

Webinar #1 – Customized Employment Overview

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MISSOURI EMPLOYMENT FIRST STATE
MENTORING PROJECT
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Overview

Objectives

Participants will be able to:

- Define Customized Employment (CE)
- Describe how Customized Employment differs from traditional methods
- List 4 potential outcomes of Customized Employment

Customized Employment

- What is it?
- How is it different than Supported Employment or other approaches (traditional approaches, IPS, etc.)
- What it's not

Customized Employment Definition

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

Federal Register, June 26, 2002, Vol 67, No. 123 pp 43154-43149

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Customized Employment Part of Rehabilitation Act

Customized Employment, defined as “competitive integrated employment, for an individual with a significant disability, that is based on an individualized determination of the strengths, needs, and interests of the individual with a significant disability”, “designed to meet the specific abilities of the individual with a significant disability and the business needs of the employer,” and “carried out through flexible strategies.”

Workforce Innovation and Opportunity Act (2014)

Customized Employment (CE) - What is it?

An outcome and set of tools and strategies resulting in positive employment opportunities by matching a job seekers interests, skills, and ideal conditions of employment with an identified employer or community need(s).



How Does Customized
Employment Differ from
Supported Employment or
other approaches?

Evolution of Customized Employment

- Derived from Disability field
- Institutionalization (no employment)
- Sheltered work (support provided in group settings; “train and place” model)
- Supported Employment

Supported Employment



Supported employment was defined as *“competitive work in integrated settings... for individuals with severe handicaps for whom competitive employment has not traditionally occurred.”*

LEARNED WE NEEDED A DIFFERENT APPROACH



- One person at a time!
- Place and train (vs. train and place)
- Negotiating tasks that people CAN do vs trying to “fit” into existing job descriptions.
- Figuring out ways to support workers, long-term, in community jobs (e.g., systematic instruction, assistive technology, natural supports).

Customized vs Supported Employment

Stands on the shoulders of Supported Employment

Based on same values

Added tools/strategies that help Employment Specialists

- Assessment individual strengths, contributions, and conditions of employment (Discovery)
- Identify business needs
- Negotiate specific job duties that create a win/win situation
- Utilizes social capital and natural supports

Polling Question #1: How did you get your first job?

- By responding to posted job opening
- Through a friend or family member
- By participating in a work experience or internship
- Because I knew the employer
- In a family business
- Other

Polling Question #2: Who taught you your first job?

- I already had the skills and knowledge to perform the job.
- My employer provided formal orientation and training.
- My supervisor and/or co-workers taught be what I needed to know.
- Other

CE Circumvents a More Traditional Approach



Traditional Job Development Strategies:

Vocational Assessment

Résumé development

Interview practice

Responding to posted jobs (the public workforce, want ads, Craig's list, etc.)

Applications and Interviews

A Customized Approach:

Discovery

Vocational profile

May include portfolios, picture or video resumé

Informational interviews/connections.

Match skills and employer needs.

Employment proposals.

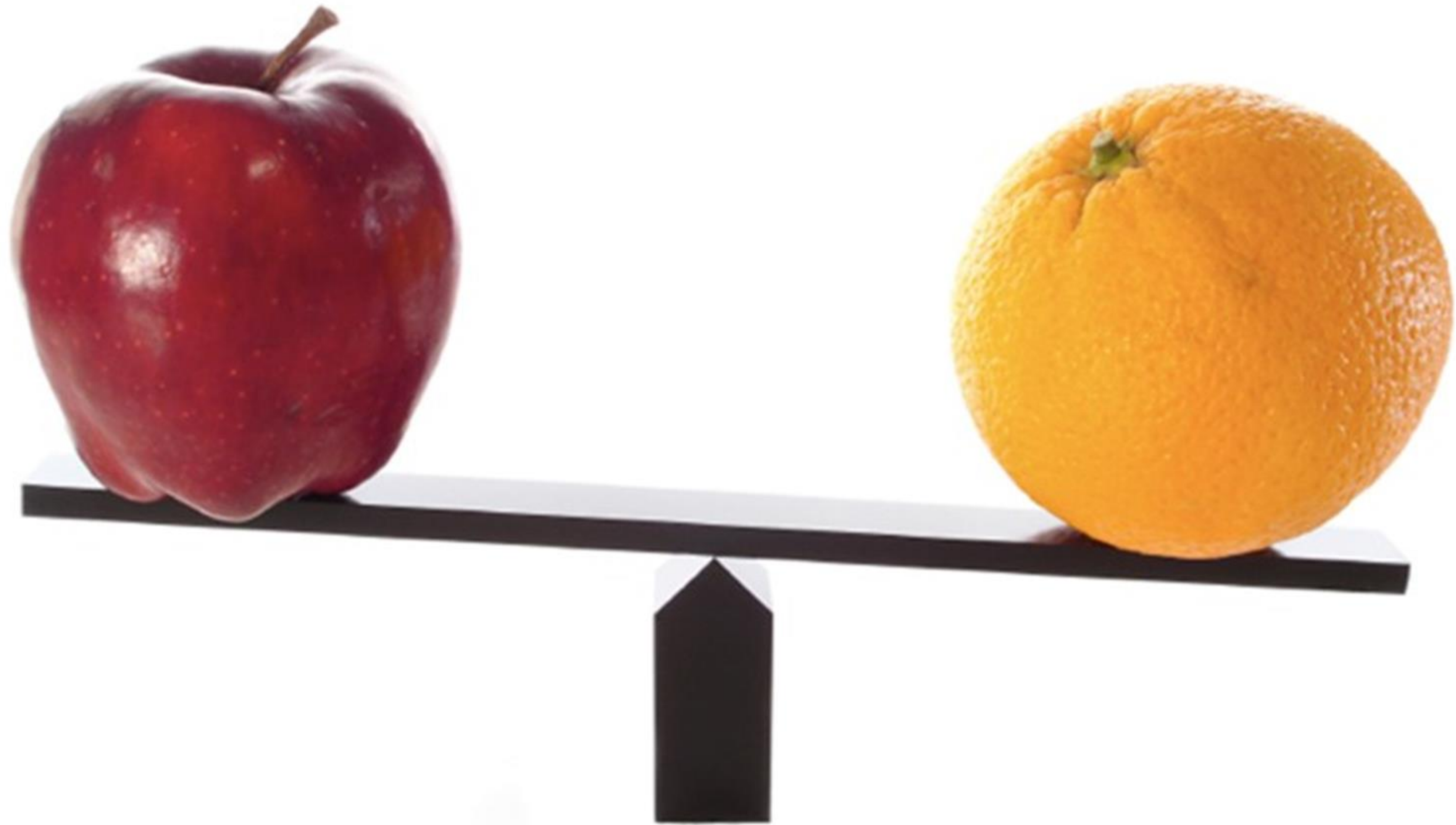
The Hidden Job Market

- 80% of all jobs never get formally advertised
- 60% of people looking for work find jobs through the help of family, friends, and acquaintances.
- Employers are often more willing to hire someone recommended.

Polling Question #3 - Who might CE help?

- Experience Intellectual and Developmental Disabilities
- Experience mental health disabilities
- Have had involvement with the justice system
- Individuals who live in rural environments, with limited job opportunities
- Anyone experiencing barriers to employment.

Customized vs. Traditional Employment Approaches



What Customized Employment does NOT involve....

- Group placements
- Job placement at less than minimum or prevailing wage
- Fitting the job seeker into an existing job description
- Reliance on large companies or companies with high turn-over
- Running job seekers through a pre-established set of work experiences.

Questions???

Potential Outcomes of Customized Employment

Four Potential Outcomes of Customized Employment

Wage Employment

- Negotiated jobs
- Resource Ownership

Self-Employment

- Micro-Enterprise
- Business within a business

Negotiated Jobs

- Identifies business needs that match the contributions and conditions of the job seeker.
- Proposes how the job seeker could meet the need of employer.
- Removes the job seeker from the comparative process by focusing on tasks could benefit the business.

Example: Debbie



Theme: Organization

Ideal Conditions:

- Clean
- Structured
- Weekdays, part time
- On bus route

Strategy: Negotiated Job
“Filing Position”

Resource Ownership

Based on match between individual interest skills/interests and business need.

Individual contributes necessary items or equipment to business

Operating equipment becomes duty of individual

Economic development approach (win/win)

Resource Ownership – Scott's Ice Cream

Theme: Culinary

Strategy: Resource ownership

Resources

- Vocational Rehab
- PASS
- Personal investment
- Employer investment



Resource Ownership: Chelsea



Themes: Education and Technology

Strategy: Resource Ownership

Resources:

Vocational Rehabilitation

Special Project – Fast Start Funds

Self-Employment

Self-employment is potentially for anyone...
but not for everyone!

Increases the range of employment options
and opportunities for success

One way for people who receive SSI and/or
Medicaid to accumulate wealth.

Polling #4 – Truth or Myth?

- Entrepreneurs must be able to handle ALL aspects of the business.
- Entrepreneurs must be able to write a business plan.
- Entrepreneurs work many more hours than wage employees.
- People with disabilities have a harder time accessing sources of funding for small businesses (loans, etc.).

Microenterprise

- Defined as a business employing 1-5 workers;
- 28.8 million small businesses in the U.S. in 2013.
- 23 million had no employees.
- Microenterprise is the backbone of US job creation!
- Increasingly, people with disabilities have had opportunities to become business owners.

Who might be Interested in Self-Employment?

- Artisans
- People whose interests, skills; and ideal conditions of employment match a business idea or opportunity;
- People who have needed supports to establish and maintain business

Extended Services & Supports MUST be in place!

Self-Employment Example

Theme: Horticulture

Ideal Conditions:

- Late morning/afternoon start
- Physically accessible worksite
- Preferably outside
- **Strategy:** Self-Employment

Resources:

- Vocational Rehabilitation
- PASS
- Group Home and employment staff



Business within a Business

- Business operates as it's own entity within another host business.
- Built in support and customer base may already exist
- Can be unique and interesting option for potential entrepreneurs.

Business within a Business

Examples:

Espresso within a bakery

Car detailing within an auto garage

Large capacity washer and drinks within a Laundromat

Gift stand within a zoo.



Poll Question #5 - Customized Employment provides:

- Services to help people study their local labor market to find employers that are currently hiring
- Tools and strategies that are tailored to finding employees who meet the qualifications for open positions
- A set of tools and strategies for helping job seekers who may not be successful with traditional, more competitive, methods of job search.
- All of the above

Poll Question #6 – Possible outcomes of Customized Employment include:

- Negotiated jobs
- Resource Ownership
- Microenterprise
- Business within a business
- All of the above

Poll Question #7 – Customized employment can be beneficial for:

- Job seekers with intellectual/developmental disabilities
- Job seekers with mental health disabilities
- Anyone experiencing barriers to employment
- Job seekers who live in rural areas, or area where economic downturn impacts the availability of jobs

Next Steps

- Do you work with job seekers who are frustrated by the traditional job search process?
- Based on what you heard today, how does Customized Employment fit in with what you already do?

EFSLMP Evaluation Questions

1. What was your overall impression of the webinar?
2. Was the webinar relevant to the work that you do?
3. How likely is it that you will use some of the information presented today?

Final
Questions???

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