



NTAR LEADERSHIP CENTER
LEADERSHIP. INNOVATION. CHANGE.

Customized Employment in the One-Stop System

Initial Year Demonstration Experiences
New York's Medicaid Infrastructure Grant

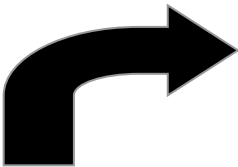
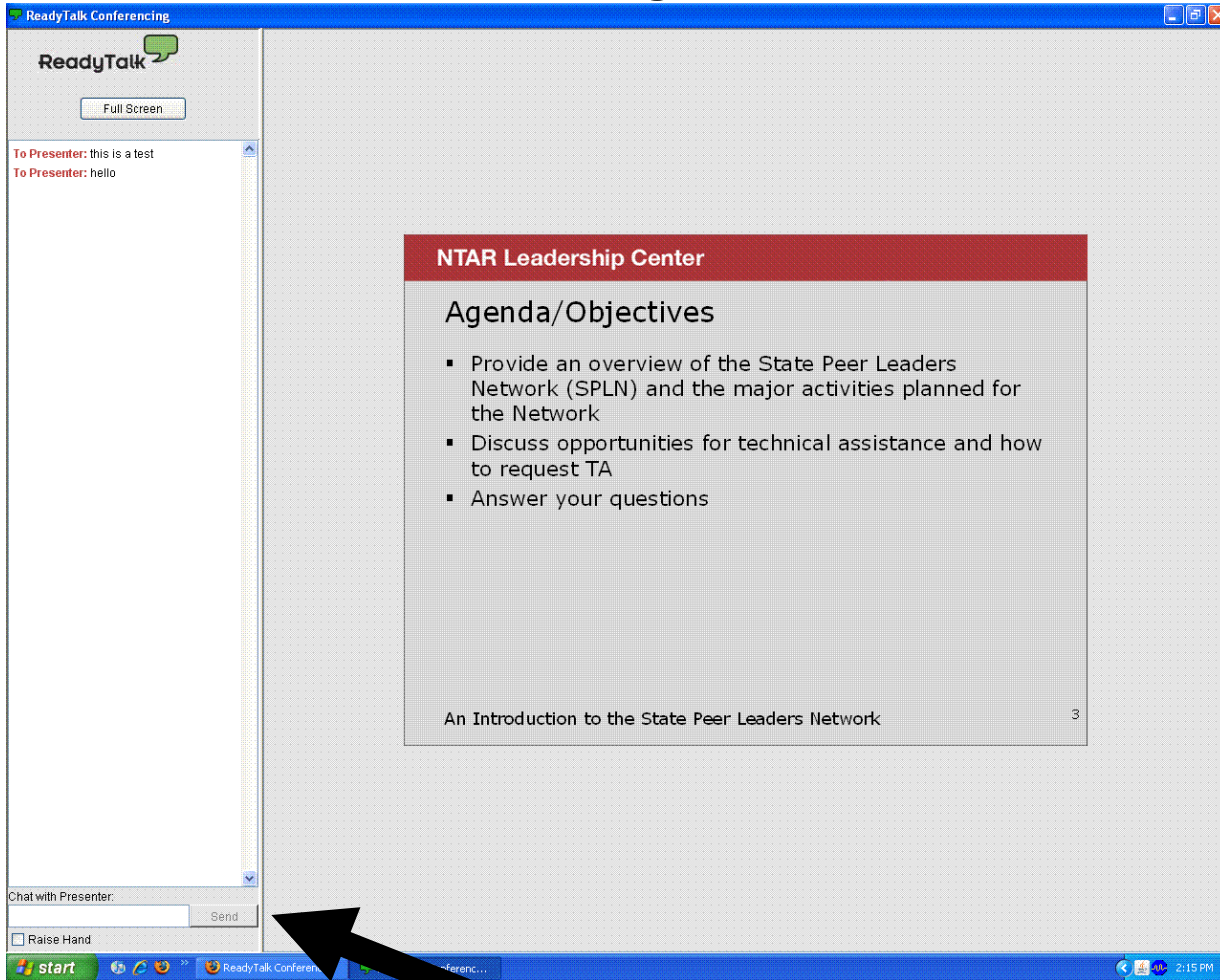
April 8, 2010

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 4:30 p.m. Eastern Time, Thursday, April 8, 2010.

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

- **Norciva Shumpert**, Trainer and Consultant, Marc Gold and Associates
- **Debby Greene**, Senior Program Development Associate, Syracuse University-Burton Blatt Institute
- **Nicole LaCorte-Klein**, Senior Program Development Associate, Syracuse University-Burton Blatt Institute

Moderator:

Nanette Relave, Director, Center for Workers with Disabilities

New York Makes Work Pay-MIG

- A statewide initiative
- Intended to dramatically improve the rate of employment among people with disabilities
- Funded by the Center for Medicaid Services for calendar years 2009 and 2010

New York Makes Work Pay-MIG

The goals of **New York Makes Work Pay** are to:

- Remove barriers to employment and a better economic future
- Improve cross-agency sustainable, coordinated systems of supports and services
- Engage the business community in collaboration with government and employment service providers to recruit, hire, retain, and advance workers with disabilities

New York Makes Work Pay-MIG

Customized Employment Goal:

Improve knowledge, capacity, and collaborations that enable employment service providers (“supply side”) to increase competitive employment outcomes for people with disabilities.

Demo Site and Approach

- NYMWP partnered with workforce system leaders in the upstate Mohawk Valley and downstate Long Island regions of New York State to build on the CE foundations established in 2003-2006 through the ODEP customized employment grants and to demonstrate sustainable ways to promote customized wage-based employment for job seekers with disabilities.
- The projects were intended to restore, enhance, and reinforce components of the earlier initiatives that were most directly associated with successful outcomes and integrate them into these sites' permanent workforce system infrastructures.



Demo Site and Approach

- NYMWP funds were targeted to provide or leverage short-term investments (two years' funding, 2009-2010) that would foster long-term sustainability. Specific objectives included documented improvements in collaboration and blended resources; measurable increases in job seekers with disabilities served, placed, and satisfied with their experiences; demonstrated sustainability; and dissemination of best practices.

Demo Site and Approach

- Basing the projects with workforce system entities would promote integration of CE services into the mainstream rather than a separate system for job seekers with disabilities. In the Mohawk Valley, the project is led by the Workforce Investment Board (Working Solutions, serving three counties). In Long Island, the project is led by a municipal One-Stop Center (HempsteadWorks, serving Nassau County).



Demo Site Background and Approach

- Approach includes delivery of trainings, technical assistance, consultation, and other resources. Both sites hired coordinators to oversee project implementation. Local partners were convened to confer and collaborate on various project strategies. NYMWP regional coordinators and national consultants worked closely with each site to plan and implement their projects.
- Each site formally launched its project with a full-day learning community event, followed by a series of needs assessment interviews and in-depth training and consultation. Both sites also upgraded their One-Stop facilities' assistive technology capabilities.

Demo Site Background and Approach

- Project deliverables included sustainability plans, capacity-building strategies, permanent collaborative structures, and long-term resources.
- Sites agreed to participate in the development of reports and tools to support broader replication and dissemination of the CE model.

CE Advisory Committee

- Comprised of representatives from various state agencies, including VESID, CBVH, OMRDD, DOL, and OASAS.
- Provide guidance around policy and implementation strategies for CE pilot teams.
- Provide coordination and collaboration among state agency employment provisions.



What is Customized Employment?

According to US/DOL:

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.

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.

Customized employment allows employers to "unbundle" demand and to take advantage of discrete competencies.

Customized Employment Shifts the Employment Relationship from Competitive to Customized

A “win/win” strategy that meets the needs of employers as well as
job seekers with complex lives

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

- Based on the job seeker's strengths (contributions), interests, and conditions
- Requires a look at the business with the employer to identify “unmet need”
- Becomes a negotiation with employer on the job seeker meeting the business need
- Also negotiates “conditions” of the job seeker

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 disabilities in a way that benefits their business

Customized Process

- Discovery of the job seeker
- Capturing discovery through profiles
- Customized employment planning
- Portfolio/visual resume development
- Job development and negotiation
- Job site analysis, accommodations, support

The Employment Process Matrix

	Competitive	Customized
<i>Natural Supports and Reasonable Accommodation only</i>	There are job seekers who will not need either SE or CE to become employed and to stay employed	There are job seekers who will need CE to become employed but will not need SE to stay employed
<i>Supported Employment and Natural Supports</i>	There are job seekers who will not need CE to become employed but who will need SE to stay employed	There are job seekers who will need both CE to become employed and SE to stay employed



Customization: More than Matching

While good job matching is a necessary component of customization, CE involves additional components.

Customized employment involves negotiating the essential responsibilities of the job as well as the employer's expectations on behalf of the applicant.



From the Applicant's Side...

An individual look at the applicant to guide the direction of “where” in the community.

- Career interests that motivate excellence,
- Contributions to identify tasks and personality characteristics to be offered to an employer in the interest area, and
- Needed conditions in the business culture for success.



From the Employer' s Side...

Customized employment requires a specific focus on unmet needs or areas requiring additional attention for the business.

It is something like bringing in outside expertise to solve a worksite need.

Employment Process

Competitive

Customized

- Both result in a competitive job

Project Activities

- Identified existing customized employment activities
 - One-Stop awareness of customized employment
 - Knowledge of partners with CE experience
- Identified willing partners for further development
- Created strategic teams to cover funding agencies

Primary Partners

- NYS Vocational and Educational Services for Individuals with Disabilities (VESID)
- NYS Commission on Blind and Visually Handicapped (CBVH)
- NYS Office of Mental Retardation and Developmental Disabilities (OMRDD)
- Disability Program Navigators (DPNs)
- CRPs and providers affiliated with the above agencies
- One-Stop youth services

Partner Issues

- Clarified usage and determined issues of implementation of CE
 - Usage varied based on partner providers
 - Needs for advancing CE implementation
 - ❖ Skill development in customized employment
 - ❖ Determination of “fit” within agency partners
 - Services to fall under
 - Funding structure
 - Policy incentives and disincentives

Creation of Teams

- Team expectations
 - Representation/participation of all players
 - Flesh out opportunities and barriers for CE implementation
 - Build capacity in CE



Teams and their Members

- Hempstead (downstate)
 - One-Stop/DOL and EAC
 - OMRDD and Mill Neck Services
 - VESID-Abilities
 - CBVH and Abilities

- Utica (upstate)
 - Oneida-Lewis ARC
 - Resource Center for Independent Living
 - Human Technologies Corporation
 - Workforce Investment Board



Training and TA

- Winter 2009-2010
 - Discovery, Profiles

- Early Spring 2010
 - CE Planning, Portfolio Development

- Spring 2010
 - Engaging Employers/Job Development

- Summer 2010
 - Intensive Case Consultation and TA

Initial Focus of TA

Facilitated Process

vs.

Group and Coached

Facilitated Process

- Partners typically offer this model
- Based on one person and typically funds/authorization is attached to person
- Funding different from each agency
 - Identifying opportunities
 - Recognizing barriers
 - Offering suggestions for reductions of barriers

Next Steps: Building Capacity

- Job development training
- Technical assistance with partners for various staff on the complete process
- Meet with partners to determine their needs for further capacity building and ongoing supports to retain the capacity

Funding

- Collecting data to influence change
- Discussions with funders to identify practice vs. regulations
- Continue to determine different funding for consideration of use in CE



Partner Funding Next Activities

- Focus groups/individuals to offer suggestions by each funder based on their experiences in the project

One-Stop Next Steps

- Coordinate facilitated CE process with partners
- Set up the group and coached CE process within the One-Stops

One-Stop Group Approach Next Steps

- Determine leaders for group approach
 - Discovery Workshop
 - Planning Workshop
 - Job Development, “Unbundle Needs” Workshop
 - Contracting and Self-Employment Workshops



Coached Customized Employment

- Determine appropriate roles
- Create a team to determine mentoring and long-term supports
- Coordinate possible TA for “coaches”

New York's MIG: Next Steps

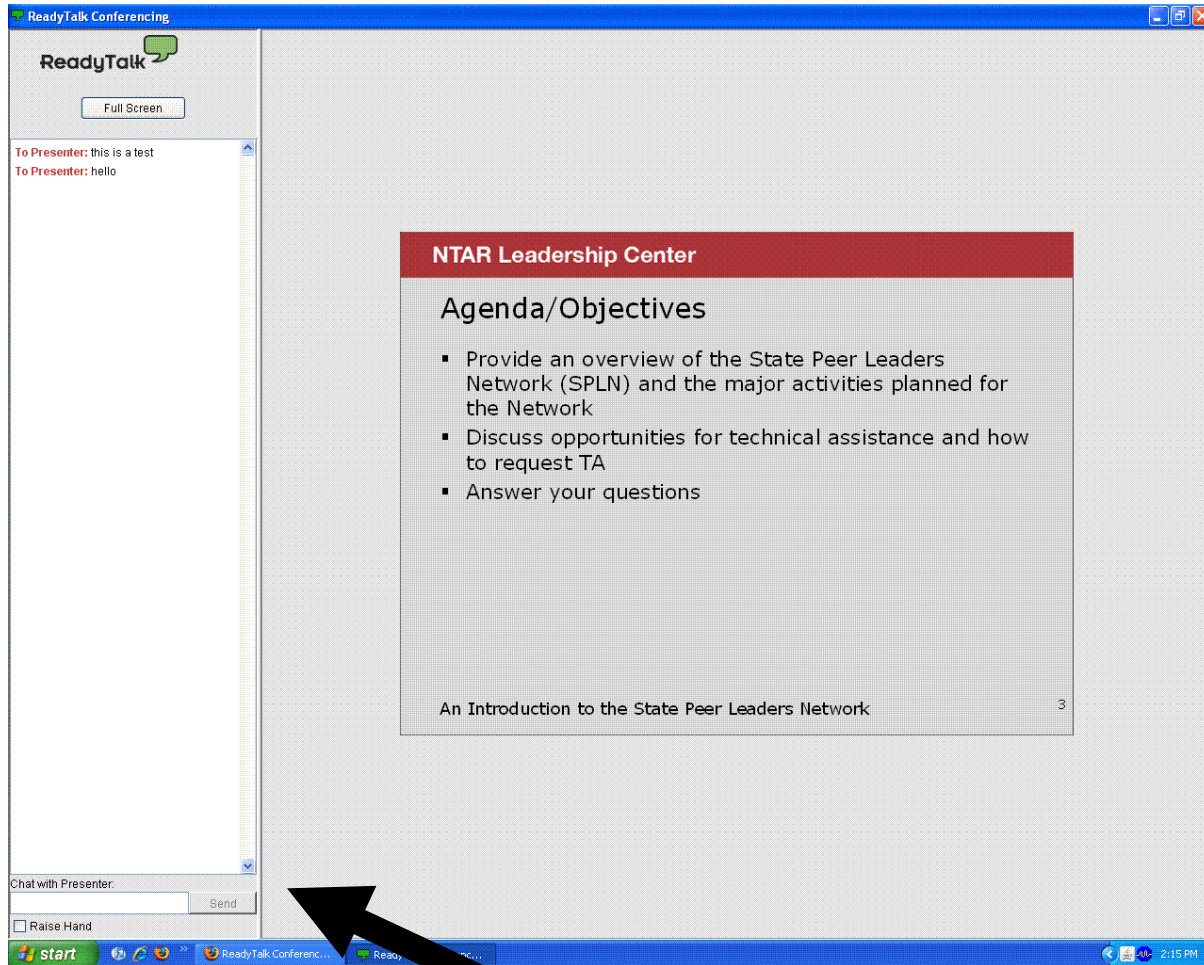
- Advisory group
- Partners in the project
- Possible “mentors” for sustainability



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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

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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