DISTANCE LEARNING PROTOCOL
(SAME EXPECTATIONS AS IN-PERSON)

• Be on-time. Late arrivals will not be admitted.
• Choose an appropriate place to set up your webcam (e.g. not lying down or in bed, driving, shopping, sitting in front of a window)
• Keep the camera centered and avoid moving around
• Minimize background noise and visual distractions
• Please only 1 person per device
• Must attend the 2 days as scheduled to receive credit
• 100% participation is required (chat discussions, poll questions, etc.)
• No cell phones & tablets must be in landscape mode
• No Smoking or vaping on camera

IMPORTANT INFORMATION FROM OPWDD

• OPWDD is open for business! ETP Supervisors are available to answer questions and assist you.
• Please submit any employment and vocational service questions you may have to:
  employment.technical.assistance/questions@opwdd.ny.gov
• Please be aware of the unique situations and difficult circumstances of the people you work with.
• Know who is on your roster and what services could benefit them.
  • What can they be working on now
  • Discovery?
  • Work Readiness?
• Will they be ready to get back to work if they’ve been furloughed or terminated? Are they maintaining or learning new skills?
• What services do you need to request now in order to be ready to support people returning to work? Requests to bill Intensive and Extended SEMP hours are being processed regularly.
Purpose: To clarify the Job Development process and discover new strategies to identify and connect with businesses.

TRAINING OBJECTIVES

Process:
- Review Job Development steps
- Discuss Preparation Approaches
- Practice Engagement Strategies

Payoff:
- Understanding the Job Development process
- Learning new approaches to get people hired

AGENDA

- Background Information
- Job Development Plan
- The Business of Job Development
- Supporting the New Employee
Job Development
vs.
Job Placement

KEY COMPONENTS OF SUCCESSFUL EMPLOYMENT

- Job Match
  - Targeted Job Development Plan

- Discovery
  - Interviews
  - Observations
  - Assessments

- Job Coaching
  - Individualized Supports

- Job Match
  - Targeted Job Development Plan

- Discovery
  - Interviews
  - Assessments

- Job Coaching
  - Individualized Supports
KEY COMPONENTS OF SUCCESSFUL EMPLOYMENT

- Job Match (Targeted Job Development Plan)
- Job Coaching (Individualized Supports)
- Discovery (Interviews, Observations, Assessments)

Individuals in SEMP (Blue) vs. ETP (Orange) in 2019:
Job Settings

INDIVIDUALS WHO ARE EMPLOYED IN RETAIL VS. USA (GENERAL PUBLIC EMPLOYED IN RETAIL) IN NYS OPWDD SEMP IN 2019
Length of Employment for Individuals who Terminated Jobs in SEMP in 2019

<table>
<thead>
<tr>
<th>Percent (%) of Jobs</th>
<th>Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>0-1</td>
</tr>
<tr>
<td>18</td>
<td>1-2</td>
</tr>
<tr>
<td>12</td>
<td>2-3</td>
</tr>
<tr>
<td>7</td>
<td>3-4</td>
</tr>
<tr>
<td>7</td>
<td>4-5</td>
</tr>
<tr>
<td>27</td>
<td>5+</td>
</tr>
</tbody>
</table>

EXAMPLES OF NON-FOOD AND NON-RETAIL JOB SETTINGS: INDIVIDUALS IN SEMP IN 2019

- Law Offices
- Spas
- Nursing Homes
- Small Manufacturers
- Community Centers
- Youth Services
- Automotive
- Libraries
- Animal Care
- Casinos
- Schools
- Non-profits
- Athletic Facilities
- Governmental
- Redemption Centers
- Farms
- Landscaping Companies
- Micro-businesses

How can we help individuals increase employment in these fields?

HOW DO OPWDD EMPLOYMENT SERVICES FLOW?

- Day Habilitation, Work Centers, Other
- Community Based ProvId
- Employment Training Program
- OPWDD Extended Supported Employment
- Intensive Supported Employment
- Pathway To Employment
- ACCES-VR
“Everyone has the potential for genius and it is our job to find the context in which each person can truly shine, creating opportunity for the benefit of both the job seeker and the employer. Through job creation we come to realize that we are not just job developers, we are business developers and community developers.”

~ Denise Bissonnette

**BUSINESS ENGAGEMENT AND JOB DEVELOPMENT IN OPWDD SERVICES**

### Employer Focused (Employer Centered)

- Identify employer needs for individual job seeker or other services
- Identify hiring needs based on trends, problems, community issues, growth, etc.
- Look for a match between needs of a business and the interest and abilities of job seekers

### Applicant Focused (Person-Centered)

- Develop opportunities for individual job seekers
- Determine needs a person can meet given their skills, abilities, life experience, interests, and strengths
- Identify organizations that have these needs and match job seeker

Adapted from: "Beyond Traditional Job Development: The Art of Creating Opportunity" by Denise Bissonnette

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**THE INTERSECTION**

- Discover unmet needs of a business and proposition of value
- Utilize sphere of influence
- Use of business language
- Use of Discovery and job analysis information
- Handling employer objections – dispelling myths and stereotypes
- Requires tools, strategies, research and much preparation
- Leads to employment, volunteer and assessment opportunities

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Person-Centered Planning with the Person and their Support Team
Implementing Discovery, Creating Community Experiences, Building Independence and Skill Development
Job Coaching, Building Independence, Facilitating Relationships and Building Natural Supports in Community Employment
Job Development, Job Matching, and Negotiating Training and Performance Agreements with Businesses

The Employment Process


THE JOB DEVELOPMENT PROCESS

1. Review Discovery
2. Write Job Development Plan
3. Identify Target Businesses
4. Engage with the Business
5. The Targeted Job Match
6. Review Matches with Job Seeker
7. Job Interview Preparation
8. Negotiate the Job/Relationship

STEP 1: REVIEW THE DISCOVERY REPORT

Take time to notice and wonder
Confer and seek clarification
Utilize the Discovery Report Findings
If Discovery was done via the Employment Training Program, the ETP Supervisor will notify the SEMP agency to complete the Job Development Plan.

“...provide targeted job development at businesses who have positions that meet the individual’s skill, ability, preference, experience, schedule, transportation, environmental, cultural, and support needs.”

**STEP 2:** WRITE THE JOB DEVELOPMENT PLAN
THE JOB DEVELOPMENT PLAN

Funnels Discovery information into a clear plan:
♦ Career areas to focus on
♦ Strengths
♦ Ideal culture/environment
♦ Availability and transportation
♦ Potential businesses
♦ Vocational gaps/barriers
♦ Supports available

STEP 2: Job Dev Plan

Dispelling Myths around Job Development

STEP 3: IDENTIFY TARGET BUSINESSES

- Use your networks
- Conduct online research
- Identify key staff
- Arrange a meeting
“If all you see are obstacles, all you will encounter is obstacles.”

- Phillip Aya
- AHRC, New York

NETWORKING

- Linked In
- Glass Door
- Personal connections
- Circle of support
- Work connections
- Community Mapping
- Google Maps
- Newspapers

RESEARCH FOR EXISTING RELATIONSHIPS

Questions about the business:

- Do they have a position to match the Job Development Plan?
- Do their hours align with those of the job seeker?
- Is the business accessible?
- Who is currently on-site there?
- Do we have a contact person?
- Are they hiring?
RESEARCH FOR NEW RELATIONSHIPS

Where and what to look for:
♦ Visit the website.
♦ Use your networks.
♦ What are some of the jobs within the business?
♦ Does this industry create an opportunity for a targeted job match?
♦ Learn the language of the business.
♦ Accessing the Hidden Job Market

UNDERSTANDING BUSINESS NEEDS

PREPARE FOR THE MEETING

- Have talking points ready about the company
- Have insightful business related questions ready
- Ask about corporate culture
- Ask to tour the facility
- Be prepared to talk about your program and the job seeker
- Bring a "Leave Behind"
STEP 4: ENGAGE THE BUSINESS

♦ Know your value proposition
♦ Practice your introduction
♦ Speak their language
♦ Get information to take with you
♦ Ask questions

WHO TO APPROACH

♦ Owner/manager
♦ Human Resources
♦ Marketing
♦ Operations
♦ Whoever has the hiring authority

THE LANGUAGE OF BUSINESS

♦ How do they measure success?
♦ Possible key performance indicators?
  ▪ Sales
  ▪ Turnover rate
  ▪ Items scanned per minute
  ▪ Average transaction rate
  ▪ Items produced per hour/day/month
MAKING CONTACT

♦ Cold Call - Introductory Call
  ♦ Have a straightforward, informative approach
  ♦ Identify yourself and what you do
  ♦ Clearly state the value proposition
  ♦ End with an appointment to meet

DISCOVERY OF THE BUSINESS

♦ In person meeting
♦ Create conversations
♦ Observe
♦ Identify unmet needs

THE MEETING

Think about Discovery:
♦ Know what you are seeking to learn
♦ Create conversations to illicit good information
♦ Ask for a tour to observe tasks, culture, etc.
♦ Demonstrate the added value to the business
♦ Does this align with the Job Development Plan
THE MEETING

Introduce the Job Seeker:
♦ Relate their skills based on what you’ve learned
♦ Show specific value they add
♦ Have their resume ready
♦ Keep it asset based

THE TOUR

What do you observe?
♦ Consider the Situational Assessment
♦ Workplace Culture
♦ Working Environment
♦ Accessibility
♦ Unmet needs

RESPONSES TO COMMON REPLIES

- We’re not hiring
- Just send me some literature
- I have to get approval from corporate
- We don’t work with agencies
- We just laid off/furloughed people
- We’re not interested
SCHEDULE AN INTERVIEW

♦ Ask to schedule an interview
♦ Reinforce the Job Coaching supports
♦ Leave a resume with the business
♦ Remember to speak their language

STEP 4: Engage Business

STEP 5: THE TARGETED JOB MATCH

Is there a match? Discrepancy Analysis Non-Negotiables

NOT A MATCH?

▪ Will another job seeker benefit from this relationship?
▪ Would another program benefit from this relationship?
▪ How can we cultivate a relationship with this business for the future?
WHAT IS THE IMPACT OF A POOR JOB MATCH?

NOT A MATCH?

Go back to the Job Development Plan
♦ Amend it, if needed
♦ Review the list of businesses
♦ Revisit networks, if needed

IF IT APPEARS THERE IS A MATCH

♦ Have you done a Job Analysis?
♦ Review Non-negotiables: Job Seeker and Business
♦ Does the position meet:
  • Skills
  • Ability
  • Job Preference
  • Experience
  • Schedule needs
  • Transportation
  • Environment
  • Cultural
  • Support Need
### DISCREPANCY ANALYSIS

<table>
<thead>
<tr>
<th>Job Requirement</th>
<th>Applicant Skill</th>
<th>Discrepancy Yes / No</th>
<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Lift 30 Lbs</td>
<td>1. Can lift 30 lbs</td>
<td>Yes</td>
<td>1. Will lift items to cart</td>
</tr>
<tr>
<td>2. Carry 30 lbs</td>
<td>2. Can carry up to 5 feet</td>
<td></td>
<td>2. Use cart to move items</td>
</tr>
<tr>
<td>3. Follow written instructions</td>
<td>3. 3rd grade reading level</td>
<td>Yes</td>
<td>3. Instructions can be recorded</td>
</tr>
<tr>
<td>4. Stand up to 4 hours</td>
<td>4. Can stand for 4 hours</td>
<td>No</td>
<td>MATCH</td>
</tr>
</tbody>
</table>

### Job Seeker – Joel
- Left High School with an IEP Diploma
- Worked as a Monitor Handler at the Agency (Sheltered Workshop). Duties include:
  - Gathering finished products from workbenches and packing them into boxes.
  - Using a pallet jack to gather boxes and bring them to the shipping area.
  - Creating a pallet for shipping and wrapping the pallet.
- Began activities in CBPV in August 2018 to learn employability skills to support his goal of a competitive job.
- While working at the local food bank in CBPV, Joel helps load and unload boxes and package food for people to bring to their cars.
- Activities to support Joel include:
  - Prompting to interact with customers.
  - Learning to use public transportation.
  - Improving communication skills following directions, social skills when interacting with customers.
  - Managing frustrations while on the job.
- Joel likes to be active and can lift up to 70 lbs. but has difficulty lifting heavy items over his head.

### Aldi – Part-Time Stocker
**Education and Experience:**
- High School Diploma or equivalent preferred.
- Prior work experience in a retail environment preferred.
- A combination of education and experience demonstrating equivalent knowledge.

**Job Qualifications/Knowledge/Skills/Abilities:**
- Selects products efficiently and accurately.
- Ability to safely and properly operate powered equipment.
- Ability to stock merchandise from receiving to shelving.
- Effective time management; maximizes productivity.
- Problem-solving skills.

**Physical Demands:**
- Regularly required to stand, bend, reach, pull, lift, carry, and walk about the store.
- Ability to stock merchandise from receiving to shelving.
- Ability to place products weighing up to 45 pounds, or shelving at various heights.
WORKPLACE INCLUSION PLANNING

Step 5: Job Match

- Measures of success
- Values
- Corporate Beliefs
- Rituals
- Ceremonies

WORKPLACE INCLUSION PLANNING

STEP 6: REVIEW THE MATCH

- Review the businesses/jobs
- Ensure Job aligns with Discovery
- Prepare for interviews

Step 6: Review

AWESOME!!
EXCELLENT
GOOD
AVERAGE
POOR

- Talk about the business
- Show how this is a good match
- Arrange a tour/job shadow

WHAT DOES THE JOB SEEKER THINK
Practice, practice, practice
Complete the application
Use the job description
Dress for success
Adding value to the business

**STEP 7: INTERVIEW PREPARATION**

**COMPLETE THE APPLICATION**

- Create an information sheet for Job Seekers
- Practice to ensure accuracy
- Tailor the resume to the Job Posting/Description
- Follow up

**ONLINE APPLICATION ASSESSMENTS**

76% of organizations with more than 100 employees use tests for external hiring.

- Companies use them to identify people with the traits and skills required for particular jobs, and new hires who have misrepresented themselves are quickly found out.
- Valid tests help companies measure three critical elements of success on the job: competence, work ethic, and emotional intelligence.
MOCK INTERVIEWING

♦ Practice their stories
♦ Review common interview questions and answers
♦ Practice, practice, practice
♦ Arrange for mock interviews
♦ To disclose or not to disclose

THE INTERVIEW

♦ Transportation
♦ Documentation
♦ Dress for success
♦ Be punctual
♦ Greetings during COVID-19

AFTER THE INTERVIEW

♦ Job Seeker sends a “Thank You” email or note to interviewer
♦ Process the interview with the job seeker
♦ BE ENCOURAGING!
♦ Create a plan to follow up with the interviewer
STEP 8: NEGOTIATING A JOB/RELATIONSHIP

♦ Follow up with the person who makes the hiring decision
♦ Pass the baton

NEGOTIATE THE POSITION

♦ Review job offer(s)
♦ Accept the job
♦ Contact the business to confirm hiring information
♦ Determine a start date
♦ Arrange job coaching
♦ Celebrate!

INDIVIDUALIZE SUPPORTS

♦ Create a Job Coaching Plan
♦ Touch Base with the Business
♦ Check in with:
  ▪ Employee
  ▪ Coach
  ▪ Business Contact
THE BUSINESS OF JOB DEVELOPMENT

♦ Communication
♦ Business tracking
♦ Discovering the labor markets
♦ Resources

COMMUNICATING

♦ With the Supported Employment Team
♦ With the new employee
♦ To maintain Business relationships

TRACKING BUSINESSES/EMPLOYERS
Updates on businesses
Case Review
Supporting each other and employees
Share leads
Coordinate outreach

TEAM MEETINGS

LABOR MARKET TOOLS

• labor.ny.gov
• O-net
• LinkedIn
• Careerinfonet.org
• Bureau of Labor Stats
• Local Business Journals

CITY VS. RURAL

• Challenges
• Being efficient with your time
• Neighborhoods
THE POWER OF JOB FAIRS

- Preparing
- Virtual vs. In Person
- What to bring
- Timing
- Follow up

ADDITIONAL RESOURCES

- Consortiums
- Advisory Councils
- Your Board(s)

Trust takes years to build, seconds to destroy and forever to repair.