

Job-Driven Vocational Rehabilitation Technical Assistance Center (JD-VRTAC)

Job-Driven Customized Training: Exploring Innovative Models

Presented by:

Kathy Powers, *Orion Industries*

Kelly Walling, *Starbucks*

Kathe Matrone, *Center for Continuing Education
in Rehabilitation*



Job-Driven Center Goals

Improve skills of state VR agency staff, other rehab professionals & providers of VR services, who are trained to provide “job-driven” VR services & supports to PWD, employers & customized training providers.

Four Topic Areas:

1. Business Engagement
2. Employer Supports
3. Labor Market Information (LMI)
4. Customized Training Providers

www.explorevr.org



Job-Driven Center Partners

Institute for Community Inclusion (ICI) at Univ. of Massachusetts,
Boston

In Partnership with:

- Jobs for the Future (JFF)
 - Univ. of Arkansas
 - Univ. of Washington
- Council of State Administrators of Vocational Rehabilitation (CSAVR)
 - United States Business Leadership Network (USBLN)
 - Association of University Centers on Disabilities (AUCD)
- Council of State Administrators of Vocational Rehabilitation (CSAVR)

In Collaboration with:

- National Council of State Agencies for the Blind (NCSAB)



Orion Industries and Starbucks

ORION and Starbucks are committed to workforce diversity and inclusion.

Both companies have linkages with their state vocational rehabilitation agencies and with employers in the communities they serve.

Each presenter will discuss their company's innovative training programs, and they will conclude by taking questions from webinar participants.





Kathy Powers,
Orion Industries, Auburn WA

Objective:

Learn how a social enterprise can provide job training to meet employer and client needs



Orion Industries



- Orion is a social enterprise that operates two businesses:
 - aerospace manufacturing
 - call center services
- We provide transitional employment within these businesses



Orion History

- Founded in 1957 with support of an R&D grant with State VR
- Mission was to provide skills to students who were exiting special education
- Goal was to engage in industry that would provide skills and opportunity in the labor market
- After almost 60 years, the core components of our mission / processes still exists
- Over past 13 years, we've grown business entities and staff



Orion Demographics

Gender

- Male – 61%
- Female – 39%

Disability

- 94% of people we supported had an identified disability
- 65% had 2 or more disabilities
- 34% had 3 or more disabilities
- Primary disabilities were neurological and psychiatric diagnosis
- Addiction History – about 1/3

served

Education

- 42% have HS diploma or less (8% no HS Diploma).
- 43% received special education support

Criminal History – about 1/3 served



Referral Partners

- Referrals are from:
 - Vocational Rehabilitation (65% referrals)
 - Department of Services for the Blind
 - Veterans Administration VR&E
 - Labor & Industries
 - Industry related training programs
 - Workforce Development programs
 - Other non-profits in the community



Orion Outcomes

In 2015...

- We assisted 124 individuals in to jobs
- Worked with 86 employers
- Jobs included
 - Production, machine operation, assembly, labor, skilled manufacturing
 - Administrative, customer service, retail
 - Other such as food service, professional, human services etc.
- The average wage at placement was \$13.41/hour and almost all jobs were with benefits



Manufacturing Training

Manufacturing

- Our business is a competitive manufacturing business and Tier One supplier to Boeing. We meet all quality and delivery expectations of any other business and are in the top 3% of Boeing suppliers worldwide.
- Within this business, we move individuals through a variety of work centers to learn about their work skills and behaviors
- Work assignment is based on skills, abilities and preferences – as well as availability of a training slots. Assignments rotate every 4 weeks (all assembly, all machine, mixture ...)
- Each participant in the program earns minimum wage while training
- We offer classes related to training including blueprint reading and shop math
- At the end of training, goals may/may not be related to manufacturing



Office Skills & Customer Service Training

Office Skills & Customer Service Training

- Training is self-directed with staff support
- Classroom is small with average class 1:6 teacher to student ratio
- Each participant can get a \$10 daily stipend
- Content includes a variety of customer service, clerical and administrative curriculum (Internet Explorer, Word, Excel, QuickBooks, cash handling etc.)
- Each Friday is group customer service training
- Training is developed with employer input and follows industry trends (when to move to Word 10 etc.)
- Each participant has customized learning based on their goal



Our training programs...

Contact Center

- Contact center is a “boutique” contact center
- We subcontract with organizations for customer service, data entry, tech support and more (contracts in healthcare, Microsoft tech support, fishing licenses etc.)
- We run 24/7
- Client training assignments last the duration of the program
- Assignment is based on skills of person and contract availability – data / customer service / tech (and can change)
- Manage our reception area – provide reception training
- Each participant in the program earns minimum wage while training



Supports

Vocational Counselors

Meet with each participant at the start of their program and at least every 2 weeks while in the program

Mentors / Trainers

Our mentors / trainers are full time staff that are experienced call center agents or machinists. They are assigned to work with 1-3 participants. They provide training to participant and feedback on performance to both the client and vocational counseling staff.

Job Developers

When ready, each person works with a job developer to locate employment outside of Orion



How do we partner with employers?

- We are an employer - we gain lots of info from *the* operation of our own business
- We have partners for both business and mission
 - Job developers / Manufacturing & Contact Center sales staff work together
- We solicit employer input in development and updating our technical training
 - Mechanical Assembly
 - CNC Intern
- We place people in jobs within the industry and are constantly developing new relationships



Mechanical Assembly Internship Example

- Saw opportunity to offer more technical training which would offer path to higher wage jobs
- Considerations when developing training
 - Assessed labor market for this type of position
 - Assessed our ability to provide training
- Brought employers in for focus groups to provide input to technical skills and soft skills
- Training has traditionally been funded by business enterprise – but we are exploring additional funding opportunities.
- Placement wage of clients is \$15/hour with benefits



Mechanical Assembly Internship Example

- To apply, participants must be enrolled in training program
- Must complete application and interview
- Application must be endorsed by both mentor on floor and internal vocational counselor
- Screening of 2-4 weeks to assess potential
- Remain in program for 4-6 months
- Specific learning objectives developed weekly with Vocational Counselor and Mentor in Mechanical Assembly
- Complete final hands on testing of competencies



Benefits/Challenges

Benefits:

- We are both employer and trainer – so our job development staff can speak to the demands of industry and with knowledge about the jobs
- Clients are present in our business which enhances our ability to provide counseling, guidance, and job development services
- We are networked with employers / have the respect from employers as a result of our industry presence

Challenges:

- Managing profitability of business while turning over workforce
- Balance of mission and business goals



Our Future

- New business line in manufacturing – current example of finish line
- Expansion of business to new geographic area
- Expansion of industries – example of contact center expansion
- Expansion of training at Orion into administration, facilities and more



Video

Bright Futures video on YouTube
Channel – Orion Industries

<https://www.youtube.com/watch?v=PfKYZo0-r3M#t=129>

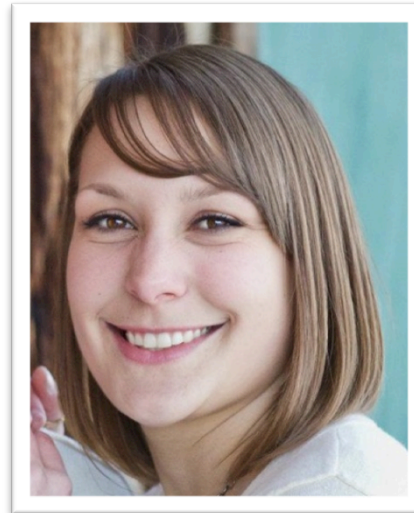


STARBUCKS INCLUSION PROGRAM



Objective: Learn how to create new opportunities for clients through the unique placement strategies and training offered for specialized positions within Starbucks manufacturing and distribution plants.

*Presented By:
Kelly Walling
partner resources associate sr.
Starbucks Coffee Company*



Starbuck Coffee Company



20,000+ stores

64 countries

More than 200,000 partners wearing the green apron

70M+ customers per week



... am Proud to be a Peaberry!

How do I know if I ~~have a disability?~~

You are considered to have a disability if you have a physical or mental impairment or medical condition that substantially limits a major life activity, or if you have a history or record of such an impairment or medical condition.

Disabilities include, but are not limited to:

- Blindness
- Deafness
- Cancer
- Diabetes
- Epilepsy
- Autism
- Cerebral palsy
- HIV/AIDS
- Schizophrenia
- Muscular dystrophy
- Bipolar disorder
- Major depression
- Multiple sclerosis (MS)
- Missing limbs or partially missing limbs
- Post-traumatic stress disorder (PTSD)
- Obsessive compulsive disorder
- Impairments requiring the use of a wheelchair
- Intellectual disability (previously called mental retardation)

- YES, I HAVE A DISABILITY (or previously had a disability)
- NO, I DON'T HAVE A DISABILITY
- I DON'T WISH TO ANSWER



Starbucks Inclusion Academy

- Implemented at the Carson Valley Roasting Plant & Distribution Center in September of 2014
- Partnership with the Nevada Department of Employment, Training and Rehabilitation (DETR)
- Curriculum tailored to individuals with physical or cognitive disabilities and minimal work experience
- 6 Week Career Pre-Training Program
 - Classroom Instruction (Soft Skills, Resume Building, Interviewing, etc.)
 - On-the-job training provided in manufacturing and distribution roles
- After graduation, candidates can apply for positions with Starbucks or other companies within the local area





Starbucks

- Training Facility
- On-the-job Trainers
- Technical Curriculum

DETR

- Candidate Referrals
- Classroom Instructor
- Soft Skills Training
- Paid Working Time



What we have heard...

- “Once I started training the first partner in our inclusion program, I was not aware that they had a disability. It has made me more aware, compassionate, and improved my training skills overall.”
– Partner/Trainer, CVDC
- “Although I was skeptical of the program at first, since I have had the **opportunity** to train, my perception has changed and made me more aware of everyone’s unique abilities.”
– Partner/Trainer, CVDC
- “This job has changed my life by enabling me to build relationships and make friends. It has given me the **opportunity** to be more independent and work with partners who care.”
– Inclusion Partner, CVRP
- “I got an apartment on my own.”
- Inclusion Partner, CVRP



**Shifting
from**

CAN'T

to

CAN



1 Year

4 Classes

20 Graduates

17 Now Employed

9 Hired at Starbucks

8 Hired with Companies in the local area

2 Starbucks plants have adopted the
inclusion program



Square One

Contact the Department of Employment, Training, and Rehabilitation (DETR) for your state to see if similar programs are available with Starbucks.

Build and leverage partnerships with other companies who have implemented their own programs.



Contact Information

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Check out the Peaberry Video:

<http://youtu.be/bzo0Ld8QgvA>

