Developing Community Based Work Training Sites

LSU HSC Human Development Center

Susan G. Killam, skilla@lsuhsc.edu
Laura Stazio, lstazi@lsuhsc.edu
What is Community Based Site Development?

Community Based Site Development is the employment services that get people into jobs quickly:

- Jobs that match student skills, preferences, interests and support needs
- Jobs in real work and community settings

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)
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
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
Use Student Assessment & Evaluation Information to develop

- 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
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?
Resume portfolios

- Resume
- Letters of Recommendation/Reference
- Certificates
- Photos
- Video
- Awards/Accomplishments
- Unique Skills/Abilities
- Hobbies/Interests
Tips for developing the resume

- Maximize the content of your resume...skills, strengths and abilities
- Use keywords that are reflected in the job opening
- Tailor each resume to each job opening
- Keep it short and simple
- Highlight education and/or training programs
- Including References will benefit you greatly
Community Based Site 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

Demystifying Job Development: Field-Based Approaches to Job Development for People with Disabilities (Hoff, Gandolfo, Gold, & Jordan, ICI, 2001)
Purposes of Employer Meetings

Introduction to you, your school and your students

Learn about the employer

Provide information (e.g., Tax Credit, Insurance, etc.)

Strengthen relationship

Advocate for a client

Client Interview

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
Community Based Site Development Tips

Dos

- Meet with person who has the hiring authority
- 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 site right away
- Get discouraged
- Take too much time
Develop Your Introduction
Developing Your Intro

Who are your students?
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?

Community Job  Integrated Setting
Competitive Wages  Follow Along Services
What are the benefits of working with the students?

- More diverse workforce
- A chance to learn accommodations
- 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?

Be ready to talk about your Community Based Instruction program including students success’ and talk about other engaged employers and community sites.
Employer Site 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 our students to [Benefit] and [Benefit]. What sets us apart is [Unique Advantage].”
Marketing Tools

Business Cards
Agency Brochures/Flyers
Agency Website
Testimonials
Other Employers
Photos or Videos
The Business Case

http://askearn.org/docs/brochures/pdf/BusinessCase-ACC.pdf
Benefits of providing work training sites to employers

- 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 other schools or SE Agencies
- Describe Ideal/Troublesome Employee
- Talk To Human Resources, Managers and Front Line Employees
- Identify Gaps and Inefficiencies

Demystifying Job Development: Field-Based Approaches to Job Development for People with Disabilities (Hoff, Gandolfo, Gold, & Jordan, 2001)
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.
Responding To Objections

Active Listening
Repeating /Clarifying
Acknowledging Concern
Offering Information
Gaining Agreement
Employer Concerns

- Employer needs to make a profit, business is not a social agency
- Employer believes employees with disabilities will take too much time to train
- Employer believes employees with disabilities won’t fit in with others
- Employer has safety & liability concerns for the employee with disability and/or for others in the workplace
- Employer has had a negative experience with SE in the past
- Employer believes employees with disabilities will need extra supervision
- Employer believes employees with disabilities will not be good team players, will lack social skills
- Employer believes employee with a disability will not be able to follow instructions and complete their work
- Employer mistakenly expects lower productivity and quality from employee with a disability
- Employer has a preconceived negative image of persons with disabilities
<table>
<thead>
<tr>
<th>Employer Concerns</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer needs to make a profit, business is not a social agency</td>
<td>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</td>
</tr>
<tr>
<td>Employer believes employees with disabilities will take too much time to train</td>
<td>Potential employees that we provide will meet the qualifications of the job in which you are trying to fill.</td>
</tr>
<tr>
<td>Employer believes employees with disabilities won’t fit in with others</td>
<td>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</td>
</tr>
<tr>
<td>Employer has safety &amp; liability concerns for the employee with disability and/or for others in the workplace</td>
<td>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.</td>
</tr>
<tr>
<td>Employer has had a negative experience with SE in the past</td>
<td>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.</td>
</tr>
<tr>
<td>Employer believes employees with disabilities will need extra supervision</td>
<td>Studies have shown that employees with disabilities rated average or better in job performance compared to employees without disabilities, and require no additional supervision</td>
</tr>
<tr>
<td>Employer believes employees with disabilities will not be good team players, will lack social skills</td>
<td>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.</td>
</tr>
<tr>
<td>Employer believes employee with a disability will not be able to follow instructions and complete their work</td>
<td>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</td>
</tr>
<tr>
<td>Employer mistakenly expects lower productivity and quality from employee with a disability</td>
<td>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.</td>
</tr>
<tr>
<td>Employer has a preconceived negative image of persons with disabilities</td>
<td>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.</td>
</tr>
</tbody>
</table>
Variety of options/outcomes

- 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
Job Placement Considerations

Individuals in supported employment typically need some “tailoring” of job duties or negotiations with the employer – if the placement is a “off-the-shelf” type of job without any special accommodations then make sure that the position “fits” the individual.