

DISABILITY RESOURCE INFORMATION



TENNESSEE DISABILITY
PATHFINDER

Tennessee Disability Pathfinder Media Kit Release

Adapted October 2022

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TNPathfinder.org.



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PRESS RELEASE
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Pathfinder announces new three-year strategic plan and media kit

NASHVILLE – [Tennessee Disability Pathfinder](#) (Pathfinder) introduces a new strategic plan and media kit as it advances support of Tennesseans seeking assistance with locating and accessing disability-related resources.

Beginning in May 2022, in advance of a new fiscal (and academic) year, the Pathfinder team embarked on a month-long process to develop the vision and strategies for ensuring the ongoing success and growth of Pathfinder. Pathfinder teamed up with Communications and Strategic Planning Consultant, Kia Jarmon, MEPR Agency, to create a 3-year strategic plan for 2022-2025. The plan includes six strategic priorities that provide a framework for increasing collaboration with new and existing partners, expanding resource information on Pathfinder's website, increasing outreach efforts to underserved communities, enhancing services based on collected data, increasing awareness of Pathfinder, and building sustainability of the program.

"It has been an absolute pleasure to work alongside the Pathfinder team on their first strategic plan in the program's 20+ year history. Though this process is complete, the final plan is a powerful reflection of each team member's contribution and commitment, and proof that the work is only just beginning," said Jarmon. "It is my hope that this document will serve as both a pathway towards progress and a learning tool to support the many individuals with disabilities, their families, and the supportive people and organizations who care for them."

As Pathfinder aims to fulfill the strategic priorities, they will apply an equity lens to ensure it is incorporated into all aspects of Pathfinder's policies, programs, and practices. Pathfinder continuously evolves to best meet the needs of Tennesseans seeking assistance in finding and accessing disability-related resources.

"Our strategic plan ensures that we are fulfilling our mission in an effective, efficient, and most importantly, an equitable manner," said Pathfinder's program director Megan Hart.

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As we share our new media kit that was created through the strategic planning process and further establishes our brand, we invite others to join us in increasing access to resource information through the promotion of Pathfinder. The media kit consists of

- a one-pager of the new strategic plan,
- new downloadable and printable flyers and infographics on the program,
- updated branded graphics, colors, and fonts for print and social media purposes,
- an informative video on utilizing Pathfinder's updated website,
- team bios,
- updated funding partner information, and
- our 2021-2022 annual report.

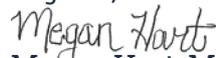
"Having access to resources and support can make all the difference for an individual with a disability, a family, or a community provider," said Elise McMillan, JD, Co-Director of the Vanderbilt Kennedy Center UCEDD and Faculty Director of Tennessee Disability Pathfinder. This opportunity to work with Kia helped our team create the vision for our growth and development over the next few years."

Tennessee Disability Pathfinder helps people with disabilities, their family members, the community, and professional support partners find and access resources, support, and services available to meet their needs. It is the leading resource for accessible information that assists people of all ages with disabilities. Pathfinder's diverse team assists users to gain resource information through a toll-free helpline, online directory and regularly scheduled community workshops across Tennessee.

This is a joint project of the Vanderbilt Kennedy University Center for Excellence in Developmental Disabilities, part of the Vanderbilt University Medical Center, and the Tennessee Council on Developmental Disabilities and is partially funded under grant contracts with the Tennessee Departments of Health, Intellectual and Developmental Disabilities, Education, Human Services/Division of Rehabilitation Services, Mental Health and Substance Abuse Services, and Commission on Aging and Disability.

[Click here to access a free PDF of the media kit.](#) For more information about Tennessee Disability Pathfinder, visit TNPathfinder.org.

Regards,


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