30 – 5:00 2025 Leadership Symposium Wrap-Up

Wednesday March 12th

9:00 – 3:00 AT3 Team available for one-on-one technical assistance. Please contact [Marty Exline](#) or [Ryan Rausch](#) to schedule your time.