



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

How Does the Dual Customer Approach Support VR Employment Outcomes?

Presenters:

Kathy West-Evans, MPA, CRC

Beth Butler, JD

Webinar Objectives

- To explore why and how VR developed a dual customer strategy.
- To review the dual customer strategy and how it benefits both the individual and business.
- To understand the difference between job development and business relations
- To learn how the National Employment Team (NET) built and what services does it offer to business.
- To explore how the connection with business benefits VR counselors and individual customers in the career and employment planning process.
- To learn about the Talent Acquisition Portal (TAP), including why and how this tool was developed. What are the benefits of TAP to VR, individual and business customers?
- To discuss the new business related language in the Rehabilitation Act which was amended by WIOA.

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

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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
- 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)

Council of State Administrators of Vocational Rehabilitation (CSAVR)

- Membership organization of VR Directors
- 80 agencies: every state, territories, D.C.
- Federal/State Funded – RSA in the U.S. Department of Ed.
- 25,000 staff
- Serving over one million individuals with disabilities per year
- Partnered with the VA-VR&E, AIR
 - Largest talent pool of people with disabilities
 - Supported by VR leadership and Business Consultants
 - Vendor Network of 10,000 Community Partners
- Strategic alliance with the USBLN
- Partners: NILG, SHRM, Chamber

The National Employment Team (NET) Built with Business Customers

- **2004 – National Employment Conference**
 - RSA, CSAVR and 35 Business Partners
- **We Listened and Learned from Business**
- **Dual Customer Strategy**
 - Individuals
 - Business
- **National in Scope - VR as One Company**
 - National Team – Connect 80 Agencies
 - Build an Infrastructure that is easily accessible
 - Single Points of Contact (National – State –Local)
 - A Network that Delivers and is Sustainable

The National Employment Team (NET)



- **The infrastructure: national, state and local**
- **The business focused services**
 - Strategic planning
 - Staff education and awareness
 - HR, access to a talent pipeline and retention supports
 - Financial supports and resource development
 - Technical Assistance and Consultation: accommodations, AT, legal, policy, compliance, customer service, marketing and product development



Talent Acquisition Portal (TAP)



- Why TAP?
- Partners in development
- Customer's role in the design and content
- Features of the system
- Virtual career, job fairs and hiring events
- Future expansion and development

Workforce Innovations and Opportunities Act (WIOA)

- Business Relations – past, present and future
- Section 109
- New elements in legislation
- Order of Selection
- State Rehabilitation Counsel Representatives
- VR's niche in the Workforce System

Opportunities: The Time is Now



- Federal Executive Order
- NGA: Better Bottom Line
- Section 503/VEVRAA (Contractors and Sub-Contractors)
 - Compliance
 - “We just don’t know what we don’t know”
- Shrinking Labor Force – Demand for Talent
- Disability During the Life Cycle of Employment
- Aging Workforce
- Veterans
- Changing Workplace
- Diversity Brings Innovation
- VR’s Customers and Partners
- Return on Investment

The NET and TAP

Building and Growing with VR Customers

- Customer Driven Network
 - Build relationships and trust
 - Understand the business as a whole
 - Real time Labor Market Information
- Strategic Alliances and Partnerships
 - USBLN
 - NILG
 - OPM
- Leverage the Strengths of a National System
- Deliver at the National, State and Local Level

Beth Butler, JD

- **Beth's Journey**
- **SouthTrust**
- **Wachovia**
- **Wells Fargo**
- **Lowe's**
 - Developing a corporate culture
 - Building a national strategy and partnership with the NET/VR
 - Design and development of a centralized accommodation unit
- **Advice to VR staff: what works and what doesn't**
- **Key Skill Sets**

Contact

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