

Business Outreach Strategies

Creating and Maintaining relationships with
Businesses

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Learning Objectives



After attending this session participants will be better able to:

- Effectively Engage Business Networking & Marketing
- Assist Your Customer in Obtaining Employment

“To assist Pennsylvanians with disabilities secure and maintain employment and independence.”

- OVR services are provided to **individuals** to prepare for, enter into, engage in, or retain competitive integrated employment.
- OVR services for **employers and the business community** assist them in recruiting and hiring qualified employees with disabilities, develop retention strategies and learn about disability-related issues.

Job Retention Services (1)



- OVR will serve and prioritize individuals who are currently working and at immediate risk of losing their job due to a disability-related issue.
 - Job retention includes individuals who were placed in the Order of Selection for MSD, SD and NSD.
 - Individuals seeking services under this exemption are limited to job retention services only.
- Job retention bypasses the waitlist to meet an OVR priority to help meet part of OVR's mission to help people with disabilities already working to maintain their job.
- The person has an **immediate risk** of losing their **current, primary job** due to their disability.
- Individuals still need to meet current eligibility standards to receive OVR services. AND the person is in immediate risk of losing their job due to their disability.

Job Retention Services (2)



- OVR's job retention does not apply to loss of a recent job or jeopardy to losing your current job due to economic conditions or other non-disability related reasons.
- The only services that can be provided are those needed to retain employment
- Only the following Supported Employment options are available:
 - Intermittent SE Services
 - Job Retention Services
 - Job Mentoring Services

Key Principles of Business Engagement



The following qualities define an engaged business relationship:

- **Continuous**- cultivating long-term relationships rather than an episodic one
- **Strategic**- approaching business with specific plans and objectives
- **Mutually valuable**- solving problems and creating value for both parties
- **Wide ranging**- engaging a variety of businesses
- **Comprehensive**- engaging business in a variety issues and activities
- **Intensive**- substantial, in-depth conversations and activities using their strengths and skill sets
- **Empowering**- encouraging business to develop and assume leadership roles
- **Institutionally varied**- engaging business through industry and professional associations, workforce boards, chambers of commerce, one-stops, etc

Developing Employer Relationships



Emerging, developing Employer Relationships

	New Relationship		Working Relationship		Strategic Partnership	
	Level One	Level Two	Level Three	Level Four	Level Five	
Key Employer Roles	Advising	Capacity Building	Co-designing	Convening	Leading	
Stage of the Relationship	Initial contact & new contact	Establishing trust and credibility	Working relationship	Trusted provider and collaborator	Full strategic partner	
Engagement Actions and Examples	Discuss hiring needs, skills, competencies; advise on and contract training; hire	Job site tours; speakers; mock interviews; internships; needs assessments; recruiting	Creating joint training cadres and “academy” style curriculum and training facilitators	Act as mentors for other employers to build larger business networks and partnerships	Help build better multi-employer partnerships, provide leadership and in-depth resource assistance	

Rehab to Business Language



What We Might Say	What Employers Say and Understand
Community Rehab Program	Employment Agency
Clients Customers	Job Candidates Potential employees Applicants Talent IT Analyst, Nurse, etc.
Job Coach or Employment Specialist	Recruitment Specialist or Employment Specialist
Vocational Rehabilitation Counselor	Employment Counselor Career Counselor
Supported Employment Services	Employment Services

Rehab to Business Language (2)



What We Might Say	What Employers Say and Understand
Job Development	Recruitment Assistance
Job Analysis	Identifying job task and functions
Functional Vocational Evaluation and Assessment	Determination of work skills and career interests
Community Based Assessment Situational Assessment	Job Shadowing Internship
Job Matching	Matching needs and qualifications

Rehab to Business Language (3)



What We Might Say	What Employers Say and Understand
Job Carving Customized Employment	Job Redesign Job Restructuring Job Creation Streamlining
Job Coaching	Post-hire follow-up services Retention Support
Job Placement Placing People	Assisting people to find jobs and careers; Becoming employed
Job Modification	Job Accommodations
Assistive Devices Assistive Technology	Reasonable Accommodations Technology Changes

Rehab to Business Language (4)



What We Might Say	What Employers Say and Understand
Mobility and Orientation Training	Transportation and Travel Assistance
Universal Design	Accommodations that all employees can benefit from
Natural Supports	Training & co-worker support offered by the employer
Job coaching, job counseling, modifications, intervention, site visits, fading, follow-along	Job Retention Services and Support
The Employer Placement Sites	Name of Company

Employer Expectations in VR-Business Partnerships

VR business customers desire some of the most common elements of OVR engagement to achieve a successful partnership, these include:

- Trust
- Reliability
- Deliverability
- Responsiveness
- Consistency
- Quality
- Sustainability
- Flexibility

How can OVR be a provider of workplace solutions for business?

- Access to a new talent pool of qualified job candidates
- Access to a team of employment specialists & VR counselors with disability-related knowledge and expertise
- Guidance and consultation regarding the ADA and accessibility
- Disability awareness training
- Consultation regarding Section 503 compliance and tax incentives
- Creation and funding of various work experiences (OJT, paid work experiences, internships, shadowing)
- Collaboration with other organizations responsive to workforce needs of business

OVR Services for Employers at **NO COST**

OVR can help employers recruit and hire qualified employees, develop retention strategies and learn about disability-related issues.

Staffing

- Pre-screened, qualified job candidates
- Help retain current employees
- Accommodation solutions

Accessibility Analysis

- Consultation on job analysis, worksite modification and reasonable accommodations
- Info about assistive technology

Financial Incentives

- OJT reimbursement
- Tax credits

Disability Awareness

- Disability etiquette training
- ADA consultation

Networking Resources

- Employment networks
- Business Leadership Network
- Job Accommodation Network (JAN)
- VR-NET
- JobGateway

Follow-Up Services

- OVR sticks with the customers
- Will help employer & new hire problem-solve future issues

Single Point of Contact



- Or SPOC Model (not Star Trek's Spock)
- Employers like to communicate their needs to one specific person or single point of contact-SPOC
 - In multi-agency involvement the employer may decide who is the SPOC
 - OVR
 - Community Rehab Provider
 - Other
 - Within that one agency (OVR or CRP) there will be one SPOC the employer can call for all onboarding needs of a person with disability,
 - At OVR usually a Business Service staff from a local OVR office
 - The SPOC will coordinate all services from all the providers

Employer Tax Incentives



Disabled Tax Credit (Title 26, IRS, section 44)

- Geared to eligible small business for meeting increased expenses incurred in complying with the ADA. To qualify, a business must have fewer than 30 employees or a gross yearly income of less than \$1 million. The allowable amount of tax credit is equal to 50 percent of the expenditures more than \$250, but not more than \$10,250. In other words, the maximum that can be claimed in any tax year under this provision is \$5,125.
- Eligible expenditures may include removing architectural, communication, or transportation barriers, providing qualified readers, taped texts, interpreters, the myriad of technical assistive devices, and offsetting the purchase or modification of equipment and devices for individuals with disabilities.

Architectural and Transportation Barrier Removal Tax Deduction (Title 26, IRS, section 190)

- Any private business may claim up to \$15,000 per tax year for making its premises or public transportation vehicles more accessible to persons with disabilities or the elderly. Eligible expenditures may include installing ramps, widening doorways, modifying restrooms, or equipping a shuttle van with a lift.

Work Opportunities Tax Credit (WOTC)

- The WOTC program provides a federal tax credit for up to one year for all private employers in trades or business who hire employees through OVR. Companies can claim 25% of the first \$6,000 of pay after 120 hours of work (\$1500 after 3 weeks of work), then at 400 hours, the credit jumps to 40%.

- [Work Opportunity Tax Credit](#) (WOTC) is a Federal tax credit available to employers who hire and retain veterans and individuals from other target groups with significant barriers to employment.
 - <https://www.dli.pa.gov/Businesses/Workforce-Development/WOTC/Pages/default.aspx>
- [ADA National Network Center](#): Resource for ADA information, including tax incentives
 - <https://adata.org/factsheet/quicktips-tax>

WOTC Target Groups

- Veterans – 5 categories
- TANF Recipients
- SNAP (Food Stamp) Recipients
- Designated Community Residents
- Vocational Rehabilitation Referral
- Ex-Felons
- Supplemental Security Income Recipients
- Summer Youth
- Long-Term Unemployed Recipient

WOTC Forms

- The following forms need submitted to the PA Tax Credit Services
 - IRS Form 8850
 - ETA Form 9061
- Forms must be submitted within 28 calendar days of the new employee's start date
 - Employer can hold the tax credits for years.

Federal Bonding

- Created as an incentive to employers to hire "at-risk," hard-to-place job seekers
 - Insurance policy that protects an employer against loss of money or property due to employee dishonesty
 - Free 6-month bond for between \$5,000-\$25,000
- Not just for people with criminal backgrounds
 - You can use the bond for someone with a spotty work history
- Bonds can be issued to cover already employed workers who need bonding in order to:
 - Prevent being laid off, or
 - Secure a transfer or promotion to a new job at the company.

Federal Bonding Program - Job Seeker



- What is the Federal Bonding Program?
 - It is designed to help a job applicant get and keep a job by issuing Fidelity Bonds.
- What is a Fidelity Bond?
 - It is a business insurance policy that protects the employer in case of any loss of money or property due to employee dishonesty. It is like a “guarantee” to the employer that the person hired will be an honest worker.
- How does the bond help someone get a job?
 - The bond is given to the employer, after employment and is free of charge, and serves as an incentive to hire the job applicant who has a “risk” factor in their personal background, The employer is then able to get the worker’s skills without any risk of worker dishonesty on the job.
- How does the program help the job seeker?
 - The job seeker needs to let the prospective employers know they are eligible to receive a bond, free of charge & no paperwork, if they hire. Bond coverage is provided to the employer if they question applicant’s honesty/background and deny them a job. A 2-minute phone call results in the bond being issued immediately over the phone.

Federal Bonding Program - Employer



- Federal Bonding is provided by the PA Department of Labor & Industry free of charge for six (6) months to employers willing to take a chance by hiring individuals who are not commercially bondable.
- Bonding coverage: Bonds are available in increments of \$5000, with a maximum amount of \$25,000. Coverage is based on estimated risk of financial loss resulting from theft, larceny, embezzlement, or fraud committed by the covered individual, at one time during the specified six-month period
- Eligible Individuals include:
 - Ex-offenders, including anyone with a record of arrest, conviction, or imprisonment;
 - Those with poor financial credit history or who declared bankruptcy;
 - Ex-addicts with history of alcohol or other drug use;
 - Those that have been dishonorably discharged from the Armed Forces;
 - Persons lacking a work history from low-income facilities, including disadvantaged youth.

WOTC & Federal Bonding

- For questions about WOTC and Federal Bonding:
 - L&I Tax Credit Services
 - [Greg Shirk](#), Workforce Development Supervisor
 - gshirk@pa.gov or 800-345-2555
- Greg is easy to access
 - Willing to speak with OVR staff or business customers
 - Responds within a day

Disability Awareness Training

- Specific training for employers, community partners and others with a goal of integrating people with disabilities fully into the workplace and all aspects of life.
- Depending on the type of setting this training occurs, there are a number of resources that can be tailored and found within the following:

Needs Assessment

- Identify and analyze areas of concern for employers and their employee needs. Also consider and develop strategies for customized employment when appropriate.

Job Analysis



- The process to identify and determine in detail the job duties and requirements for a given job. It is a detailed examination of the:
 - **(1)** tasks that make up a job (employee role),
 - **(2)** conditions under which they are performed, and
 - **(3)** what the job requires in terms of aptitudes, attitudes, knowledge, skills, and the physical condition of the employee. Its objectives include:
 - (a)** determination of the most efficient methods of doing a job, **(b)** enhancement of the employee's job satisfaction, **(c)** improvement in training methods, **(d)** development of performance measurement systems, and **(e)** matching of job-specifications with the person-specifications in employee selection.

ADA: Accessibility Consultations & Accommodations

- The [Americans with Disabilities Act \(ADA\)](#) prohibits discrimination against people with disabilities in several areas, including employment, transportation, public accommodations, communications and access to state and local government' programs and services. As it relates to employment, [Title I of the ADA](#) protects the rights of both **employers** and job seekers.
- The Business Services Staff can provide technical assistance and consultation to employers on the ADA and a business' accessibility.
- Technical assistance may involve referral to appropriate agency, such as Mid-Atlantic ADA Center, EEOC, OFFCP, etc.
- The Business Services Staff may be involved in coordinating with employers and relevant parties regarding an Assistive Technology device or services.
- The Business Services Staff may provide direct referral to a vendor or VR counselor, the PIATT program or others regarding AT devices or services.

What is Workers' Compensation?



- If an employee sustains a job injury or work-related illness, the PA Workers' Compensation Act provides payment for medical expenses, wage-loss compensation until the injured worker can return to work, specific loss benefits, and/or death benefits for work-related deaths that are paid to dependent survivors.
- Benefits are generally paid by private insurance companies or the State Workers' Insurance Fund. Other compensation laws may cover federal civilian employees, railroad workers, and longshoremen.
- Those not covered by WC may be volunteers, agricultural workers, domestics, casual employees or workers with personal religious exemption.

- Only injured workers who meet the ADA's definition of an "individual with a disability" will be considered disabled under the ADA, regardless of whether they satisfy criteria for receiving benefits under workers' compensation or other disability laws.
- A worker also must be "qualified, " with or without reasonable accommodation, in order to be protected by the ADA.
- Work-related injuries do not always cause physical or mental impairments severe enough to "substantially limit" a major life activity.
- Therefore, many injured workers who qualify for benefits under workers' compensation or other disability benefits laws may not be protected by the ADA.

On-The-Job Training (OJT)



Job skill training provided by the employer in an employment setting after placement has been secured with the clear expectation that employment in the same or a similar job for the employer will continue if training is successful. The training fee paid to the employer by OVR is designed to offset the employer's costs for lost productivity while training the consumer to perform job duties satisfactorily.

- OJTs can be permanent, non-permanent, or an internship. For Adults, refer to OJT Jobs For ALL Guidance. For Students, refer to the PETS Guidance.

Internships



- Employers are increasing the opportunity for Internships!
- Internships are real life experiences in a particular field and employers are interested in new talent after completing graduation requirements.
- Typically in the Fall, employers are recruiting for internships for the summer.
- Not all college training programs require an internship to graduate, however, OVR can assist college students with a paid internship.

Non-Permanent OJTs

Customers changing careers or out of work for long term

- A Specialized Job Readiness Program
 - Build & improve self-esteem, self confidence and job search skills.
- A Job Try-Out or audition with an employer
 - 8-week paid Internship; 4 weeks 100% reimbursement to employer and 4 weeks at 50% reimbursement to employer.

Stackable Skills

- What are stackable skills?
 - Skillsets beyond or above basic entry level requirements for a particular job
 - Can be both hard and soft skills
- Why are they beneficial to job applicants?
 - The value in learning new skills is in combining them to do unique new things:
 - To add more skills to your repertoire
 - To gain a deeper level of experience and knowledge with a skill
 - To make you a more flexible employee
 - To boost your application
 - **To make you more valuable to employers**

Building Stackable Skills

- Examples
 - Pre-apprenticeship training
 - First Aid training
 - OSHA Outreach training
 - Soft skills
- Earning The Stackable Skills
 - Commonwealth Technical Institute/HGAC
 - Welding Technology
 - Networking & Telecommunications Technology
 - Building Maintenance
 - Materials Management & Distribution
 - Office Technology
- Available at community colleges

Pre-Apprenticeships

Gov. Wolf's PAsmart grants have created pre-apprenticeship programs where people can gain the skills for acceptance into an apprenticeship program

- Operating Engineers
- Registered Robotics Technician
- Intro to The Trades
- PA AFL-CIO Group
 - Manufacturing
 - Office skills

Apprenticeships

- What is an apprenticeship?
 - Sponsored by an employer
 - Occupational training that results in certification
 - For anyone who qualifies and is at least 16 years of age
 - Learning through on-the-job training (OJT) and
 - Related classroom instruction
- Who can be an apprentice?
 - A person who is at least 16yrs. of age, or age required by the employer
 - A person who meets the qualifications specified by the employer
 - An apprentice will work under a registered set of standards
 - An apprentice will be registered with the State Apprenticeship Council

How does it work?

- Registered Apprenticeship combines work experience with related classroom instruction to create a highly-trained, skilled workforce
- Employers develop an on-the-job training program, and choose related courses that best suit the needs of the trade
- Most programs last about 4 years but range from 1 to 6 years.
 - A minimum of 2000 hours of OJT is required
 - 144 hours of classroom instruction

Achieve Goals



You become more knowledgeable about placement and business services.

Customers are prepared for job search and integrated competitive work.

Business is connected and satisfied with qualified employees.

You helped to link these essential components together.

That's how you **get people jobs!**

Questions or Comments?



For More Information

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FINAL QUESTIONS?

QUESTIONS?

