NTAR LEADERSHIP CENTER
LEADERSHIP. INNOVATION. CHANGE.

Universal Design and Workforce Development Competencies

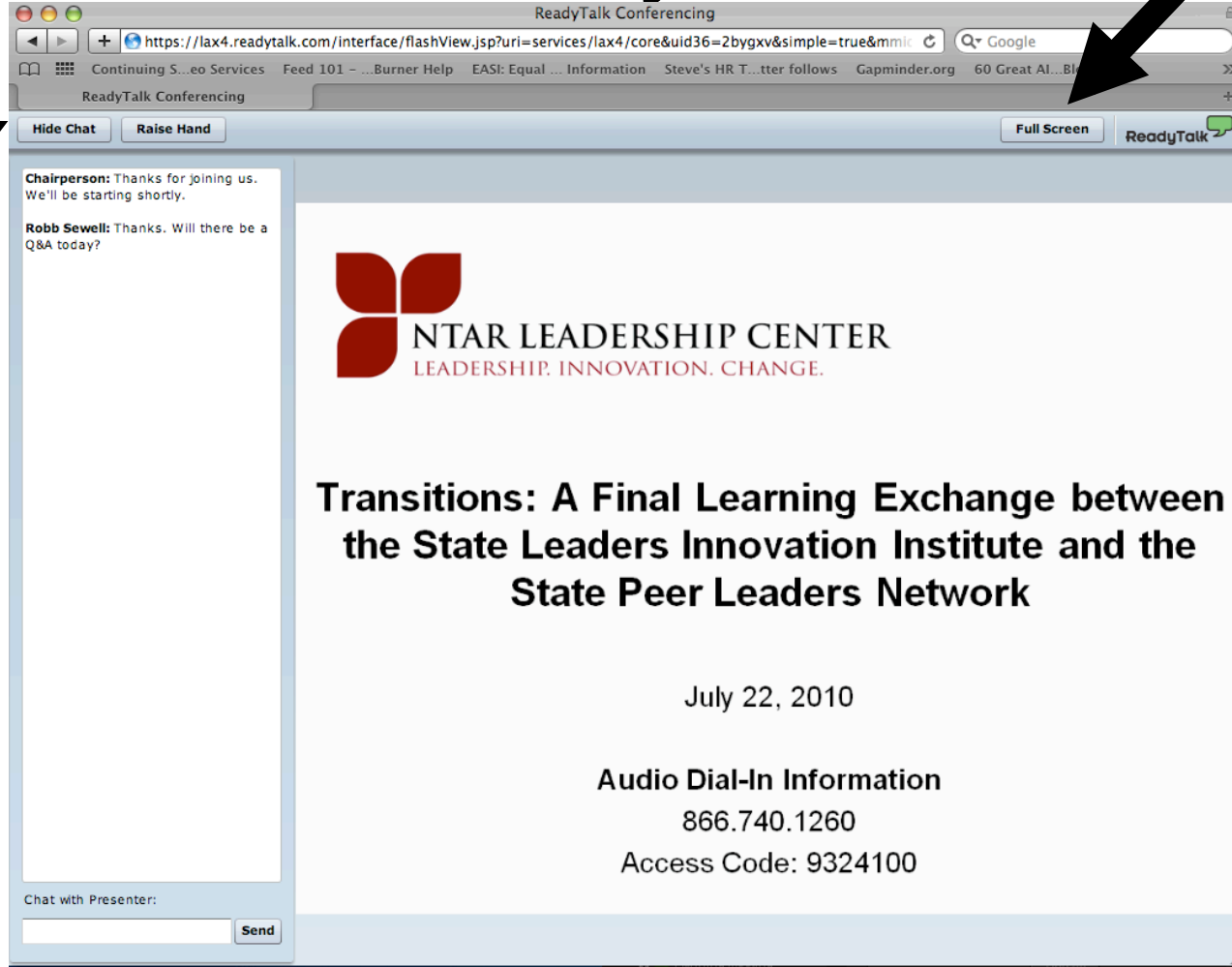June 28, 2011

Audio Dial-In Information

800.671.7032

Closed Captioning

- For closed captioning of this webinar, please open the following link in a separate browser window:

http://www.ccproductions.com/ccp_streaming.asp?event=CCP2

Webinar Classroom Layout

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

Use **Hide Chat** for a cleaner, uncluttered webinar

Use **Chat box** to communicate with chairperson

Presentation Slide Area

ReadyTalk Conferencing

Hide Chat   Raise Hand   Full Screen   ReadyTalk

Chairperson: Thanks for joining us. We'll be starting shortly.

Robb Sewell: Thanks. Will there be a Q&A today?

Chat with Presenter:

[ ]   Send

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Transitions: A Final Learning Exchange between the State Leaders Innovation Institute and the State Peer Leaders Network

July 22, 2010

Audio Dial-In Information
866.740.1260
Access Code: 9324100

Access to Webinar Materials

- A direct link to the webinar materials, including web and audio content, will be posted on the NTAR Leadership Center Web site by noon Eastern Time, Wednesday, June 29, 2011.

www.ntarcenter.org

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.

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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.

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Presenters

- **Cori DiBiase**, Principal, Aperio Consulting Group

- **Sheila Fesko**, Ph.D., Institute for Community Inclusion

Overview of Webinar

- Evolution of Universal Design

- Universal Design for the Workforce Development System

- Universal Design Staff Competencies

- Questions & Answers

Evolution of Universal Design

Diversity is a Reality and an Opportunity

Diverse Populations

- Displaced homemakers
- Ex-offenders
- Welfare recipients
- Youth/older workers
- People with disabilities
- Veterans

Complex Lives

- Low literacy
- Poverty
- Language barriers
- Cultural differences
- Lack of skills/work experience
- Child care needs
- Homelessness
- Health issues

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Evolution of Universal Design

The Reality of Businesses: All Shapes, All Sizes

All businesses want to increase profit but vary by:

- Industry
- Size
- Customers

- Internal Culture
- Financial Strength
- Services or Products

Evolution of Universal Design

Universal Design of the Environment

Physical and Architectural Access
(Examples: curb cuts, electronic doors)

Universal Design for Learning

Inclusion and Curricula for All
(Examples: presenting information visually,
hands-on projects, and text such as
closed captioning)

Universal Design for the Workforce Development System

The design of environments, products, and communication practices, as well as the delivery of programs, services, and activities that meet the needs of all customers of the workforce development system.

One-Stop Career Center services and programs are inherently accessible to the greatest number of customers without the need for separate or disparate basic services.

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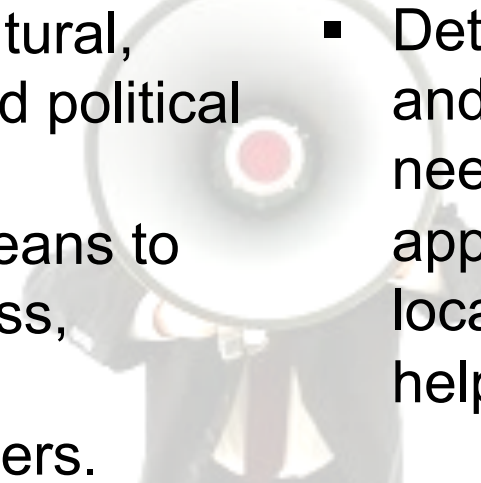
Universal Design Staff Competencies

- Essential to workforce development staff in meeting the needs of a diverse community, career seekers, and businesses.

- Skills, talents, and knowledge required by staff to meet the challenges faced by all customers of the workforce development system.

- Ensure that staff efforts reflect the needs of their community.

Universal Design Staff Competencies

Marketing and Outreach

- Understand the cultural, socioeconomic, and political environment of the community as a means to understand business, career seeker, and community customers.

- Determine unmet agency and individual customer needs, and discover the appropriate resources in the local or state community to help meet these needs.

Universal Design Staff Competencies

Marketing and Outreach

- Recognize that the "word of mouth" image of the One-Stop Career Center and the workforce development system is based on its responsiveness and effectiveness; i.e., performance is marketing.
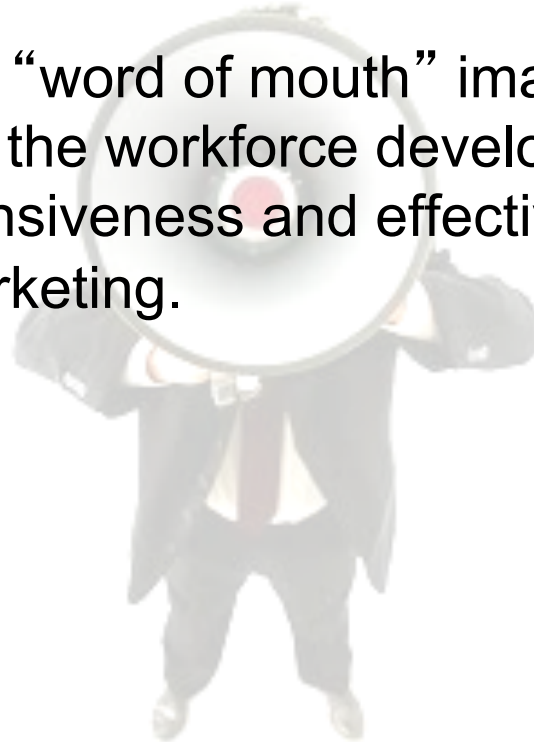
Universal Design Staff Competencies

Marketing and Outreach

Best Practices from the Field

- Green Jobs Regional Collaboration:

www.marcgreenworks.com
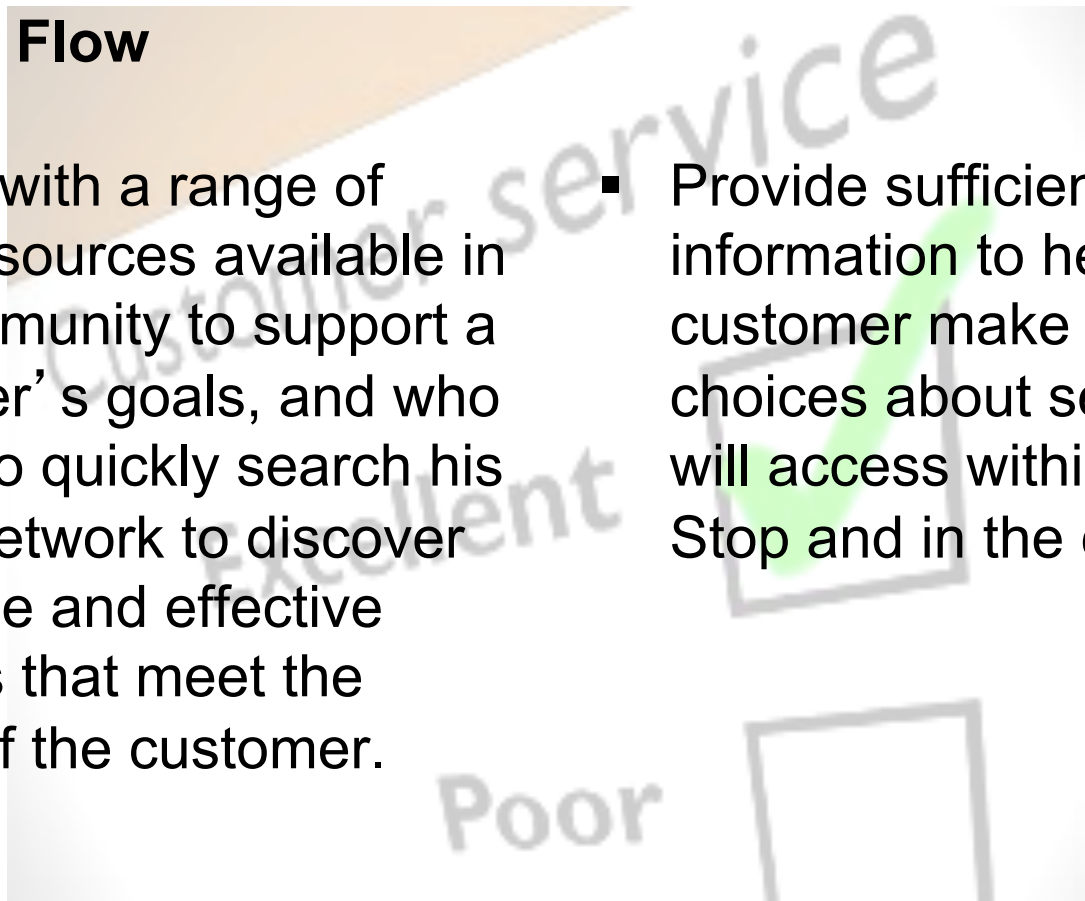
Universal Design Staff Competencies

Customer Flow

- Effectively refer customers to a variety of services while maintaining contact with the customer, and continuing to deliver services directly.

- Create a "resource map" based on knowledge of the community and/or who has access to this information from other sources.
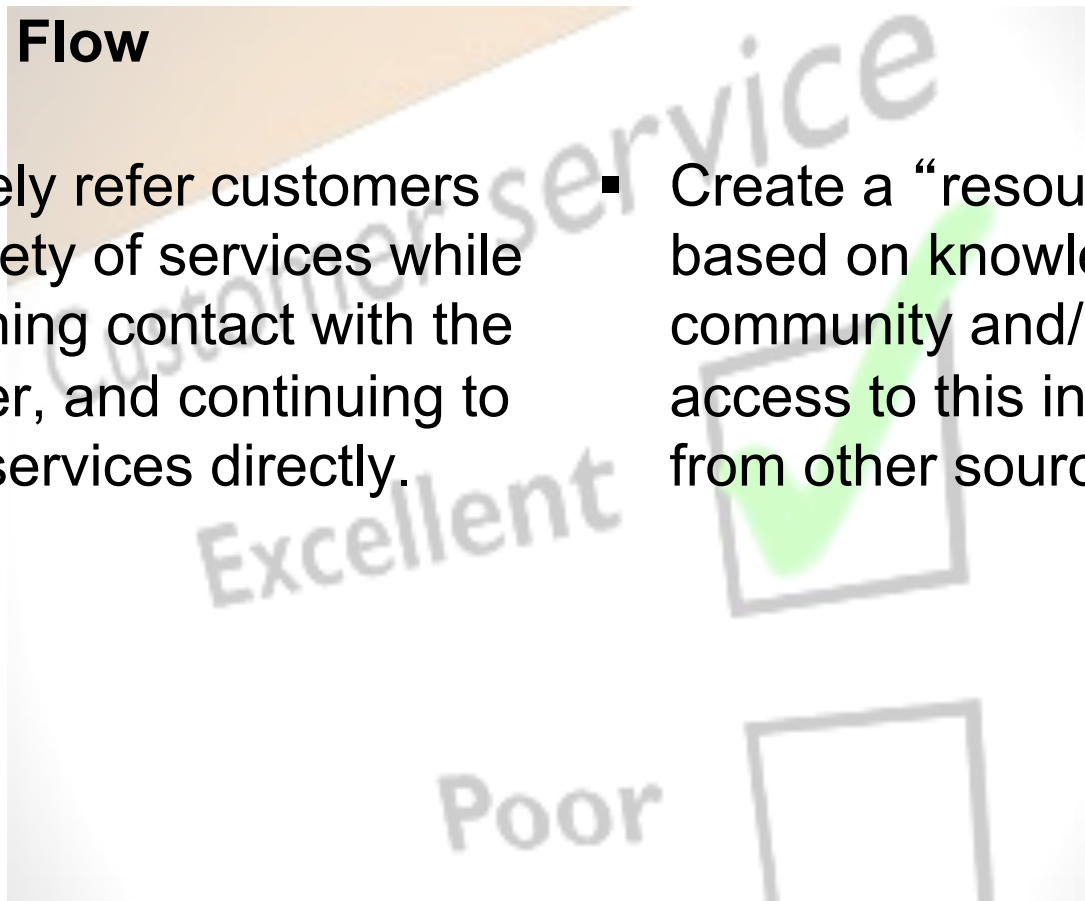
Universal Design Staff Competencies

Customer Flow

- Partner with a range of other resources available in the community to support a customer's goals, and who is able to quickly search his or her network to discover reputable and effective services that meet the needs of the customer.

- Provide sufficient information to help the customer make informed choices about services they will access within the One-Stop and in the community.

Universal Design Staff Competencies

Customer Flow

Best Practices from the Field

- Iowa and southern Maryland have adopted the Functional Teams approach to Customer Flow:
    - Membership Team
    - Employment Assistance Team
    - Business Services Team

Exercise – How do YOU learn?

aaysa

smjptc

Exercise – How do YOU learn?

a a y s a

s m j p t c

Universal Design Staff Competencies

Assessment

- Effectively use assessments as tools in the customer's career development process:

  - Understand the difference between formal and informal assessments.

  - Has knowledge of when, how, and why to use assessments at various points.

  - Uses assessments to refine and improve service delivery, not as a tool to screen a candidate out of potential service provision.

Universal Design Staff Competencies

Assessment

- Effectively use assessments as tools in the customer's career development process:
  - Has access to a wide array of assessment tools appropriate for a variety of learning styles. Tools will include those with a focus on experiential and situational assessments.
  - Is able to effectively interpret assessment results with career-seeking customers.
  - Understands the cultural and educational limitations of assessment tools.
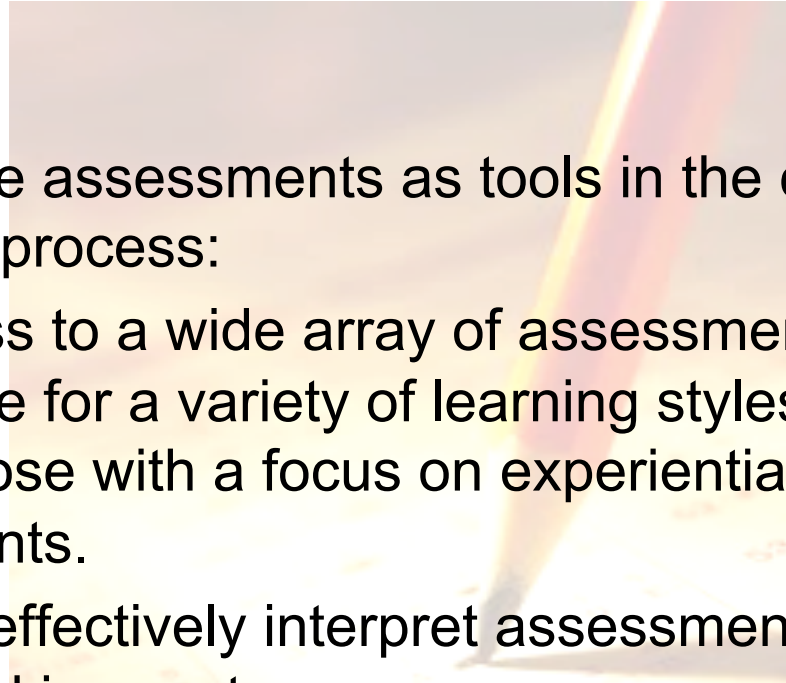
Universal Design Staff Competencies

Assessment

Best Practices from the Field

- The Reemployment and Eligibility Assistance Initiative
  - Provides 1:1 employment assessment and assistance to individuals who have exhausted their Unemployment Insurance benefits.

Road to Recovery
Strategies for ReEmployment

Universal Design Staff Competencies

Service Delivery

- Perform a thorough intake that identifies both the customer's needs and a sampling of the resources that may be required to address them.

- Understand how cultural differences affect a career seeker's view of the career development process, and provide support and encouragement through the prism of these differences.

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Universal Design Staff Competencies

Service Delivery

- Understand the basics of job development, with the ability to:

  - Assess the relationship between the career seeker's skills, experiences, and preferences to that of the needs of a business' industry, talent needs, and culture; and

  - Understanding the multiple factors at play in job development, including the personality of the individual and of the workplace, the emerging needs of the employer that are not formally stated in a job description, and the overall character of the industry.

Universal Design Staff Competencies
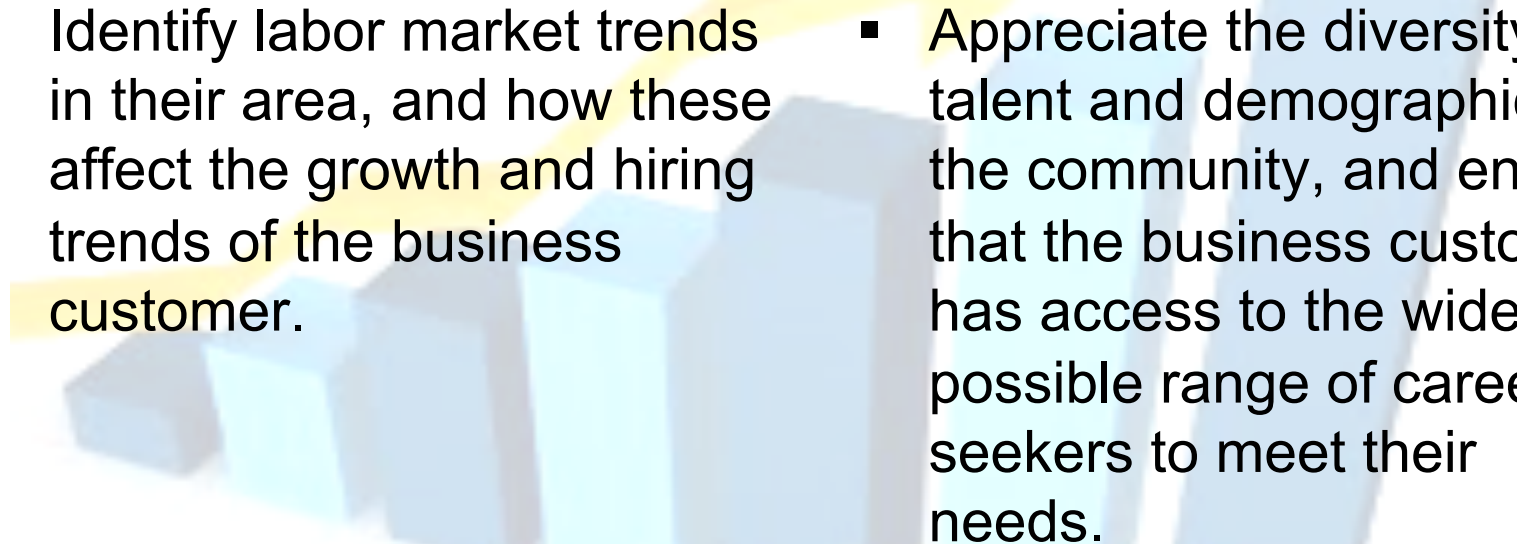
Service Delivery

Best Practices from the Field

- Integrated Resource Team – A Service Delivery Model:
  - Brings together public- and private-sector representatives at a local One-Stop community level.
  - Improves communication and collaboration that results in enhanced coordination of services and supports for job seekers.

WORKSOURCE
OREGON
EMPLOYMENT DEPARTMENT

Universal Design Staff Competencies

Business Services

- Identify labor market trends in their area, and how these affect the growth and hiring trends of the business customer.

- Appreciate the diversity of talent and demographics in the community, and ensure that the business customer has access to the widest possible range of career seekers to meet their needs.

Universal Design Staff Competencies

Business Services

- Describe flexible workplace strategies that can make a business more efficient and effective at hiring, retaining, and promoting a diverse workforce.

- Clearly understand and articulate the goals of the business customer, and their human resource needs.

Universal Design Staff Competencies

Business Services

Best Practices from the Field

- The WorkSource One-Stop Career Center in Tri-Cities, Washington created a dedicated business service team based on braided funding from multiple partners.

Next Steps…

- Universal Design and Workforce Development Professional Competencies Roundtable

- Fine-tuning

- Rollout and implementation

Helpful Resources

- National Center on Workforce and Disability
  www.onestops.info

- National Collaborative on Workforce and Disability/Youth
  www.ncwd-youth.info

- NTAR Leadership Center
  www.ntarcenter.org

Contact Information

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Submitting Questions for Q&A

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

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Question-and-Answer Period

- Initial thoughts and reactions?

- Feedback

- Questions?