

Job Development Clinic

Metropolitan Human Services District
May 24 & 26, 10AM – 2PM

LSU HSC Human Development Center

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Agenda

10:00-10:10	Welcome and Introductions (10 min)
10:10-10:30	Supported Employment (20 min)
10:30-10:50	Core Competencies (20 min)
10:50-11:10	Finding the Right Job (20 min)
11:10-11:30	Job Development Do's and Don'ts (20 min)
11:30-12:00	“Elevator Speeches” (30 min)
12:00-12:30	LUNCH
12:30-12:45	Marketing Tips (15 min)
1:15-1:45	Assessing Employers Needs & Concerns (30 min)
1:45-1:55	Accommodations & Supports (10 Min)
1:55-2:00	Wrap Up



Supported Employment

https://www.youtube.com/watch?v=3_gNXAfwWIA - Walgreens

<https://www.youtube.com/watch?v=CRHnlyJI0dg> - Tim Hortons

Data on SSI Beneficiaries, 2011

4.6 million between ages 18 and 64 years
(25% of these beneficiaries also received some type of Social Security payment)

Only 5% of the SSI beneficiaries of working age reported earned income

The average earned income is \$286/year (for individuals who are blind, \$460/year)

Less than 1% leave the rolls per year and only ½ of those for employment

Source: SSA



Facility-Based Non-Work

70% of the individuals with disabilities served by Community Rehabilitation Providers (CRPs) are people with developmental disabilities and are not working in the community

They are in **facility-based “non-work”** and work programs including those that pay less than minimum wages, i.e., “day hab”.



1 in 4 Persons with IDD in Competitive Employment

Approximately **one** (1) out of four (4) persons with IDD is working successfully in a competitive job; **three** (3) out of the four (4) remain in facility programs



Funding inequity

Facility-based settings make up the majority of expenditures for day and employment services with **facility-based work and facility-based non-work services receiving 57% of the funding** for day and employment services, while integrated employment received 12% of the funding in FY 2004.



Perceived barriers

Many of the “barriers and limitations” to entering fully integrated individual jobs in the community are in the limited expectations of family, service providers, and personnel more than on the part of the employers

“Nobody rises
to low
expectations.”

-Calvin Loyd

What is Supported Employment?

Supported Employment is:

- ❖ Competitive Employment in
- ❖ An Integrated Setting with
- ❖ Ongoing Support Services for
- ❖ Individuals With the Most Significant Disabilities



Employment Agency Services

Assessment

- Get to Know Job Seeker
- Identify Skills, Preferences, Abilities, Interests, Support Needs
- Situational Assessments

Job Development & Placement

- Employer Relationships
- Marketing
- Develop Job Leads
- Resumes & Applications
- Employer/Job Analysis
- Secure Best Job Match
- Prepare Client for Job Entry

Job Coaching

- On-site training
- Identify Accommodations
- Systematic Instruction
- Develop Natural Supports
- Fading & Stabilization
- Follow-Along



What is Job Development?

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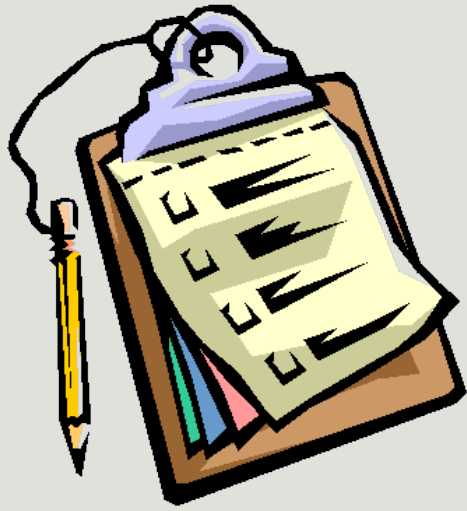
Job development is more than just job placement...

Job Development is the employment services that get people into jobs quickly:

- Jobs that match skills, preferences, interests and support needs
- Jobs that they choose and want
- Jobs in real work settings for real pay
- Jobs with pre-and post employment supports

The employment services should also address what employers want and need.

Core Competencies of Successful Job Developers



Positive Attitude

SMART (written) goals and objectives

Follows daily, weekly, monthly plan consistently

Self motivated

Researches employers

Listens and asks questions effectively

Develops rapport

Gets commitment

Solves problems creatively

Doesn't take "no" as failure, doesn't take things personally

Follows-up

Debriefs (and learns from experiences)



What Employers Are Looking For



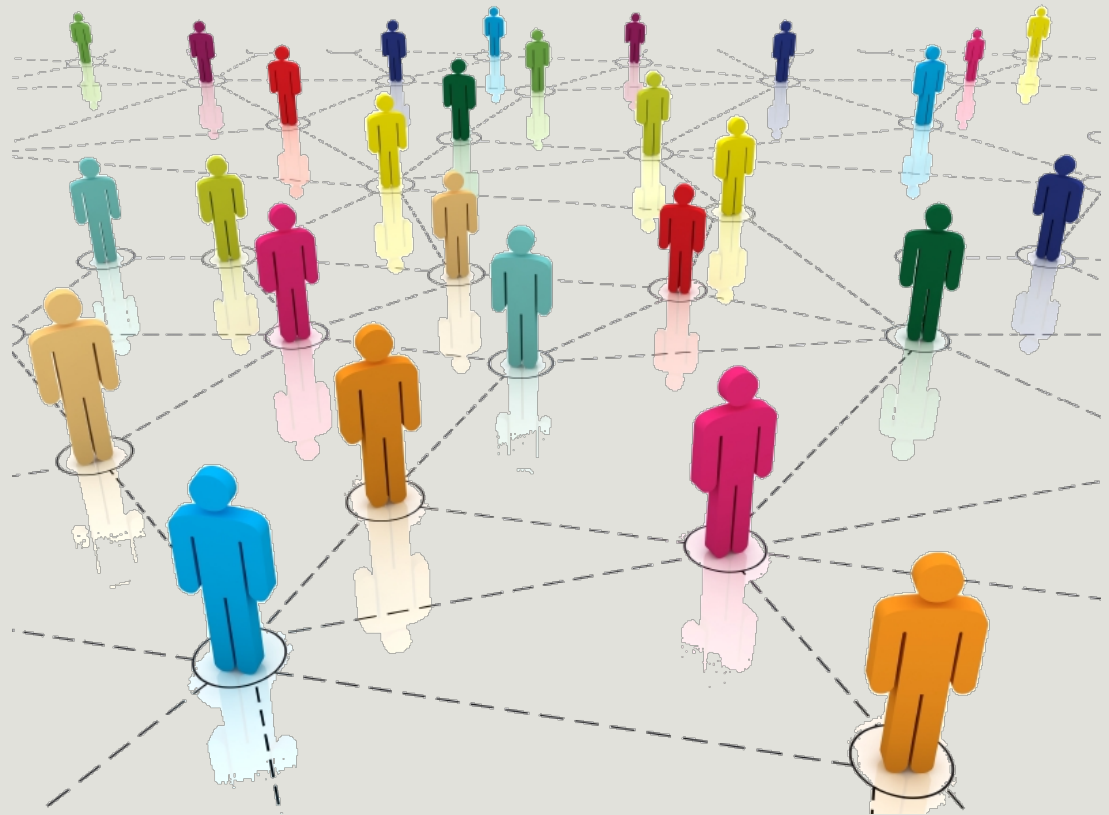
Skills Employers Want

“Soft Skills”

- ❖ Attendance
- ❖ Punctuality
- ❖ Flexibility
- ❖ Personality
- ❖ Teamwork
- ❖ Work Ethic
- ❖ Open to Learning
- ❖ Ability to Follow Directions

Finding Employers

- Family
- Friends
- Community
- Church
- Places you go
 - Grocery
 - Gym
 - Dry Cleaner
 - Hair Salon
 - Nail Salon





Finding the Right Job

Use Job Seeker's Assessment

Translate information learned in **Community Based Assessment** into vocational profile for Job Seeker

- Type of job
- Job location
- Business type (i.e., industry or sector)
- Size of employer
- Proximity to public transportation
- Income expectation (effects on benefits)
- Skills, interests,
- Environment
- Social Interaction

Find Vocational Themes

- Vocational themes are **broad areas** that represent the consumer's preferences related to jobs, environments (work cultures), skills, and interests.
- Vocational themes are not job titles/descriptions, they represent many jobs.
 - Agriculture
 - Customer Service
 - Retail
 - Food Service
 - Animals



Vocational Themes

Case Study: Michael

Michael is a young adult who recently exited his public school special education program and who is now receiving services from a local employment service program. He is friendly, helpful and gets along with many different kinds of people. He has a longstanding interest in arts and crafts and is very good at creating drawings and three-dimensional arrangements. He also enjoys working with computers and has taken a couple of graphic design classes. He lives near a major commercial artery in a suburban neighborhood.

Given this information, identify three vocational themes which would be appropriate for Michael.

1. _____ 2. _____ 3. _____



Mapping Tools - Exercise

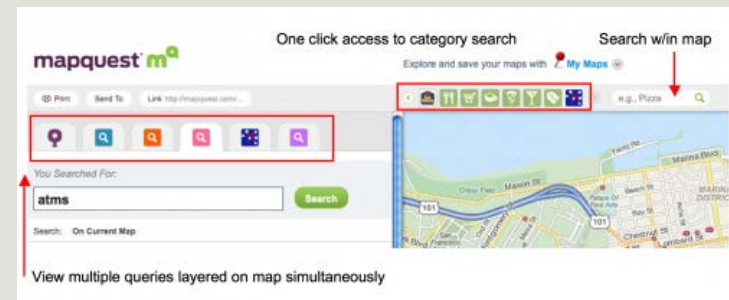
Enter Address



Zoom map to 200 feet view (approx. 1/2 square mile)

Search for Crafts Stores > All

- Shows 10 at a time, Click “Next” to see more
- Move map around to see neighboring areas
- Zoom out to find additional employers
- How many do you within ½ mile radius?
- Position map to 2000 ft/in view and search again. How many do you find?



Case Study: Michael

A franchise arts and crafts store was located within easy commuting distance from his home, and he expressed an interest in working there. His employment specialist learned of a job opening for a clerk at the store, which was having problems finding good employees in a tight labor market. Knowing that Michael would have difficulty with the traditional oral job interview due to a communication disability, she helped the store manager set up a series of common tasks so that Michael could perform them as part of a working interview. When the employer saw that Michael could perform the main tasks, he hired him.

In fact, he asked the employment specialist to help the store standardize the working interview procedure as part of its recruitment and hiring system. In a region where there are many individuals for whom English is a second language, substituting sample task performance for oral interviews became an effective method for screening applicants.

Making It Happen

In order for the employment specialist to help Michael get the job, and in order to identify ways in which her expertise could indeed add value to the employer's operation, she drew upon specific knowledge and skills common to people in the employment service field:

- ❖ First, she had to know the job seeker well, including Michael's interests and his needs for specific accommodations.
- ❖ Second, she had to get to know the employer's operation and job tasks. She made at least three trips to visit the store to talk to the manager and observe the stock clerk's job. Instead of asking the manager if he would consider hiring a person with a disability, she took the time to inquire as to his needs and how they accomplished the work in the store.
- ❖ Third, she needed to have the ability to analyze how the jobs got done so she could devise ways in which Michael could be interviewed.
- ❖ Fourth, she needed to display the diplomacy and rapport necessary to recommend alternatives to the store manager.
- ❖ And finally, she needed to have the willingness to put in the extra time to help the employer, after Michael was hired, to devise the alternative interviewing strategy that was eventually adopted for other applicants. Even though this might be seen by some as outside of her usual job responsibilities, she saw it as a way to go the extra mile for a valued customer.



Job Development Dos and Don'ts

Developing A Relationship with Employers

What Do You Do / Ask For On The:

- Initial Meeting
- First Date
- Second Date
- Third Date
- Engagement
- Marriage
- 5 Years Later



Purposes of Employer Meetings

Introduction to you and your agency and SE

Learn about the employer

Provide information (e.g., Tax Credit)

Strengthen relationship

Advocate for a client

Client Interview

Follow along



***Remind yourself of purpose
before each meeting***

Employer Meetings

Introduce Yourself

Make a connection

Be a solver, not a seller

Ask for Next Step

Make next appointment

Get referrals

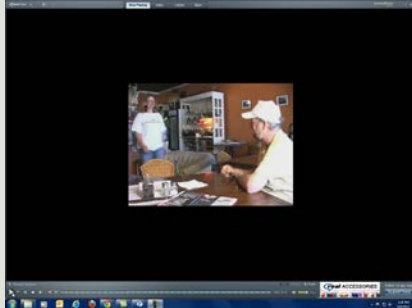
Listen

Say Thank You

Practice



Job Development Examples




Job Development Tips

Dos

- Meet with person who has the hiring power
- Focus on ability
- Start with friendly rapport
- Dress and act professionally
- Speak Clearly and Concisely
- Have Enthusiasm
- Meet Face-to-Face
- Make eye contact, shake hands, smile, nod in agreement
- Leave your Business Card
- Make next appointment
- Follow up

Don'ts

- Force-fit placements
 - Use labels or diagnosis
 - Use jargon or acronyms
 - Expect a job right away
 - Get discouraged
 - Promise “two-for-one”
 - Take too much time
- 



Are you ready... ???

Develop Your Introduction

Developing Your Intro

Who are your customers?

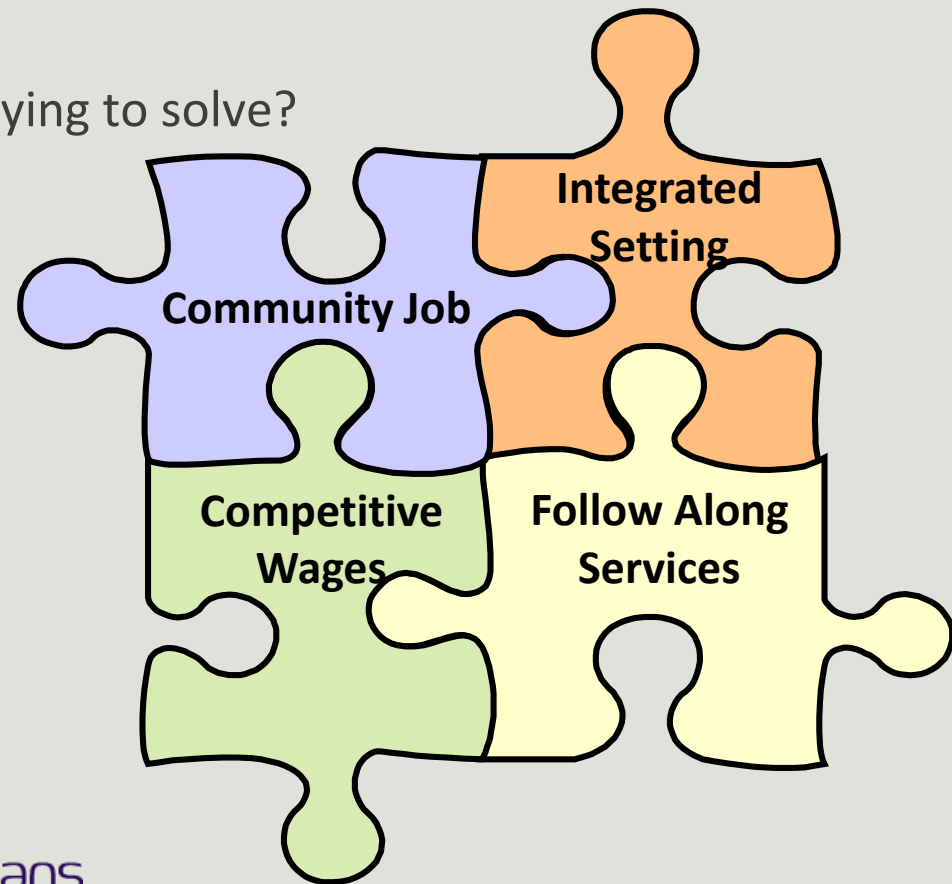
What are the problems you are trying to solve?

What are the services you offer?

What are the benefits?

What sets you apart?

What is the alternative?



What are the benefits of SE?

- More diverse workforce
- Pre-screened job applicants
- Reduced hiring time and costs
- Lower job turnover
- Increased employment outcomes
- Efficient training assistance
- Improved workplace
- Diversified workplace
- Increased customer satisfaction
- (Work opportunity tax credit)

What is your unique advantage?

Reduce the time and cost of hiring process

Pre-screen job candidates

Provide superior customer service

Use person-centered planning

Train until job skills are learned

Provide long-term follow-along support

Continue support for lifetime of employment

Provide on-the-job training using a job coach



SE Introductions

“Hello, my name is [Name]
and I work at [Agency Name].
We work with [Customers]
who are trying to [Problem to solve].
We provide [Service]
that enables [Customer]
to [Benefit] and [Benefit].
What sets us apart is [Unique Advantage].”



Exercise: Introduction

Given the above group exercises, spend 5 minutes to come up with your introduction to use with employers in 3-4 sentences, 50-150 words. Print on provided note cards and practice with partner.

EXAMPLE:

"My name is Alice and I'm an employment specialist at ABC Center. We work with people with disabilities to help them find employment. Part of my job is to find out about local hiring trends. Could I take a few minutes of your time to ask you about your business."





Marketing Tools

Business Cards

Agency Flyers

Agency Brochures

Agency Website

Testimonials

Other Employers

Photos or Videos

Tax Credits



Agency Characteristics

- How Your Agency is Different
- Agency Size
- Region Served
- Stability of Agency
- Other Services Provided
- Staff Qualifications and Experience
- Types of Disabilities Served
- Agency Location and Accessibility
- Client Success Rate
- Types of Jobs Obtained
- Amount of Time to Obtain Job
- Average Hours and Wages
- What Happens if Client Loses Job
- Transportation for Client
- Job Coach Duties
- Length and Extent of Support Provided

The Largest Employers in Each State



Sources: CareerOneStop & CNN Money

 **Broadview**
NETWORKS
www.broadviewnet.com

Addressing the Needs and Concerns of the Employers

The Business Case

<http://askearn.org/docs/brochures/pdf/BusinessCase-ACC.pdf>



Benefits of SE



- ❖ Dedicated employees
- ❖ Diversity
- ❖ Improved community image
- ❖ Personal satisfaction
- ❖ Connect with significant market segment
- ❖ Increased customer loyalty
- ❖ Improved employee morale
- ❖ Recruit qualified candidates
- ❖ Expand talent pool
- ❖ Reduce employee turnover
- ❖ Reduce cost of hiring and training new employees
- ❖ Increase productivity
- ❖ Create more efficient business process

Assessing Employers' Needs And Concerns

- Listen First
- Ask About Current and Future Employment Needs
- Ask About Previous Experience with People with Disabilities
- Ask About Previous Experience with SE Agencies
- Describe Ideal/Troublesome Employee
- Talk To Human Resources, Managers and Front Line Employees
- Identify Gaps and Inefficiencies

Typical Employer Concerns

Need to make a profit, not a social agency

Takes too much time

Needs extra supervision

Won't fit in

Not a good team player

Safety concerns for employee and others

Lack of social skills

Lower productivity and quality

Won't follow instructions and complete work

Negative experience with SE in the past

Addressing Employers' Concerns

Ten Employment Myths

Many employers misunderstand the Americans with Disabilities Act and are reluctant to hire people with disabilities because of unfounded myths. This seventeen-minute video responds to concerns expressed by employers, explaining the ADA in common sense terms and dispelling myths about this often overlooked pool of well-qualified employees.

<http://www.ada.gov/videogallery.htm#>

- (QuickTime with Audio Description)

Responding To Objections

Active Listening

Repeating /Clarifying

Acknowledging Concern

Offering Information

Gaining Agreement



Employer Concerns	Responses
Employer needs to <u>make a profit</u> , business is not a social agency	Industry reports consistently rate workers with disabilities as average or above average in performance, quality and quantity of work, flexibility to demands, attendance and safety. Leading to increased profits for the company
Employer believes employees with disabilities will <u>take too much time</u> to train	Potential employees that we provide will meet the qualifications of the job in which you are trying to fill.
Employer believes employees with disabilities <u>won't fit in</u> with others	Customers surveyed said they would prefer to be patrons at businesses/companies that do hire people with disabilities. Disability friendly companies have an opportunity to build lucrative and loyal customers from people with disabilities, and their families and friends
Employer <u>has safety & liability concerns</u> for the employee with disability and/or for others in the workplace	Employers already make accommodations daily for ALL employees. Examples include: scheduling flexibility, allowances in dress code rules, or providing a comfortable chair. Workplace accommodations not only are low cost, but also positively impact the workplace in many ways. Insurance rates are based on the relative hazard of the job and the accident history of the workplace, and not on whether workers have disabilities.
Employer has <u>had a negative experience</u> with SE in the past	Not every person is a good match for each job. Listen to issue and suggest your work around. Employees with disabilities should be held accountable to the same job standards as any other employee. Managers should be confident that their supervisory skills will work equally with all employees – with and without disabilities.
Employer believes employees with disabilities will <u>need extra supervision</u>	Studies have shown that employees with disabilities rated average or better in job performance compared to employees without disabilities, and require no additional supervision
Employer believes employees with disabilities will not be good team players, <u>will lack social skills</u>	Working alongside an individual who has overcome major challenges in their life and managed their disability on the job raises morale, creating a positive working environment for everyone.
Employer believes employee with a disability <u>will not be able to follow instructions</u> and complete their work	Every person is not right for every job, but many employers don't realize that people with disabilities represent a diverse labor pool with a wide range of backgrounds and experience, capable of meeting or exceeding performance standards
Employer mistakenly <u>expects lower productivity and quality</u> from employee with a disability	Managing employees with disabilities is really no different than managing any other employee: provide them with the tools and procedures they need to get their job done and then evaluate and reward them based on performance to expected standards. Disability awareness training and other learning experiences can help to alleviate this concern.
Employer has a <u>preconceived negative image</u> of persons with disabilities	Working alongside an individual who has overcome major challenges in their life and managed their disability on the job raises morale, creating a positive working environment for everyone.

Example

“ I’m glad you brought this up. I understand why you *feel* your cost of liability insurance will increase. Many other businesses that I have worked with have *felt* the same way, *but* what they *found* is that Worker’s Comp and liability insurance did not increase. In fact, safety records for people with disabilities, according to several studies including one by DuPont, are actually as good or better than those for people without disabilities.”

Exercise: Addressing Employers' Concerns

Participants will have the opportunity to practice potential job development situations. Each person will have an opportunity to role play the employer and the job developer.

- Break up into pairs. Each person will be given note cards with potential employer concerns.
- Each pair will role play both roles. The first person will role play the job developer, using their prepared introduction. The second person will role play the employer and raise concerns based on the note cards.
- The pair will then switch roles and act out the scenario based on the second set of note cards.
- The pair should then discuss the situations, noting any changes to their responses based on the role play and reach consensus on best way of handling each scenario.

Sweeteners

- Situational Assessment
- On The Job Training (VR Or Other Funding Sources)
- WOTC Or Other Tax Credits
- Initial Job Coaching
- Employer Or Co-worker Stipend
- Temporary Work Assignment
- Pre-screened Applicants
- Reduced Hiring Costs
- Promise Supervision
- Promise Productivity (Job Will Get Done)
- On-going Support
- Reduced Turnover Rate





Accommodations & Supports

Typical Work Supports

Support Is A Natural Feature Of The Workplace

- Training & Supervision
- Friends
- Personal Support
- Finance
- Transportation
- Career Development
- Help In Fitting In
- Problem Solving
- Motivational Support

Work Place Natural Supports

- Co-Worker Available for Questions
- Flexible Scheduling or Part-Time
- Allow More Frequent Breaks
- Adjust Job Description to Better Fit Strengths and Abilities of Person
- Introduce New Tasks Gradually
- Minimize Changes in Job and Supervision Over Time
- Allow for Time without Pay for Recovery Needs
- Change in Spatial Arrangements, Noise Level, Lighting