



Employment First! Employment for All!

Current initiatives that
embrace the importance of a
working life for everyone

New Expectations

These initiatives are creating new expectations of providers of employment services. Earlier this year hundreds of support coordinators from across Illinois attended these webinars and in-person trainings. They are more prepared than ever to recommend to individuals and families that they request customized jobs in the community.

Breaking News!

On July 22 the President signed the Work Innovation and Opportunity Act of 2104, (H.R. 803) thus amending the Rehab Act of 1973.

This new act provides a federal definition of Customized Employment and it provides a strong focus on employment for all, especially transitioning youth.

Customized Employment

*According to the 2014 Amendments to the Rehab Act
(H.R. 803 Section 7 (7) (29 U.S.C. 705)*

Customized Employment means 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, is designed to meet the specific abilities of the individual with a significant disability and the business needs of the employer, and is carried out through flexible strategies, such as:

The "flexible strategies" described in WIOA

- (A) job exploration by the individual;
- (B) working with an employer to facilitate placement, including —
 - (i) customizing a job description based on current employer needs or on previously unidentified and unmet employer needs;
 - (ii) developing a set of job duties, a work schedule and job arrangement, and specifics of supervision (including performance evaluation and review), and determining a job location;
 - (iii) representation by a professional chosen by the individual, or self-representation of the individual, in working with an employer to facilitate placement; and
 - (iv) providing services and supports at the job location.

Kim's journey to
employment
helped us
understand the
necessity of
customizing
employment



A poorly matched competitive job almost cost her a chance to work



By using customized supported employment, Kim has worked for over 15 years



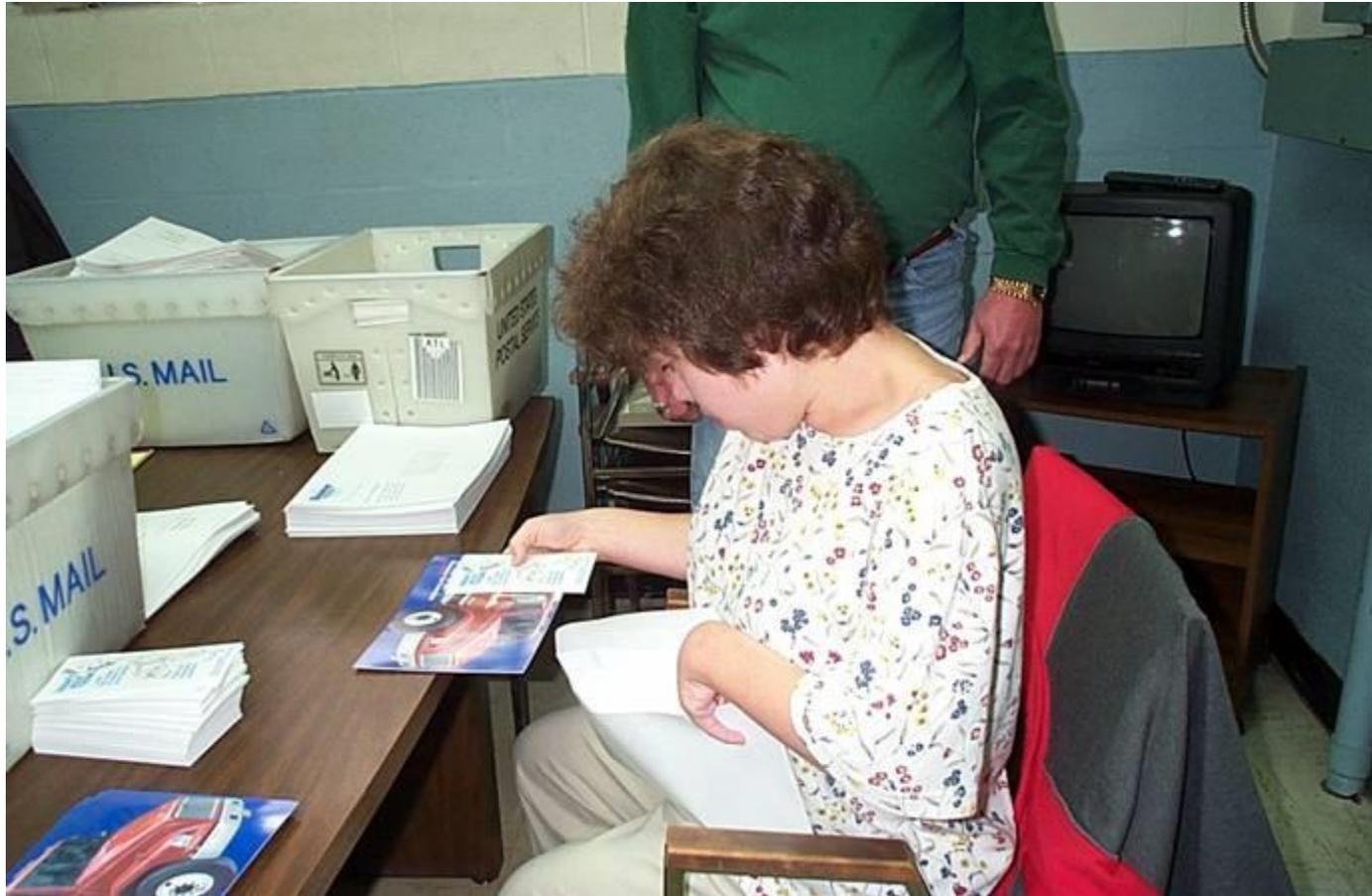
What about employment for Jennie, a young woman who never considered a working life much less what she might want to do?



She was employed at a logistics company for a year and a half...



Jenni now works at a local gas company using customized supported employment...



Customized Employment

Customized employment is a flexible process designed to personalize the employment relationship between a job candidate and an employer in a way that meets the needs of both. It is based on an individualized match between the strengths, conditions, and interests of a job candidate and the identified business needs of an employer. Customized Employment utilizes an individualized approach to employment planning and job development — one person at a time . . . one employer at a time.

Unbundling & Flexibility

Employers have typically met needs by bundling demands into job descriptions. These demands can create barriers for some job seekers. Customized Employment allows employers to “unbundle” demand and to take advantage of discrete competencies.

Flexibility is a universal design strategy that acknowledges the reality of complexity in the lives of job seekers. When businesses offer flexibility, many barriers to employment can be overcome.

Customized Process

- Discovery
 - Capturing discovery through profiles
 - Customized, person-centered planning
 - Portfolio/visual resume development
 - Job development and negotiation
- Here, CE dovetails with Supported Employment*
- Job site analysis, accommodations, support

The Unique Role of Discovery

Comparative assessments and process often hit directly and negatively on the impact of a job seeker's disability. The results can lead to exclusion from work and lowered expectations.

Discovery is a qualitative process that avoids comparison by translating the individual's best features to employment possibilities.

Discovery

“Discovery consists of looking at the same thing as everyone else and thinking something different”

Albert Szent-Gyorgyi (Nobel Prize winner who discovered Vitamin C)

The job seeker's customized blueprint



- Conditions for Success
- Interests toward an aspect of the Labor Market
- Potential Contributions to Employers

The Individual's Blueprint: Developed in Discovery

Conditions for Success:

This area focuses on the ingredients that must be available or avoided in order to make employment feasible, enjoyable and successful for the job seeker. All of us have conditions for success.

Interests for employment:

This area focuses on the intrinsic interests of the individual that can provide direction for the type of work they might find meaningful. These interests are found from the job seeker's life.

Potential Contributions:

This area focuses on the specific potential benefits that the individual will offer to employers. These contributions are translated from the job seeker's best skills of life.

The Employer's Benefit: Developed in a Needs Analysis

Unmet Workplace Needs:

This area focuses on tasks that need to get done but are not getting done in the way the employer would like. It also can include tasks that have not been performed but need to be.

Tasks better performed by others:

This area focuses on aspects of jobs that might better be performed by others at a lower pay grade. This option can directly save money for employers.

Specific Benefit/Productivity:

This area focuses on workplace needs for additional productivity in specific tasks. It must be matched with job seeker's specific competencies.

The Business Case for Customized Employment: Balancing the Equation

Flexibility Needed

1. Addressing conditions for success
2. Focus on interests
3. Specific Contributions

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Value Added

1. Addressing unmet needs of business
2. Tasks better done by others
3. Tasks that enhance the business

Discovery and Customization

These are compatible concepts that are used sequentially to facilitate employment for students who might otherwise not achieve employment.

Discovery provides the foundation information for individuals that is then used to *customize* a position with an employer.

CE & SE: Focusing at opposite ends of employment services

Customized Employment (CE) focuses at the beginning of the employment process and seeks to customize the relationship with employers.

Supported Employment (SE) focuses on the services needed to sustain successful employment once a job has been developed.

The Employment Matrix

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

Features of Customized Employment

- Based on discovery of the applicant more than on evaluative/comparative processes
- Driven by a customized plan developed by the applicant's strengths, needs and interests
- Focuses on tasks rather than job titles to negotiate essential responsibilities

Features of Customized Employment

- Specific job duties are negotiated with employers, voluntarily, to customize the job
- Occurs in regular community workplaces or in self-owned businesses
- Involves pay of at least the minimum wage up to prevailing wage

Features of Customized Employment

- Applicable to all users of workforce system
- Includes on-going supports and reasonable accommodations, as appropriate
- Starts with the individual as the source of information and direction to labor force

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: Local radio station

Tasks from:

- Reception
- DJs
- Advertising
- Station manager



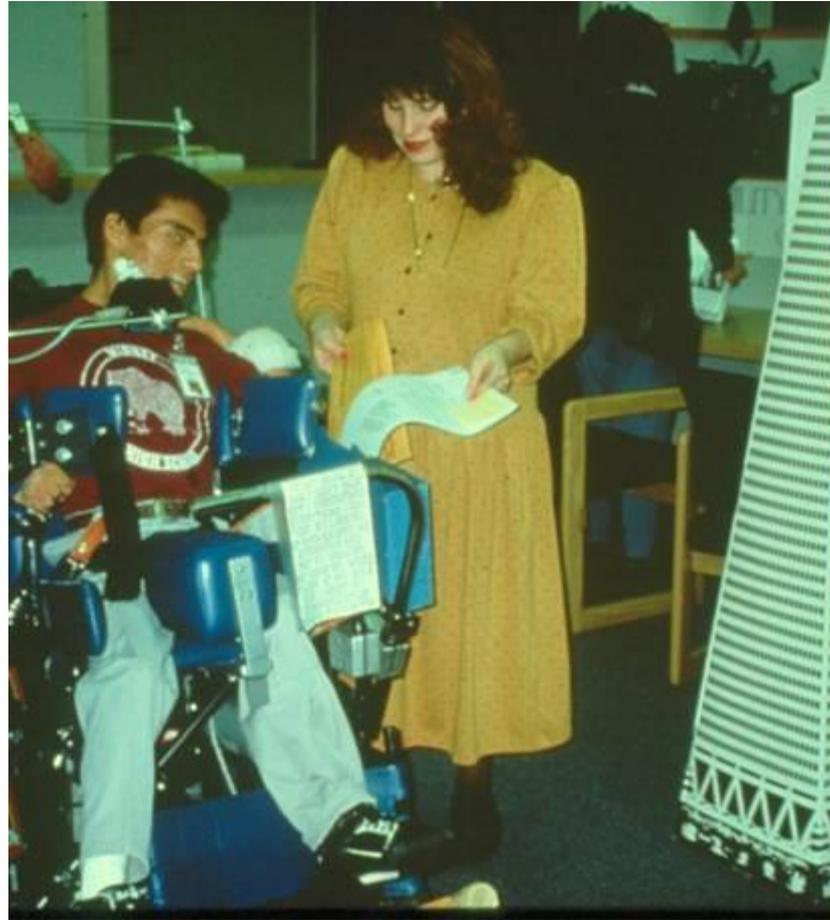
Multiple Source Job: Performing various jobs within a music store - set-up, cleaning...



Multiple Source job in child care: Began as a single source job



Created Jobs: Providing delivery in an insurance company



Created jobs: Stopping "Slip and Falls" in a factory



Self-Employment: Starting a micro-business



Self-Employment: Event Disc Jockey



Aren't some people too old to work? Anna at 78 years old



But is employment for everyone?



Customized Employment makes employment possible for all people: Marci provides "specialty stapling" as a contribution



What's next?

In the upcoming one day trainings in November in Chicago and Springfield we will discuss the topics of Discovery, Profiles and Customized Plans more deeply and reflect on the role of support coordinator in the process.

In the wrap-up webinar in December we will complete the Customized Process by addressing Job Development strategies and discuss the emerging role of providers.