



**NTAR LEADERSHIP CENTER**  
LEADERSHIP. INNOVATION. CHANGE.

# **Universal Design for the Workforce Development System**

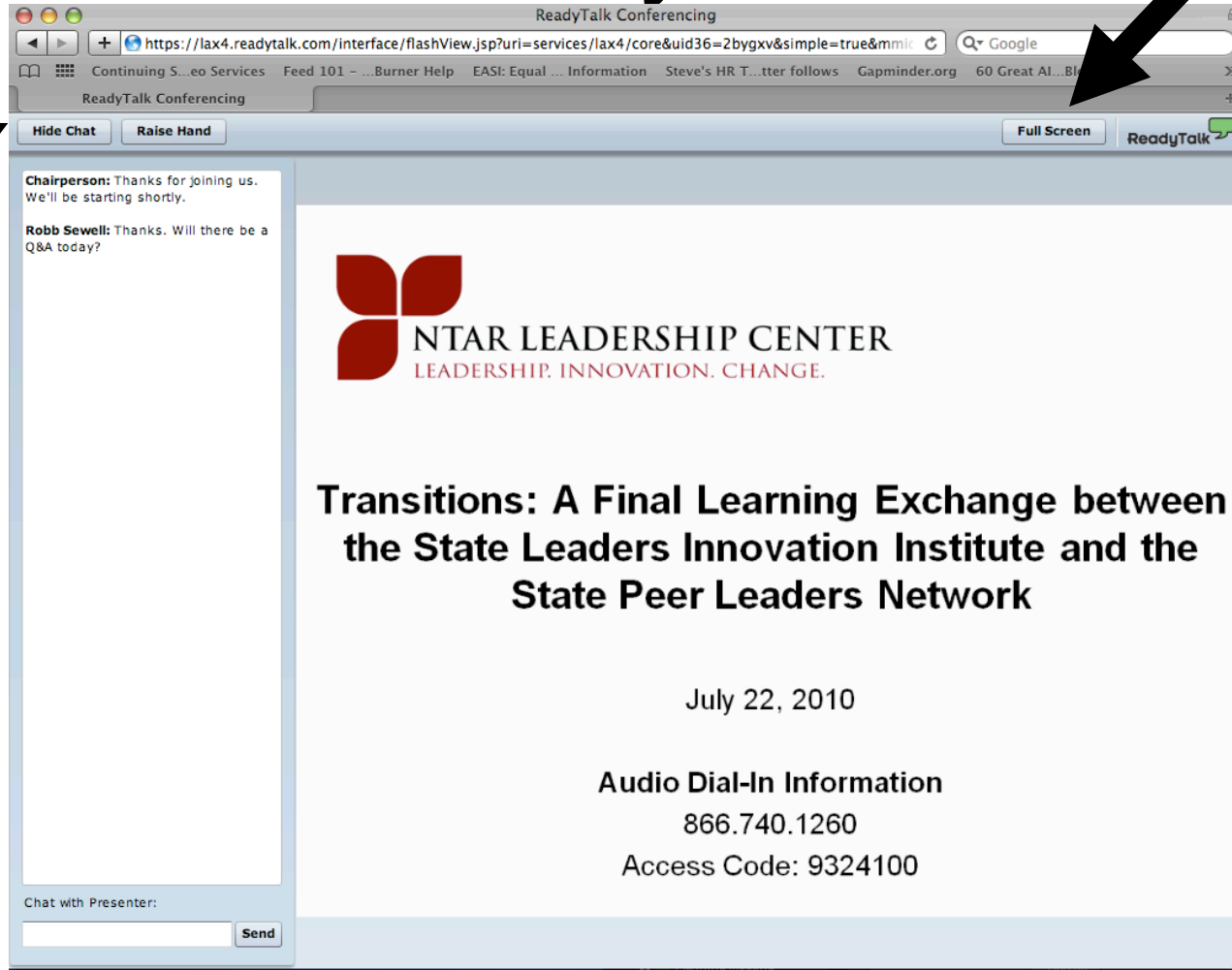
September 30, 2010

**Audio Dial-In Information**

866.740.1260

Access Code: 9324100

# 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

# 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, Friday, October 1, 2010.

**[www.ntarcenter.org](http://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.



# 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.

# Presenters

- **Cori C Di Biase**, Director of Special Initiatives, National Organization on Disability
- **Ellen Flowers-Fields**, Director, Regional Economic Development, Tri-County Council for Southern Maryland
- **Jade Gingerich**, Director of Employment Policy, Maryland Department of Disabilities

*Moderator:*

**Nanette Relave**, Director, Center for Workers with Disabilities



# 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



# The Reality

Businesses: All Shapes, All Sizes

**All businesses want to increase profit but businesses vary by:**

- Industry
- Size
- Customers
- Internal Culture
- Financial Strength
- Services or products

# Evolution of Universal Design

## ■ Universal Design of the Environment

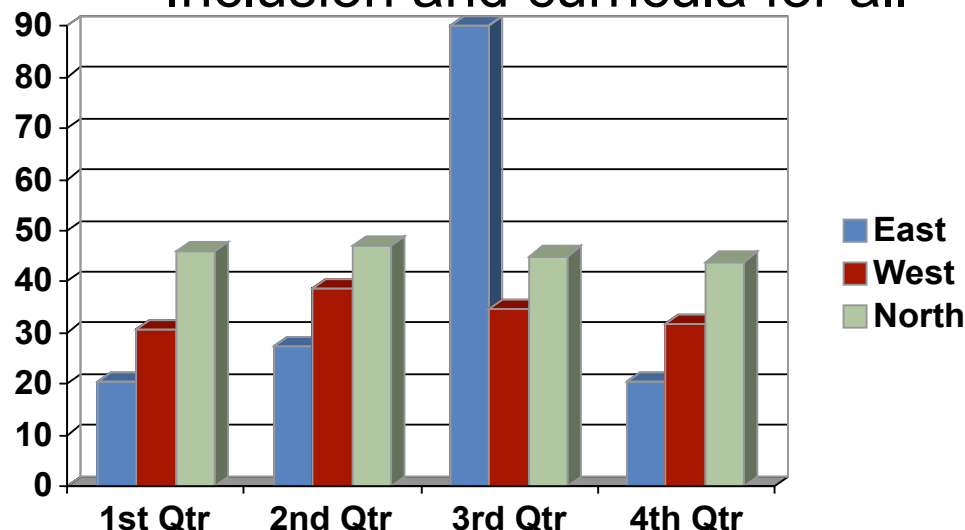
- Physical/architectural access

Ex: curb cuts, electronic doors



## ■ Universal Design for Learning

- Inclusion and curricula for all



Ex: Presenting information through graphics, hands-on projects, and text, such as closed captioning

# Evolution of Universal Design

## Universal Design for the Workforce Development System (UDWDS)

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.

UDWDS is rooted in the following concepts:

1. The best practices invariably serve the most customers.
2. Every agency and organization can benefit from collaboration.
3. Businesses and career seekers are equally customers of the workforce development system.
4. Highly coordinated services are essential for all customers.
5. Greater alignment between workforce development and economic development will benefit both systems.

# Framework for the Universal Design Matrix

## Systemic Functions

1. State and Local Strategic Planning
2. Partnerships
3. Capacity Building
4. Administration/Management and Evaluation

## Operational Headings

1. Marketing/Outreach
2. Orientation
3. Assessment
4. Service Coordination
5. Service Delivery
6. Business Services

# Universal Design “Framework for Systems Change” Web Tool

- Includes universal design strategies
- Link to Department of Labor Regulations
- Examples from One-Stops that have successfully implemented

**[www.onestops.info/website.php?page=ud\\_strategy](http://www.onestops.info/website.php?page=ud_strategy)**

# Maryland's Objectives

- Identify and link job seekers with disabilities to opportunities made available as a result of BRAC.
- Enhance the skills of job seekers with disabilities by retooling or realignment of existing training programs and dollars.
- Determine work incentives and strategies to ensure that “work pays” for individuals with disabilities.
- Develop livable and inclusive communities.



# Highlights: Key Activities to Date

## Workforce Development/ Employer

*Recommendation: Coordinate and increase cross-agency employer engagement/outreach.*



- Governor's Workforce Investment Board (GWIB) issued a proclamation highlighting the benefits of universal design in One-Stops. Technical assistance is currently being provided to several Workforce Investment areas.
- DORS, DBED, and DLLR partnered with MDOD to create an employer portal with employer-specific resources and access to qualified candidates: [www.mdworkmatters.org](http://www.mdworkmatters.org).

# Universal Design in Maryland

- GWIB Universal Design Resolution
  - Issued September 2009 as part of GWIB’s commitment to serve with the widest possible range of businesses and career seekers:

*“...the Governor’s Workforce Investment Board strongly supports the adoption of the principles of universal design...”*

# Universal Design in Maryland

Why universal design is valued at the state level

# Universal Design in Maryland

- Needs Assessment
  - In five sites, universal design collaborative staff visiting with One-Stop staff and leadership to determine their needs, strengths, and barriers.
  - Needs assessment plans were developed by universal design collaborative staff, and revised and approved by OSCC leadership.



# Universal Design Implementation in Southern Maryland

- A cross-agency committee forms to examine customer flow policy and procedure
- A “process map” is developed, with key decision points
- Purpose of the group to seek strategies that:
  - Optimize customer service
  - Create more staff efficiencies
  - Create a “timeline” for customer impact

# Intake Process

- Reformat orientation content:
  - Focus on a description of OSCC and partner services
  - Separate out the “job seeker skills” into a second training
- Create a sign-in check for first-time visitors
- Create a protocol for providing additional assistance and direction to first-time visitors



# Service Delivery Standards

- Create a set of consistent standards for **resume development, job search skills**, etc.
- Create a consistent brand across the partners
- Create a system by which events and program updates are shared with front desk and core staff (**at least** 24 hours in advance)
- Host open houses and/or customer appreciation events



# Next Steps: Internal Information Exchange/ Customer Flow

- Create a common set of OSCC and partner service internal descriptors, including information on **how the partner operates**.
  - e.g., it is not enough to say that Vocational Rehabilitation, for example, buys accessible equipment. They do so for a specific reason that is equally important to convey to the customer.
  - These descriptors can and should be of value internally (for staff) and externally (for businesses and career-seeking customers).



# Next Steps: Internal Information Exchange/ Customer Flow

- In addition to/as an extension of the process currently under way, create guides for making referrals to other programs for all staff, customized to their station, detailing:
  - When,
  - How,
  - For what services, and
  - Based on what eligibility guidelines a given referral will be made.



# Next Steps: Internal Information Exchange/ Customer Flow

- OSCC and partner service descriptions: Clearly document not only the process and the services offered by OSCC or partner agencies, but also:
  - **How** that agency does business,
  - What they will want from the customer, and
  - How their performance is measured.



# Universal Design: Benefits to Southern Maryland

Why are we as a system involved in this initiative?

# Universal Design for the Workforce Development System Developed By

- **National Center on Workforce and Disability/Adult**

[www.onestops.info](http://www.onestops.info)

- **National Collaborative on Workforce and Disability/Youth**

[www.ncwd-youth.info](http://www.ncwd-youth.info)



# Contact Information

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“There is no such thing as a  
**SPARE MARYLANDER”**

*-Governor Martin O'Malley-*

# Contact Information

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## Tri-County Council for Southern Maryland



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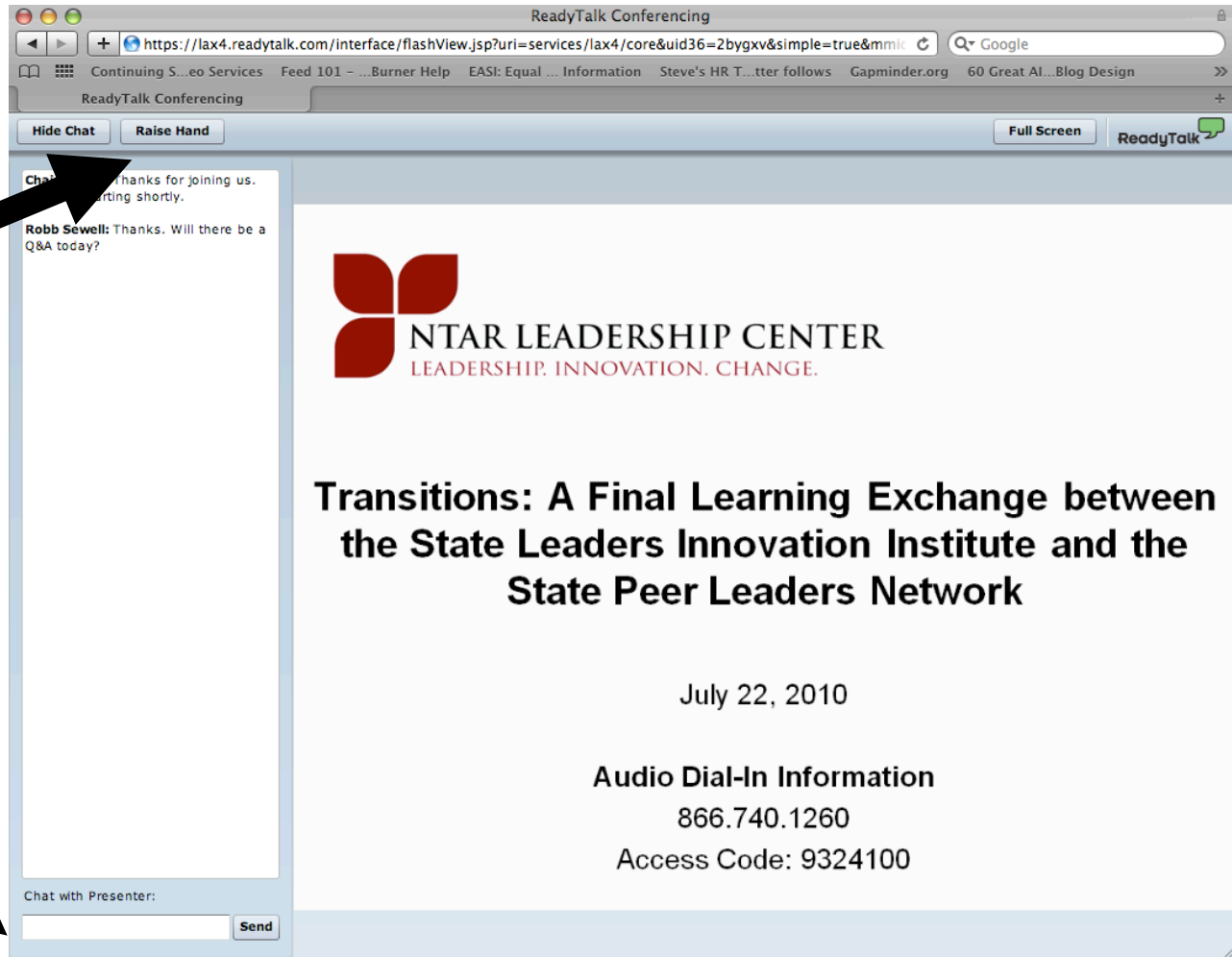
[dibiasecc@gmail.com](mailto:dibiasecc@gmail.com)

[www.nod.org](http://www.nod.org)

It's Ability, Not Disability, that Counts



# Submitting Questions for Q&A



The screenshot shows a web browser window titled "ReadyTalk Conferencing". The address bar displays a URL: <https://lax4.readytalk.com/interface/flashView.jsp?uri=services/lax4/core&uid36=2bygxv&simple=true&mmic>. The browser's address bar also shows "Google". The page content includes the NTAR Leadership Center logo and the text "LEADERSHIP. INNOVATION. CHANGE.". Below the logo, the title "Transitions: A Final Learning Exchange between the State Leaders Innovation Institute and the State Peer Leaders Network" is displayed. The date "July 22, 2010" is shown, followed by "Audio Dial-In Information" with the number "866.740.1260" and the "Access Code: 9324100". On the left side of the interface, there is a chat box with a "Raise Hand" button and a "Send" button. A "Chat with Presenter:" label is visible above the chat input field. A "Full Screen" button is located in the top right corner of the interface.

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

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

# Question-and-Answer Period





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# NTAR Leadership Center Website

[www.ntarcenter.org](http://www.ntarcenter.org)