



LEAD CENTER

Promoting Employment – Introduction to Customized Employment and Customized Self-Employment

May 29, 2013
3:00PM EST

The LEAD Center is led by National Disability Institute and is funded by the Office of Disability Employment Policy, U.S. Department of Labor, Grant No. #OD-23863-12-75-4-11

TODAY'S SPEAKERS

Elizabeth Jennings (Facilitator)

Assistant Project Director
LEAD Center

Janet Steveley

Subject Matter Expert
Griffin-Hammis Associations
jsteveley@griffinhammis.com

Abby Cooper

Subject Matter Expert
Marc Gold Associates
abbylindmancooper@gmail.com



The National Center on Leadership for the Employment and Economic Advancement of People with Disabilities (LEAD) is a collaborative of disability, workforce and economic empowerment organizations led by **National Disability Institute** with funding from the **U.S. Department of Labor's Office of Disability Employment Policy**, Grant No. #OD-23863-12-75-4-11.



WELCOME

Christopher Button, Ph.D.

Supervisory Policy Advisor, Workforce System Policy

US Department of Labor

Office of Disability Employment Policy



LISTENING TO THE WEBINAR

- ▶ The audio for today's webinar is being broadcast through your computer. Please make sure your speakers are turned on or your headphones are plugged in.
- ▶ You can control the audio broadcast via the audio broadcast panel
- ▶ If you accidentally close the panel, you can re-open it from the top menu item: Communicate > Join Audio Broadcast



LISTENING TO THE WEBINAR, *CONTINUED*

If you do not have sound capabilities on your computer or prefer to listen by phone, dial:

1-415-655-0001

1-855-749-4750
(Toll-Free Number)

Meeting Code:
662 271 747

You do not need to enter an attendee ID.



CAPTIONING

- ▶ Real-time captioning is provided during this webinar for those who are deaf, hard-of-hearing or for whom English is a second-language.
- ▶ The captions can be found in Media Viewer panel, which appears in the lower-right corner of the webinar platform.
- ▶ If you want to make the Media Viewer panel larger, you can minimize other panels like *Chat*, *Q&A*, and/or *Participants*.



SUBMITTING QUESTIONS

For Q&A: Please use the chat box or Q&A box to send any questions you have during the webinar to **Nakia Matthews** or **Elizabeth Jennings** and we will direct the questions accordingly during the Q&A portion.

- ▶ If you are listening by phone and not logged in to the webinar, you may also ask questions by emailing questions to ejennings@ndi-inc.org.

Please note: This webinar is being recorded and the materials will be placed on the LEAD Center website at www.leadcenter.org/webinars/promoting-employment-introduction-customized-employment-and-customized-self-employment



TECHNICAL ASSISTANCE

- ▶ If you experience any technical difficulties during the webinar, please use the chat box to send a message to the host **Nakia Matthews**, or you may also email nmatthews@ndi-inc.org.



LEAD CENTER MISSION

- ▶ To advance sustainable individual and systems level change that results in improved, competitive integrated employment and economic self-sufficiency outcomes for individuals across the spectrum of disability.



AGENDA

- ▶ Review of Learning Objectives
- ▶ What is Customized Employment?
- ▶ How CE is different than a traditional labor market approach
- ▶ Possible Outcomes of Customized Employment
- ▶ Components of Customized Employment
- ▶ Questions



WEBINAR OUTCOMES

- ▶ Attendees have a better understanding of Customized Employment and Customized Self-Employment.
- ▶ Attendees have a better understanding of who can benefit from this best practice.
- ▶ Attendees have a better understanding of the Customized Employment outcomes.
- ▶ Attendees have examples of individuals who gained employment through the Customized Employment approach.



THE CHALLENGE

Creating lasting, satisfying, person-directed employment opportunities beyond the confines of traditional job development.



APPROACHES TO JOB DEVELOPMENT

- ▶ Labor Market Job Development: Responding to the needs of employers with applicants who are “qualified” to meet those general needs.
- ▶ Customized Job Development: Discovering the “strengths, needs and interests” of applicants and negotiating a job description that meets both the applicant’s and employer’s specific.



CE CIRCUMVENTS A COMPARATIVE APPROACH

Traditional job development strategies:

- ▶ Vocational Evaluation
- ▶ Resume development
- ▶ Interview practice
- ▶ Responding to posted jobs (the public workforce, want ads, Craig's List, etc.)
- ▶ Applications and Interviews

A Customized Approach:

- ▶ Discovery
- ▶ Profiles. May include portfolios, picture or video resumes
- ▶ Informational Interviews/connections
- ▶ Match skills and employer needs
- ▶ Employment Proposals



CUSTOMIZED EMPLOYMENT

“Customized employment means individualizing the employment relationship between employees and employers in ways that meet the needs of both.”

- Federal Register, June 26, 2002, Vol. 67, No. 123 pp 43154-43149



CUSTOMIZED EMPLOYMENT (CE)

A set of tools and strategies, resulting in positive employment opportunities by matching a job seekers interests, skills, and ideal conditions of employment with an identified employer or community need(s).



POSSIBLE OUTCOMES OF CUSTOMIZED EMPLOYMENT

- ▶ Wage Employment
 - Negotiated jobs
 - Resource Ownership

- ▶ Self-Employment
 - Micro-Enterprise
 - Business Within a Business

MNTAT/Griffin-Hammis Associates



NEGOTIATED JOBS

- ▶ Identifies needs of employers that match the skills and interest of a job seeker.
- ▶ Job creation removes the job seeker from the comparative process by focusing on tasks could benefit the business.
- ▶ Proposal developed to address how job seeker can meet need of employer.



EXAMPLE – NEGOTIATED JOBS



- ▶ Theme: Office
- ▶ Ideal conditions:
 - ▶ Clean
 - ▶ Structured
 - ▶ Weekdays
 - ▶ On bus route
- ▶ Strategy: Negotiated Job - “Filing position”

RESOURCE OWNERSHIP

- ▶ Based on match between individual skills/interest and business need
- ▶ Individual contributes necessary items or equipment to business
- ▶ Operating equipment becomes duty of individual
 - ▶ Individual retains ownership
- ▶ An economic development approach (win/win)



RESOURCE OWNERSHIP – JOHNEY'S ITALIAN ICE

- ▶ Theme: Food
- ▶ Ideal Conditions:
 - ▶ Outdoors
 - ▶ Likes to sell
 - ▶ Near home
 - ▶ Flexible hours
- ▶ Strategy: Resource Ownership
- ▶ Resource: Italian Ice Cart (purchased with PASS)



EXAMPLE - RESOURCE OWNERSHIP

- ▶ Theme: Office
- ▶ Ideal Conditions:
 - ▶ Flexible workplace
 - ▶ On bus route
- ▶ Strategy: Resource Ownership
- ▶ Resource purchased: State-of-the-Art copier and related production equipment (VR and PASS funding)



SELF-EMPLOYMENT

- ▶ Self-employment is potentially for anyone... but not for everyone!
- ▶ Adding Supported Self-Employment increases range of employment options and opportunities for success
- ▶ Only way for people who receive SSI and/or Medicaid to accumulate wealth.



MICROENTERPRISE

- ▶ Defined as a business employing 1-5 workers;
- ▶ Over 22 million Americans own single owner operated businesses;
- ▶ Increasingly, people with disabilities and other barriers to employment have had opportunities to become business owners.



WHO MIGHT BE INTERESTED IN SELF-EMPLOYMENT

- ▶ Artisans
- ▶ People whose interests, skills; and ideal conditions of employment match a business idea or opportunity;
- ▶ People who have needed supports to establish and maintain business



EXAMPLE - SELF-EMPLOYMENT

- ▶ Theme: Horticulture
- ▶ Ideal Conditions:
 - ▶ Late morning/afternoon start
 - ▶ Physically accessible worksite
 - ▶ Preferably outside
- ▶ Strategy: Self-Employment
- ▶ Resources: Vocational Rehab; PASS: Group home staff



BUSINESS WITHIN A BUSINESS

- ▶ Business operates as its own entity within another organization - “Geek Squad” model
- ▶ Built in support and customer base may already exist
- ▶ Can be a unique and interesting option for potential entrepreneurs



EXAMPLES - BUSINESS WITHIN A BUSINESS

- ▶ Espresso within a bakery
- ▶ Car detailing within an auto garage
- ▶ Large capacity washer and drinks within a Laundromat
- ▶ Gift stand within a zoo.



COMPONENTS OF A CUSTOMIZED APPROACH

- ▶ Discovery (Gathering Information)
- ▶ Profile (Written summary of what was learned in Discovery)
- ▶ Customized Employment meeting and plan
- ▶ Informational Interviews (Discovering employer and community needs)
- ▶ Proposing employment opportunities or assessing business feasibility



FORMATS FOR DISCOVERY

- ▶ Facilitated Discovery
- ▶ Self-Directed Discovery
- ▶ Group Discovery

Gold, Shumpert, & Condon (2009)



IDEAL CONDITIONS OF EMPLOYMENT

- ▶ Interests/Preferences
- ▶ People
- ▶ Contributions
- ▶ Environment
- ▶ Social Capital
- ▶ Skills/Talents/Knowledge
- ▶ Time/Schedule
- ▶ Location
- ▶ Transportation
- ▶ Tools
- ▶ Hygiene
- ▶ Social Norms
- ▶ Legal History
- ▶ Cultural Bias



THE DISCOVERY PROCESS

Might include:

- ▶ Visits to the persons home & neighborhood
- ▶ Interviewing others
- ▶ Discovery activities (observations)
- ▶ Informational Interviews
- ▶ Work trials



PROFILES

- ▶ Artisans
- ▶ A descriptive picture of a person with a disability developed through the process of discovery.
- ▶ A Profile involves the development of:
 - ▶ positive and useful information,
 - ▶ a format that delineates the information and
 - ▶ a resource to be used in planning.
- ▶ A Profile provides an opportunity to see possibilities for the individual.



PORTFOLIOS

- ▶ A representational portfolio for the job seeker using visual and narrative information developed during Discovery and the Customized Planning Meeting
- ▶ Used with employers to present the job seeker and customized employment

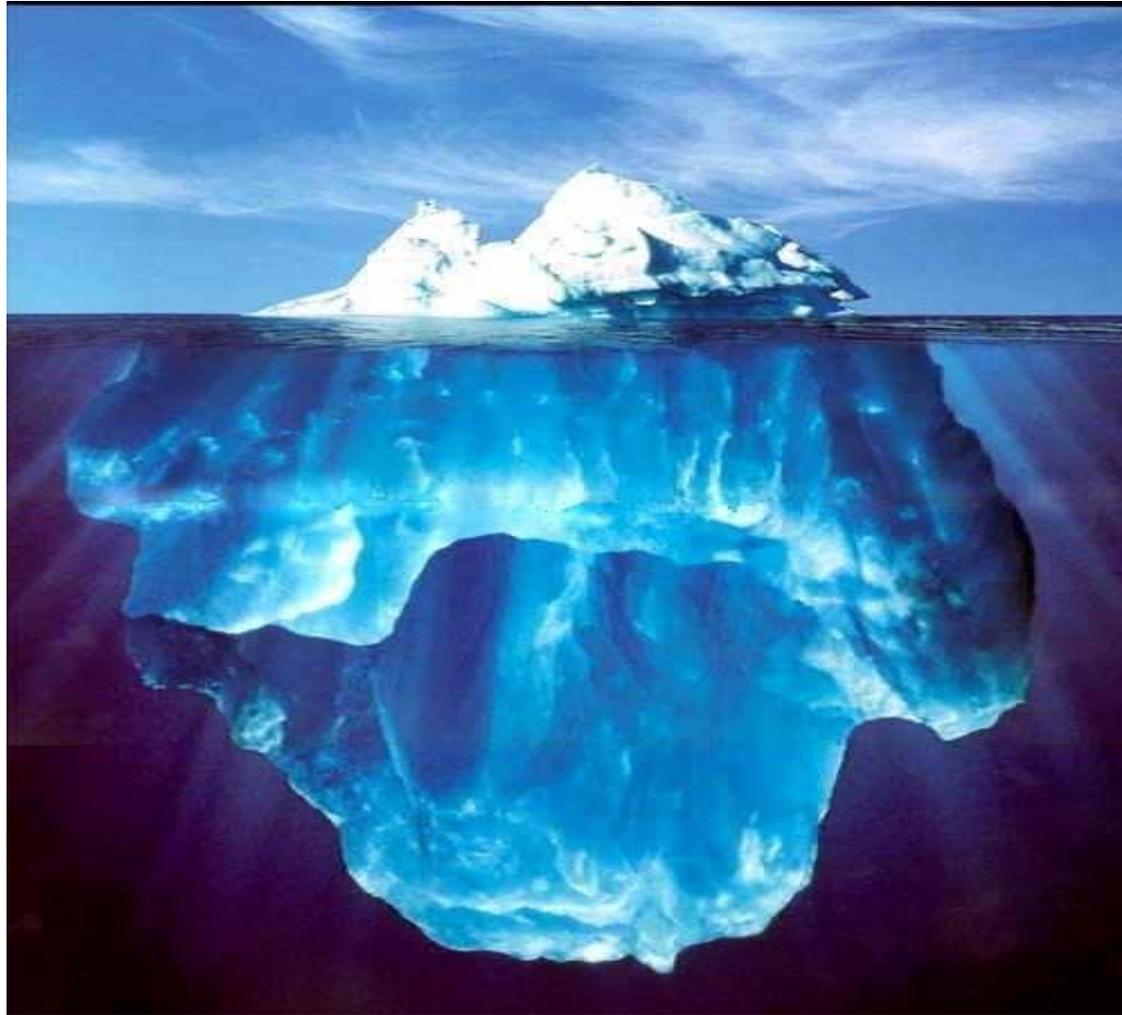


JOB SEARCH

- ▶ Uses information in profile and planning meeting to identify specific businesses to explore
- ▶ Continued use of informational interviews to identify employer needs and/or potential business opportunities
- ▶ Shifts Employment Specialist role from asking for a job to offering a solution to an existing problem or need.



FINDING THE JOBS BEHIND THE JOBS



EMPLOYMENT PROPOSALS



- ▶ Theme: Environment (“litter bug”)
- ▶ Strategy: Negotiated Job
- ▶ Ideal conditions of employment:
 - ▶ Work independently
 - ▶ Flexible schedule
 - ▶ No need for excessive direction
 - ▶ Outside/active

PROPOSAL TO CITY OF SPRINGFIELD

Shane: “...is an “independent spirit” who is very interested in the environment and maintaining his community.

- ▶ Proposed Job: On-call assistant to provide help cleaning up the city park, boat ramp, and sports park.
- ▶ Benefits:
 - ▶ Provides additional help at peak times/seasons (efficient)
 - ▶ Prevents paying overtime (saves money)
 - ▶ Consistent with City Mission



SUMMARY

- ▶ Customized Employment (CE) is a set to tools and strategies to insure successful employment outcomes.
- ▶ CE utilizes Discovery instead of traditional vocational evaluations
- ▶ Interest-based negotiation is used to create jobs vs. relying on job market indicators



CE IMPACTING POLICY

- ▶ Intellectual/Developmental Disabilities Systems
- ▶ Medicaid Services
- ▶ Vocational Rehabilitation Programs
- ▶ America's Job Centers



CUSTOMIZED EMPLOYMENT RESOURCES

APSE (Association for Persons in Supported Employment)
<http://www.apse.org>

Marc Gold & Associates
www.marcgold.com

Griffin-Hammis Associates
www.griffin-hammis.com

Office of Disability Employment Policy (ODEP)
<http://www.dol.gov/odep/topics/CustomizedEmployment.htm>

TASH
<http://tash.org/>

TransCen
<http://www.transcen.org>



QUESTIONS?



LEAD CENTER *FREE* WEBINAR SERIES

- ▶ The LEAD Center will provide a new webinar on the last Wednesday of the month from 3:00p.m. EST - 4:30p.m. EST.
- ▶ Webinars will include three mini-series on:
 1. Economic Advancement
 2. Employment
 3. Leadership (Public Policy)
- ▶ The next mini-series will focus on employment strategies for workers with disabilities. www.LEADCenter.org/webinars



UPCOMING WEBINARS: EMPLOYMENT SERIES

June 26, 2013 from 3:00pm to 4:30pm EST

Group Discovery: An Alternative Assessment Tool for Workforce Centers and Community-Based Providers

Webinar will provide information on Group Discovery – an alternative assessment tool proven to identify the strengths of job seekers with and without disabilities; particularly those with multiple barriers to employment. Participants will gain an understanding of the Group Discovery process and potential outcomes.

Target Audience: Workforce Development Professionals and related stakeholders



CONTACT INFORMATION

Janet Steveley

Senior Consultant

Griffin-Hammis Associations

jsteveley@griffinhammis.com

Abby Cooper

Marc Gold Associates

abbylindmancooper@gmail.com



THANK YOU

Elizabeth Jennings

LEAD Center, Assistant Project Director

ejennings@ndi-inc.org

