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

How Does the Dual Customer Approach Support VR Employment Outcomes?

Presenters:
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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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