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

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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
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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.

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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](http://www.leadcenter.org/webinars/promoting-employment-introduction-customized-employment-and-customized-self-employment)
TECHNICAL ASSISTANCE

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

CUSTOMIZED EMPLOYMENT (CE)

A set of **tools and strategies**, resulting in positive employment opportunities by matching a job seeker's 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)
RESOURCES 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)
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 person's 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
JOBS 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
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 of 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?
The LEAD Center will provide a new webinar on the last Wednesday of the month from 3:00 p.m. EST - 4:30 p.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](http://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