

**Media Release**

**For Immediate Release by Carrie Redman**

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**The Collaborative of NY Launches Recruitment Campaign**  
*12 Arc of NY chapters join forces in recruitment effort*

The 12 organizations that comprise The Collaborative of NY have joined forces to launch a recruitment campaign. Predicated on the need to hire Direct Support Professionals to work with people with intellectual/developmental disabilities, the campaign, Is DSP for Me, that promotes career opportunities launched during the week of May 3<sup>rd</sup>.

The campaign aims to educate prospective applicants about the responsibilities of a Direct Support Professional, spotlight the variety of career opportunities available, and inspire people who have a passion for making a difference to apply for positions across the region. A website, [isdspforme.org](http://isdspforme.org) has been launched. Recruitment messaging is reaching potential applicants of Spotify, YouTube ads, and other platforms.

“The campaign “Is DSP for Me” races to bring attention, interest and most of all, the men and women, young and old, to work in this especially rewarding field,” shared Projects Manager for The Collaborative of NY, Roberta Oese-Siegel. “Providing direct supports for individuals with intellectual and developmental disabilities, including autism is an investment in one’s entire self. Working in the field develops universally applicable skills in interpersonal communications, creative problem solving, scheduling, results dependent flexibility and much more. It broadens your perspective and is a daily and direct act of doing one’s part in creating a better world. The Arc’s – the historical champions in the US for individuals with I/DD – created the standard by which the world measures its progress in this sector,” Oese-Siegel shared, adding “Who wouldn’t be excited to try a rewarding career with us?”

Formed in 1996, the Collaborative of NY, Inc. is comprised of 12 chapters of The Arc New York, Inc., serving a 19-county region, reaching from Lake Ontario to the Pennsylvania border. The region encompasses counties in Western NY, the Southern Tier, and Central NY. The Collaborative was formed to optimize the supports and services its member agencies provide to people with intellectual and developmental disabilities in their local communities throughout the region.

Chapters involved include: Allegany-Steuben, Cattaraugus/Niagara – In Tandem, Chautauqua – The Resource Center, Chemung-Schuylers, Erie County, Genesee-Orleans, Livingston-Wyoming, Monroe, Onondaga, Ontario, Seneca/Cayuga/Yates – Mozaic, and Wayne.

Over the last 25 years, Collaborative teams have engaged in training, quality assurance, financial, human resource and self-advocacy projects, identifying and engaging in the efficient and high-quality use of resources. The projects establish goals and benchmarks for both the regional group and for the 12 individual member agencies in order to design high quality supports and services for individuals with intellectual and developmental disabilities and their families.

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