
NTAR Leadership Center

National Technical Assistance and Research
Center to Promote Leadership for Increasing
the Employment and Economic Independence
of Adults with Disabilities

Customized Employment in an Economic Downturn: Leveraging Opportunities for Employers and Job Seekers

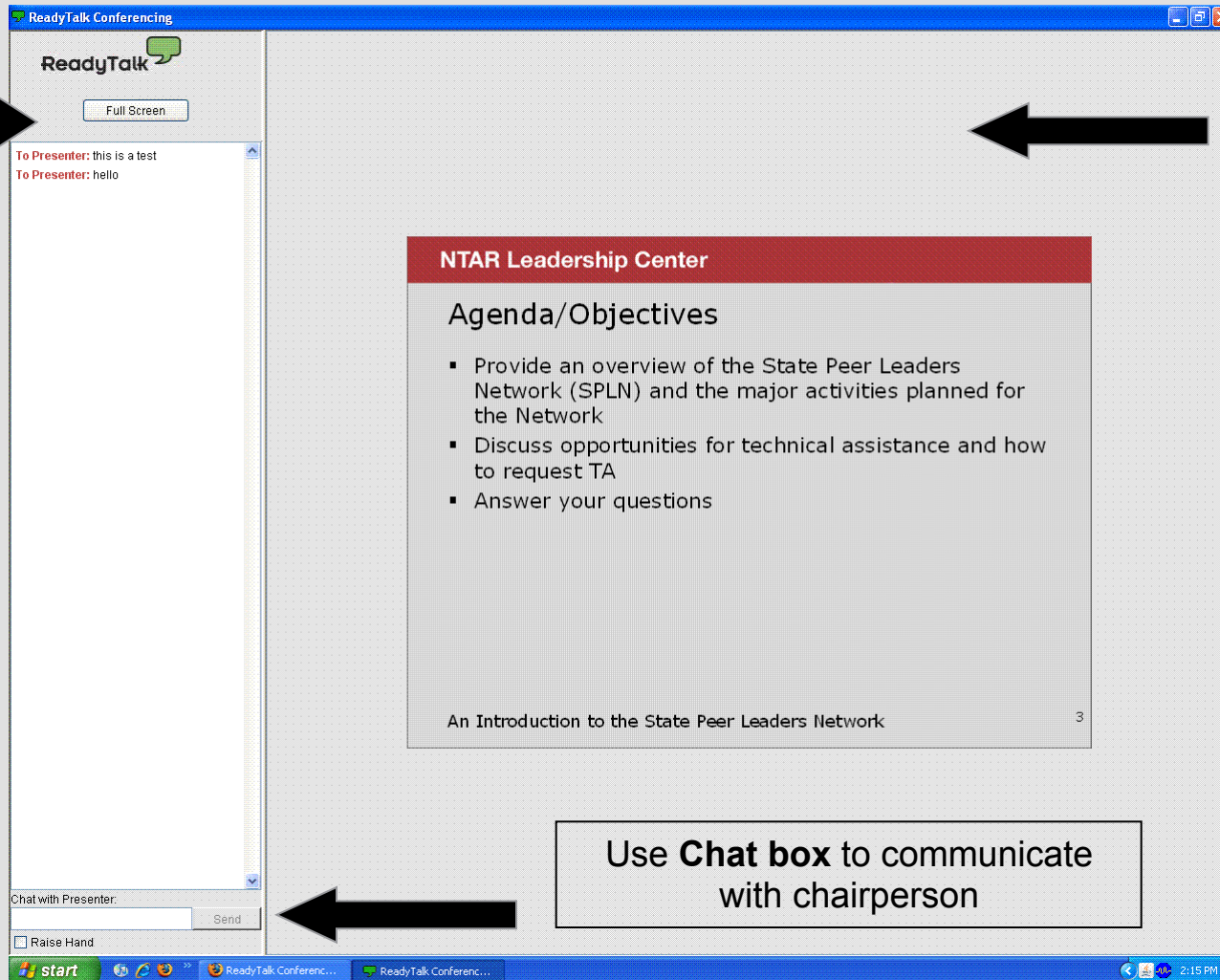
March 26, 2009

Audio Dial-In Information

866.740.1260

Access Code: 9324100

Webinar Classroom Layout



Select **Full Screen** to maximize presentation; minimizes chat feature

Presentation Slide Area

Use **Chat box** to communicate with chairperson

Access to Webinar Materials

- A direct link to the webinar materials, including web and audio content, will be posted on the NTAR Leadership Center website by 10:00 a.m. Eastern Time, Friday, March 27, 2009

www.ntarcenter.org

Presenters

- **Michael Callahan**, President, Marc Gold & Associates

Moderator:

- **Nanette Relave**, Director, State Peer Leaders Network, NTAR Leadership Center and Director, Center for Workers with Disabilities, APHSA

The NTAR Leadership Center

- Established in September 2007 through a grant from the U.S. Department of Labor's Office of Disability Employment Policy (ODEP)
- A collaboration of partners with expertise in workforce and economic development, disability employment, financial education and asset building, and leadership development
- Created for the purpose of building capacity and leadership at the federal, state, and local levels to enable change across workforce development and disability-specific systems that will increase employment for adults with disabilities

Guiding Principles

- Increasing partnerships and collaboration among and across generic and disability-specific systems
- Increasing the use of self-direction in services, and integration of funding across and among systems
- Increasing economic self-sufficiency through leveraging work incentives, financial education, or other strategies that promote profitable employment and asset building
- Increasing the use of universal design in employment services and as a framework for employment policy
- Increasing the use of customized and other forms of flexible work options for individuals with disabilities and others with barriers to employment

Unbundling Demand: Shifting the Employment Relationship from Competitive to Customized

Using unmet needs as a strategy to engage
employers in a down economy

Unbundling Demand

Employers have typically met needs by bundling demands into job descriptions.

Job seekers with complex lives often don't have the "whole package" to offer. Tough economic times make it even harder to compete.

Customized Employment allows employers to "unbundle" demand and to take advantage of discrete competencies and meet unmet needs.

From the Employer's Side

Focuses on unmet workplace needs

CE provides a strategy for employers to focus on the unmet needs that inevitably occur in a time of multi-tasking, high expectation demand.

Takes advantage of specific employee competencies

CE utilizes specific job seeker competencies based on discovering their “strengths, needs, and interests” and matches and negotiates with existing employer needs.

Customized Employment

According to USDOL:

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

It is based on an individualized determination of the strengths, needs, and interests of the person with a disability, and is also designed to meet the specific needs of the employer.

Value Added to Employers: The Customized Process

- Discovery
- Capturing discovery through profiles
- Customized employment planning
- Portfolio/visual resume development
- Job development representation
Here, CE dovetails with Supported Employment
- Workplace analysis, accommodations, job site support

Benefits of Customized Employment for Employers

- The discovery process reduces recruitment costs by getting to know job seekers' "strengths, needs, and interests"
- The customized plan helps assure job seekers are connected with potential employers of their interest
- Employers can target specific areas of workplace need and know the tasks will get done

Features of Customized Employment

- The customized relationship is completely voluntary on the employer's part
- Job seekers are encouraged to allow “positive disclosure” of the work impact of their complexity and challenges
- Pay can be negotiated from minimum/entry to that typically paid for similar jobs

Features of Customized Employment

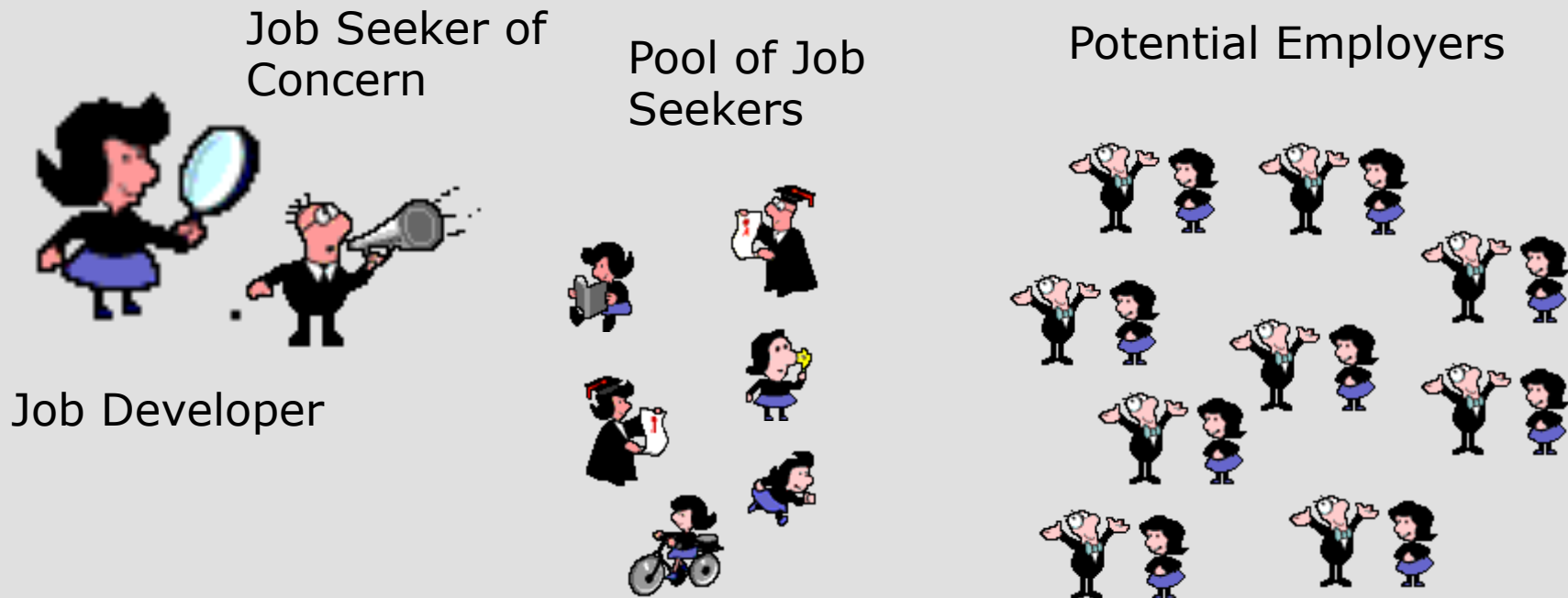
- Applicable to all users of the workforce system and can be offered to an array of potential and current employees
- Includes ongoing supports and other services, as needed
- Allows employers to meet goals of increasing diversity and hiring individuals with complexities in a way that benefits their business

Two Distinct Approaches

Individual Customized Job Development

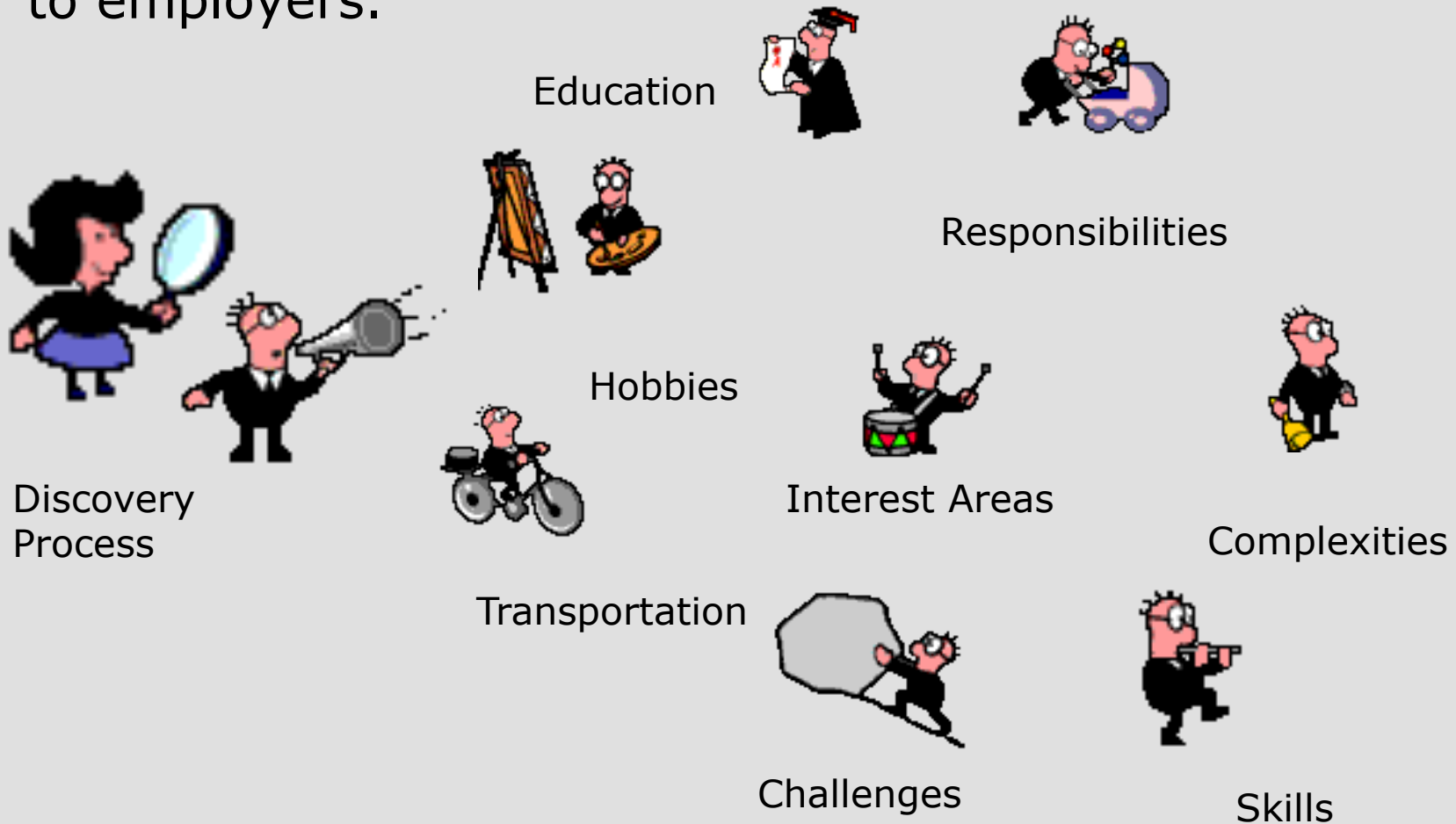
Discovering the “strengths, needs, and interests” of individuals and then negotiating a job description that meets both the job seeker’s and employer’s specific needs.

Customized Job Development



In Customized Job Development, Job Developers gets to know one applicant at a time through **discovery** *before* meeting with potential employers in the community.

Discovery allows us to determine who the applicant is, their complexities as well as their potential contributions to employers.



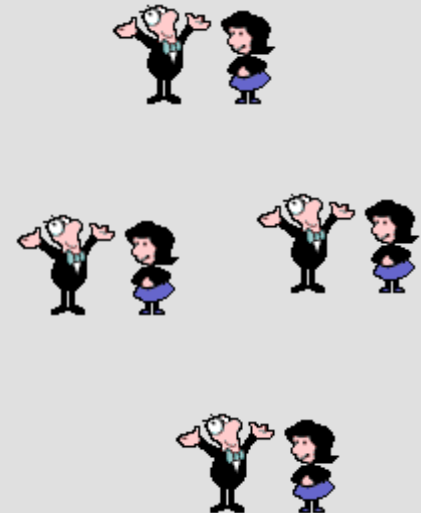
Customized Job Development



The Job Seeker's Conditions, Interests, and Contributions are identified through a Customized Planning Process as well as a ***Task List***.



The Job Developer then meets with specific employers in an effort to negotiate a customized job description.



From a list of potential employers identified during the Customized Plan.

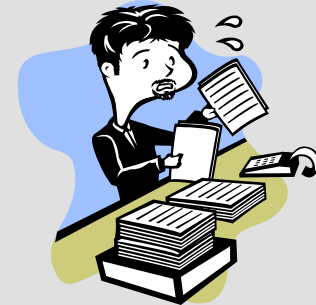
Customized Job Development



Customized Employment is successful when there is a negotiated fit between the applicant's "strengths, needs, and interests" and the "specific needs of an employer."

Employer-Driven Customized Employment

All workplaces have unmet needs, even when fully staffed, but particularly in difficult economic times



Employer-Driven Customized Employment

Employers can turn each unmet need into a task

2. Assisting receptionist during heavy calling

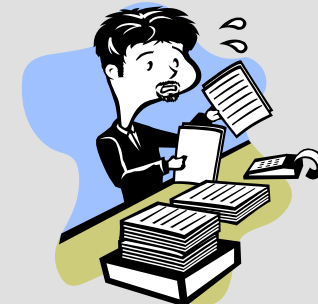


1. Excess data entry

5. Relieving employees during break

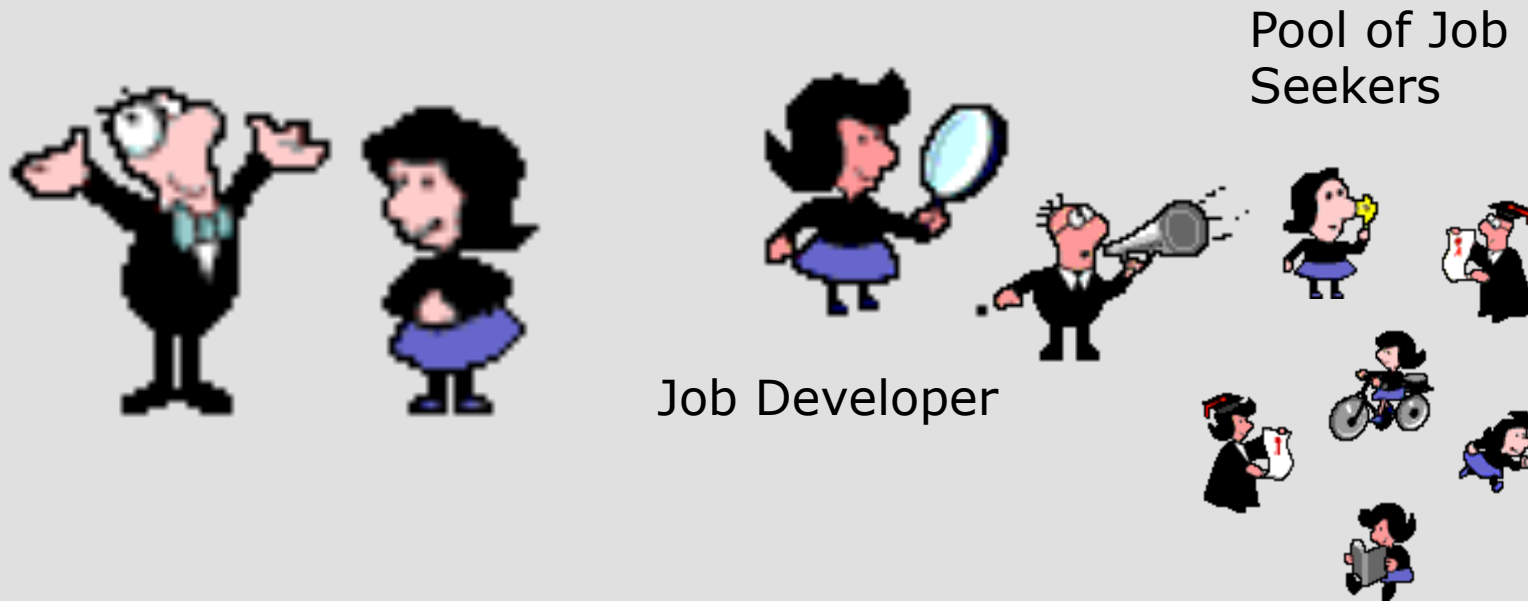


4. Augmenting low producing employees



3. Performing episodic duties: collating for meeting

Employer-Driven Customized Employment



Employers can then contact a local Employment Service Provider agency in the community and request one or more job seekers who are felt to be interested in the type of work done and with the specific skills needed for the tasks

Categories of SE Customized Employment

- *Single Source Job Description*: Job based on tasks derived from a single traditional job
- *Multiple Source Job Description*: Job based on tasks derived from a variety of jobs
- *Created Source Job Description*: Job based on heretofore unmet needs of a work setting
- *Contract Relationship*: Single, multiple, or created source job description performed under a contract

Single Source Jobs: Tasks derived from a file clerk position to do sorting and filing



Example of a Single Source, Shared Job: Maintaining customer database



Multiple Source Job in Retail Setting



Unbundling Demand, March 26, 2009

Multiple Source Job: Performing various jobs within a music store – set-up, cleaning...



Multiple Source Job in Child Care: Began as a single source job

We want to avoid the “Dirtiest Jobs” in the workplace as the main focus of CE



Created Jobs: Providing delivery in an insurance company



Created Jobs: Stopping “slip and falls” in a factory



Contract Jobs: Data entry in a county personnel office



For Additional Information:

- onestops.info
- dol.gov/odep
- marcgold.com
- myti.org

Contact Information

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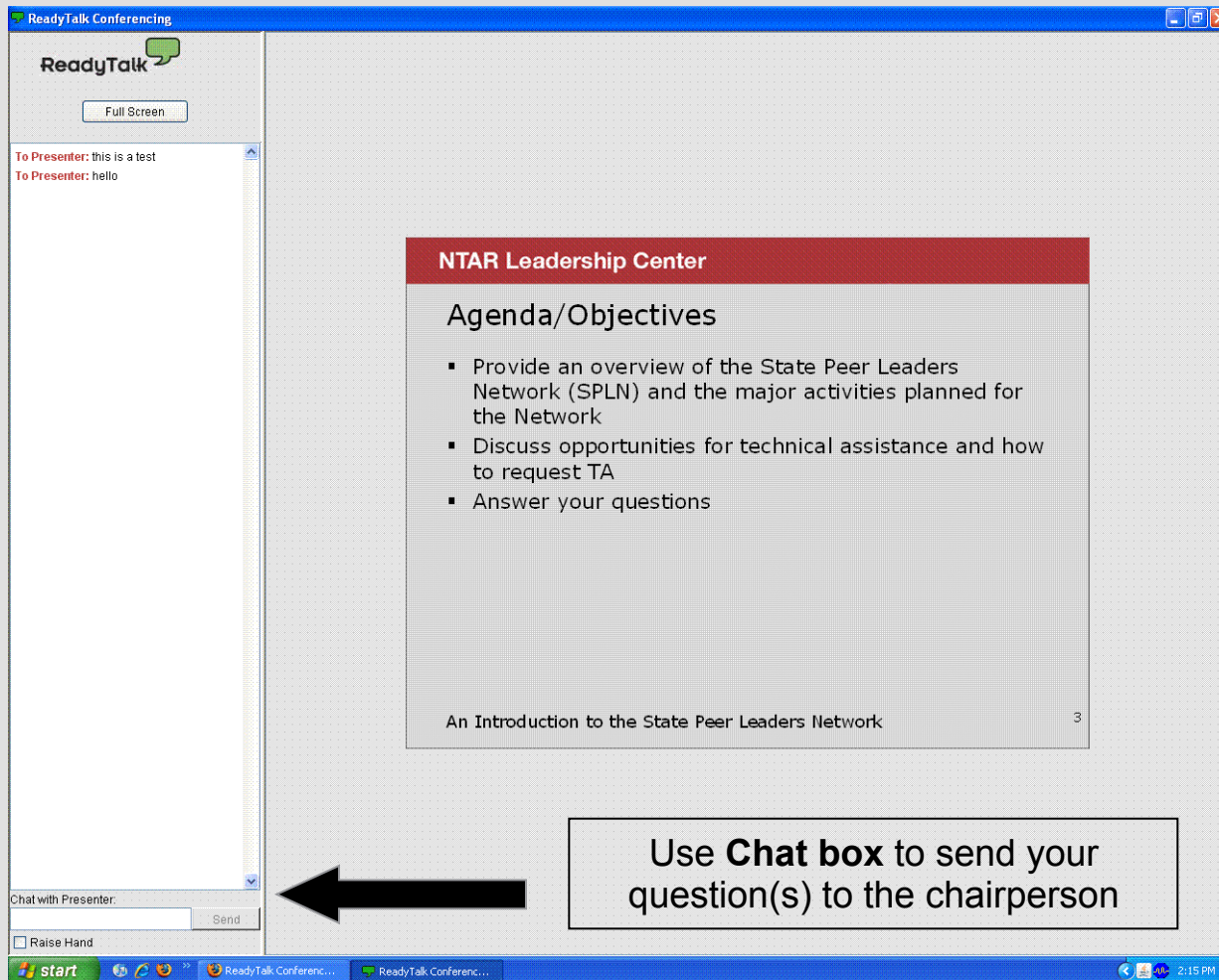
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Question-and-Answer Period: How to Submit Your Questions

Click **Raise Hand** to ask a question; the chairperson will then call on participants in the order that questions were received



The screenshot shows a ReadyTalk Conferencing window. On the left is a chat box with a 'Full Screen' button above it. The chat history shows two messages: 'To Presenter: this is a test' and 'To Presenter: hello'. At the bottom of the chat box is a 'Send' button and a 'Raise Hand' checkbox. The main area of the window displays a presentation slide titled 'NTAR Leadership Center' with the subtitle 'Agenda/Objectives'. The slide lists three bullet points: 'Provide an overview of the State Peer Leaders Network (SPLN) and the major activities planned for the Network', 'Discuss opportunities for technical assistance and how to request TA', and 'Answer your questions'. The slide footer reads 'An Introduction to the State Peer Leaders Network' and '3'. A large black arrow points from the 'Raise Hand' checkbox to the text box on the left. Another black arrow points from the text box on the right to the chat box.

ReadyTalk Conferencing

ReadyTalk

Full Screen

To Presenter: this is a test
To Presenter: hello

NTAR Leadership Center

Agenda/Objectives

- Provide an overview of the State Peer Leaders Network (SPLN) and the major activities planned for the Network
- Discuss opportunities for technical assistance and how to request TA
- Answer your questions

An Introduction to the State Peer Leaders Network 3

Chat with Presenter:

Send

☐ Raise Hand

Use **Chat box** to send your question(s) to the chairperson

Question-and-Answer Period



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NTAR Leadership Center Website

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