

The Western Mass. Training Group & the Massachusetts Alliance for Personal Action are pleased to announce a four-day workshop on

A REVISED CONCEPTUALIZATION OF SOCIAL ROLE VALORIZATION, INCLUDING 10 RELATED THEMES:

A HIGH-ORDER CONCEPT FOR ADDRESSING THE PLIGHT OF SOCIALLY DEVALUED PEOPLE, & FOR STRUCTURING HUMAN SERVICES (PART I)

on Monday June 20 through Thursday June 23, 2011 (8:30 am to 5:30 pm)
in Room KC 302 at the Kittredge Center, Holyoke Community College, 303 Homestead Avenue, Holyoke, MA 01040 (**park in Lot E**)

Taught by Jo Massarelli & associates of *The SRV Implementation Project*

DESCRIPTION OF THE WORKSHOP:

This is *part one* of a *two-part* course. (For more on *part two*, visit <http://www.srvip.org>). This workshop provides an introduction to Social Role Valorization (SRV), using the ten themes developed by Dr. W. Wolfensberger, one of the most influential thinkers in the field of human services worldwide. His work helped lay the foundation for many human service trends, including integration, safeguarding of rights, & deinstitutionalization.

SRV is a systematic & universally applicable concept for structuring human services, anchored in psychology, sociology, & broad human experience. SRV posits a close relationship between the socially perceived value of the roles that people hold, & whether people in those roles will be accorded good things of life. Bad things tend to get done to people seen in devalued roles, & good things tend to be afforded to people in positively valued roles.

Topics to be explored include: the universality of social devaluation; the defining power of roles in people's lives; strategies for pursuing socially valued roles, or at least less devalued roles, for devalued people, with an aim toward improving their life conditions; enhancement of people's social images; & enhancement of people's competencies. The workshop offers a critical SRV-based look at many contemporary human service practices.

FORMAT OF THE WORKSHOP:

The workshop is oriented to **leadership development** & is aimed at human service leaders at all levels of a program/organization/board. The language used, as well as the physical & intellectual demands of the workshop, are structured accordingly. It is taught in lecture format, with use of overheads & slides. Time is built into the schedule for audience discussion & questions. The schedule is 8:30 to 5:30 each day, with coffee & check-in at 8 am each day.

REGISTRATION: SRV 4 DAY JUNE 2011:

Name _____ Agency _____

Address _____

Phone Number _____ Email Address _____

WHO THE WORKSHOP IS INTENDED FOR:

Service recipients, members of their family (including parents, sisters & brothers, & adult children), advocates, citizens, & paid or unpaid service workers, planners and managers who are interested in the lives of people who are disenfranchised from society because of mental retardation, mental disorder, poverty, homelessness, autism, age (elders), physical impairment, or learning impairment (children and adults). The workshop is taught at a college-level, with long hours & hard work. The information presented is complex in its entirety, requiring a systematic exposition of multiple ideas.

TUITION:

The tuition is \$395, which includes a copy of the SRV monograph & handouts. **TUITION BREAK:** Buy 4 tuitions & send 5 participants.

LUNCH:

Lunch is on your own. Holyoke Community College has a campus cafeteria.

TO REGISTER, PLEASE SEND:

Your name, address, phone number & email address, plus tuition check made out to ***Western Mass. Training Group***, to: *Betsy Grim, Community Options, PO Box 1352, Belchertown, MA 01007.*

FOR MORE INFORMATION:

Contact Jim Brunault at 413.627.3003.

*Community Options
PO Box 1352
Belchertown, MA 01007*