# WEBINAR: Promoting Employment – Introduction to Customized Employment and Customized Self-Employment

## Slide 1: Title Slide

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

May 29, 2013

3:00PM EST

## Slide 2: Today’s Speakers

**Elizabeth Jennings (Facilitator)**

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Subject Matter Expert

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## Slide 3

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.

## Slide 4: Welcome

**Christopher Button, Ph.D.**

Supervisory Policy Advisor, Workforce System Policy

US Department of Labor

Office of Disability Employment Policy

## Slide 5: 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.
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## Slide 6: Listening to the Webinar, *continued*

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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.*

## Slide 7: 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*.

## Slide 8: 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](mailto: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](http://www.leadcenter.org/webinars/promoting-employment-introduction-customized-employment-and-customized-self-employment)

## Slide 9: 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.

## Slide 10: 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.

## Slide 11: 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

## Slide 12: 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.

## Slide 13: The Challenge

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

## Slide 14: 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.

## Slide 15: 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

## Slide 16: 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

## Slide 17: 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).

## Slide 18: Possible Outcomes of Customized Employment

* Wage Employment
  + Negotiated jobs
  + Resource Ownership
* Self-Employment
  + Micro-Enterprise
  + Business Within a Business

## Slide 19: 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.

## Slide 20: Example – Negotiated Jobs

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

## Slide 21: 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)

## Slide 22: 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)

## Slide 23: 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)

## Slide 24: 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.

## Slide 25: 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.

## Slide 26: 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

## Slide 27: 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

## Slide 28: 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

## Slide 29: 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.

## Slide 30: 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

## Slide 31: Formats for discovery

* Facilitated Discovery
* Self-Directed Discovery
* Group Discovery

*- Gold, Shumpert, & Condon (2009)*

## Slide 32: 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

## Slide 33: The Discovery Process

Might include:

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

## Slide 34: 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.

## Slide 35: 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

## Slide 36: 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.

## Slide 37: Finding the jobs behind the jobs

[photo of iceberg, showing a small portion of the iceberg above the surface of the water and the majority of the iceberg is below the surface of the water]

## Slide 38: Employment proposals

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

## Slide 39: 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

## Slide 40: 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

## Slide 41: CE Impacting Policy

* Intellectual/Developmental Disabilities Systems
* Medicaid Services
* Vocational Rehabilitation Programs
* America’s Job Centers

## Slide 42: Customized employment resources

APSE (Association for Persons in Supported Employment)

<http://www.apse.org>

Marc Gold & Associates

[www.marcgold.com](http://www.marcgold.com)

Griffin-Hammis Associates

[www.griffin-hammis.com](http://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>

## Slide 43: Questions?

## Slide 44: 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](http://www.LEADCenter.org/webinars)

## Slide 45: 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

## Slide 46: Contact information

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## Slide 47: Thank You

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