

Expanding Employment Opportunities for Youth using Customized Employment



will begin at 2:00 PM ET

Audio and Visual are provided through the on-line webinar system. This session is closed captioned. Individuals may also listen via telephone by dialing 1-415-655-0060, Access Code: 443-612-946

Real-time Captions

Are being provided through StreamText, consult the email the reminder email you received about this session for the link.

2



Technical Assistance

If you experience technical difficulties

- Use the CHAT panel to let us know
- E-mail ADAtraining@transcen.org
- Call 301-424-2002

3



Archive

This webinar is being recorded and can be accessed within a few weeks

- You will receive an email with information on accessing the archive

4



Certificate of Participation and/or CRCC credit hour

Credit hours or Certificates of Participation can only be awarded for those participating during the original broadcast of this webinar.

Please consult the reminder email you received about this session for instructions on submitting your request.

Requests must be received by 5 PM ET on Wednesday, February 6th, 2019.

5



About your Host



Mission Statement: Improving lives of people with disabilities through meaningful work and community inclusion.

6



Expanding Employment Opportunities for Youth using Customized Employment



Laura Owens
President
TransCen, Inc.



Times are changing...



8



What We Did (and why it didn't work)

- "Job Readiness"
- Focus on jobs, not careers
- Low expectations ("realistic")
 - "People with disabilities should be spared the soft bigotry of low expectations", Dr. Roy Grizzard, First Assistant Secretary of ODEP
- Focus on job placement (versus job development)

9



Employment should be the *Expectation* not the *Exception*



"If people are treated as capable, they often surprise everyone and live up to expectations."

~Ken Steele "The Day the Voices Stopped."

10



There's a job for everyone who wants one regardless of disability, need for support or economic vitality of their community!



Employment First: Raising Expectations

Competitive integrated employment should be the **first and preferred service option** for individuals with disabilities, including those with more support needs

11



Workforce Innovation and Opportunity Act (WIOA)

The days of students with disabilities leaving school poorly educated, with no employment experience, no job prospects, living lives of poverty, and too often ending up in segregated programs need to come to an end.



12



WIOA: Pre-Employment Transition Services

1. Job exploration counseling
2. Work-based learning experiences
3. Counseling on postsecondary education options
4. Workplace readiness (preparation) training
5. Instruction in self-advocacy

13



Implications for Services

- ✓ Competitive integrated employment as a priority
- ✓ Meaningful community inclusion/engagement as an imperative
- ✓ Change the way we operate is inevitable

14

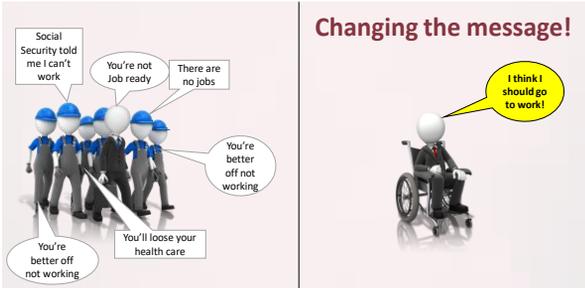


What we are doing (and how it's working!)

- ✓ Presumption of employment – all means all
- ✓ Services versus programs
- ✓ No more asking "Do you want to work?" but instead "Where do you want to work?"
- ✓ Opportunity - Job shadowing, internships, volunteering, community involvement
- ✓ Working is the norm – not the exception

15





Changing the message!



16



Simple yet powerful message...



- People with disabilities want to work, deserve to work and are great for business!

#IWantToWork

17



Killer Concepts



- ⊗ Readiness
- ⊗ Realistic

18



Customized Employment

“Customized employment is based on individual’s match between the strengths, conditions and interests of the job candidates and the identified business needs of an employer” (ODEP, 2012)

19



Customized Employment



- Old model of *Train and Place* uses sheltered workshops to get people “ready” for work
- *Place and Train* Model quickly became “Place and Pray”
- New approach...*Discover, Connect and Support*

20



Employment “Readiness” Myth

Employers are expecting perfect employees



21



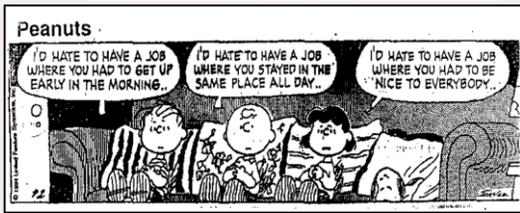
Have you ever worked with anyone who...

- Couldn't get along with others?
- Acted inappropriately?
- Had behavioral outbursts?
- Was chronically late?
- Complained about everything?
- Didn't communicate well?
- Didn't work very fast?
- Got distracted easily?
- Couldn't follow directions?
- Acted impulsively without thinking?
- Refused to take public transportation?
- Had a messy office?
- Wasn't organized?
- Wasn't always professional?
- Was rude?
- Couldn't take criticism?
- Was lazy?
- Wasn't very good at their job – but managed to still keep it?

22



Preferences Are Important



23



Discover the Possibilities!

- Listen to your student/job seeker
- Focus on skills – not deficits
- No prerequisites
- Everyone is "job ready"
- Look for "rays of light"
- Ask: "What value will the student/job seeker bring to a business?"

24



Building a Positive Personal Profile

- Dreams and goals
- Talents
- Skills and knowledge
- Learning styles
- Interests
- Personality traits (quirks included)
- Temperament
- Values
- Environmental preferences
- Dislikes
- Work experiences
- Support system
- Challenges
- Solutions (accommodations)

25



How Can you Find This Information?

- **Interviews:** Person, family, friends, stakeholders
- **Observations:** School, agency, home, community, worksite
- **Career Assessments:** Formal, informal, printed, computerized, situational
- **Experiences:** Opportunities in "real" settings

26



Most valuable
discovery/assessment
strategy...

Spending time with
the job seeker in a
variety of settings



27



Meet Mattie

What her file told us:

- Developmentally disabled; deaf and blind
- Lived in an institution most of her life
- "Failed" at several work placements
- Nonverbal
- "Behavior outbursts"
- Moves slowly
- Stubborn

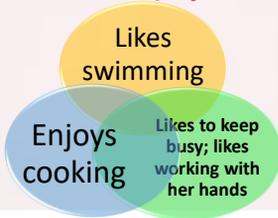
What we "discovered":

- Very curious
- Loves variety and learning new things (including tactile communication)
- Likes working with her hands
- Always smiling
- Enjoys cooking (smelling the food, stirring, pouring)
- Loves swimming (especially sitting in the whirlpool)

28



What are good jobs for Mattie?
 What would an employer value in her?



29



18 years at Pizza Hut



6 years at
 Menomonee
 Falls School
 District

30



Customized Employment is...

Employment where job tasks are **reassigned** from an existing job, **restructured** from one or more existing jobs, or **created** to match the skills and accommodation needs of the job seeker and...

31



...Customized Employment approach **MUST** help the employer's operation in some specific way!



32



Job Placement & Job Development



33



Essential Elements of Job Development

- Avoid using job openings and typical personnel processes
- Use all connections and networks
- Develop strategies for assisting employers to identify areas of need
- Emphasize informational relationships with employers
- Customize job descriptions
- Negotiate a support plan

Source: WINTAC, 2017 (<http://www.wintac.org/topic-areas/resources-and-strategies-competitive-integrated-employment/resources#resc-ce>)

34



Find out as much as you can about which companies that...

- exist in your community
- hire people to do the kind of work that matches your job seeker's profile
- have the kind of "atmosphere" that would match your job seeker's temperament and preferences?

35



So where do you start looking?

- Business section of newspaper or business publications
- Chamber of Commerce and other professional organizations (become an active member)
- American Job Centers (Workforce Centers, One Stops)
- The Internet (e.g. Linked-In, Google, Facebook, company websites, YahooYellowPages, Indeed.com)
- Boards of Directors
- Personal sphere of influence

36



Personal Sphere of Influence

- The people you know – people who are directly or indirectly part of your life
 - Immediate family – distant relatives
 - Close friends – casual acquaintances
 - People you do business with – mail carrier, plumber, tailor, barber, dry cleaner, deli counter clerk, gas station attendant, etc.
 - People who do business with you – family members, other businesses, school personnel, etc.

37



Getting your foot in the door needs a good opening line

An Innovative Business Resource
YES!

Assisting youth with disabilities
and other challenges get jobs
NO!



38



Make the Request Easy to Say "Yes" to!



My company provides area businesses with employee recruitment and retention support. Our success comes from learning about the hiring needs and expectations of businesses. I'd like to learn more about your company and arrange a tour to see your work first hand.

39



Make the Request Easy to Say "Yes" to!



"I work with students interested in your industry. I would love to set up a 20 minute visit to see what you do and talk to you about the skills needed to work in this field so I can help the students learn what they need for these types of jobs"

40



Patrick

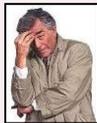


41



During your meeting or tour, find out about the business...

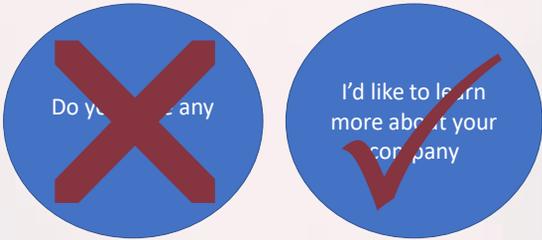
- Customer /employee complaints
- Log jams/backlogs/ long lead times
- Unassigned, but critical tasks
- Burn-out or high turnover
- Managers or key staff pulled away from core tasks
- Workload fluctuations
 - Rush times, crunch times, seasonal fluctuations, sporadic-but important- tasks



42



Informational Interview



43



Maddie's Informational Interview



44



Customizing employment for students with significant disabilities – DO's

- Approach an employer you know OR spend time developing a relationship
- Sell yourself and services; use features to benefits
- Focus on job seeker assets; use a features to benefits
- Create a customized task list
- Be honest about the needs for possible extra supports – and sell yourself as the main support

45



Meet Ivan – Positive Personal Profile

- Loves all sports – Brewers, Packers, Bucks (baseball, football, basketball)
- Easy to work with
- Happy
- Full of potential
- Independent
- Sweet
- A great spirit
- Determined
- Close knit family
- Very persistent
- Funny/ humorous
- Friendly
- Jokes
- Caring
- Hard worker
- Very smart
- Good listener
- Champion bean bag tosser

46



Marquette University Student Recreation Complex Needed Help!

- Five full sized basketball courts
- About 2000 students and alumni used the facility every day
- Courts were filthy – especially in the winter
- Janitorial staff had to clean them constantly – which no one liked to do

47



What We Did...

- **Informational Interview** - refined task list based on observed needs
- **Compared task list** with Ivan's **Positive Personal Profile** to determine match
- Presented **employment proposal** to Marquette
- Set up "working interview"
- **Negotiated terms** of employment

48



Employment Proposal

Ivan's Skills

- Loves sports - especially Marquette
- Persistent
- Hard worker
- Funny
- Easy to work with

Refined Task List

- Clean five courts during high peak time
- Adapting the wet mop so Ivan could drag it behind him
- Pick up extra basketballs left behind and returning them to desk

49



"Human Zamboni"



50



Things to Remember...

- Listen to your job seekers!
- Don't expect them to stay in jobs they don't like
- Focus on assets – not deficits
- Be strategic in approaching targeted companies
- Become an expert at infiltrating the "Hidden Job Market"

51



Things to Remember...

- Employers are always looking for employees who are interested in their business and willing to learn
- Get to know employers and determine how can you help their company
- Present relevant skills & assets of your job seeker, in a professional manner (visual resume, reverse job fair)

52



Final Thought...



“In the end, it is important to remember that we cannot become what we need to be by remaining what we are.”
 – Max De Pree

53



Questions

- On the webinar platform use the questions feature to submit your questions.
- Email elearning@transcen.org



54



Certificate of Participation and/or CRCC credit hour

- Please consult the reminder email you received about this session for instructions on obtaining a certificate of participation for this webinar.
- **Requests must be received by 5 PM ET on Wednesday, February 6th, 2019.**

55



About TransCen, Inc.

TransCen, Inc. is a national organization offering web-based and in-person training for state agencies, school districts, provider organizations, and others interested in meaningful work and community inclusion for individuals with disabilities.

Transcen.org (301) 424-2002 Inquiries@transcen.org



Thank You

57