





 AN EMPLOYMENT SERVICE OF HOPE HAVEN, INC.

“Job Strategies in Rural Areas”

ICIE Community of Practice

July 10, 2018

The most
dangerous phrase
in the language is "we've
always done it this way."

Rear Admiral Grace Hopper

***Perception becomes reality unless
intervened upon.***





- **1998**
 - Don't get into strangers' cars
 - Don't meet people from the internet
- **2018**
 - Literally summon strangers from the internet to get in car

“Times, they are a changing...” Bob Dylan





- There is an island in the state of Iowa called Sabula.
- John Wayne was born in Winterset, Iowa.
- Ozzy Osbourne's infamous bat incident happened in Des Moines, IA.
- Rob Lowe struck and killed a goldfinch mid-flight while playing in the PGA Pro-Am; actuaries actually calculated the odds at 1 in 747 million.
- RAGBRAI is the largest bike touring event in the world.

Iowa: 75% vowels, 100% awesome.

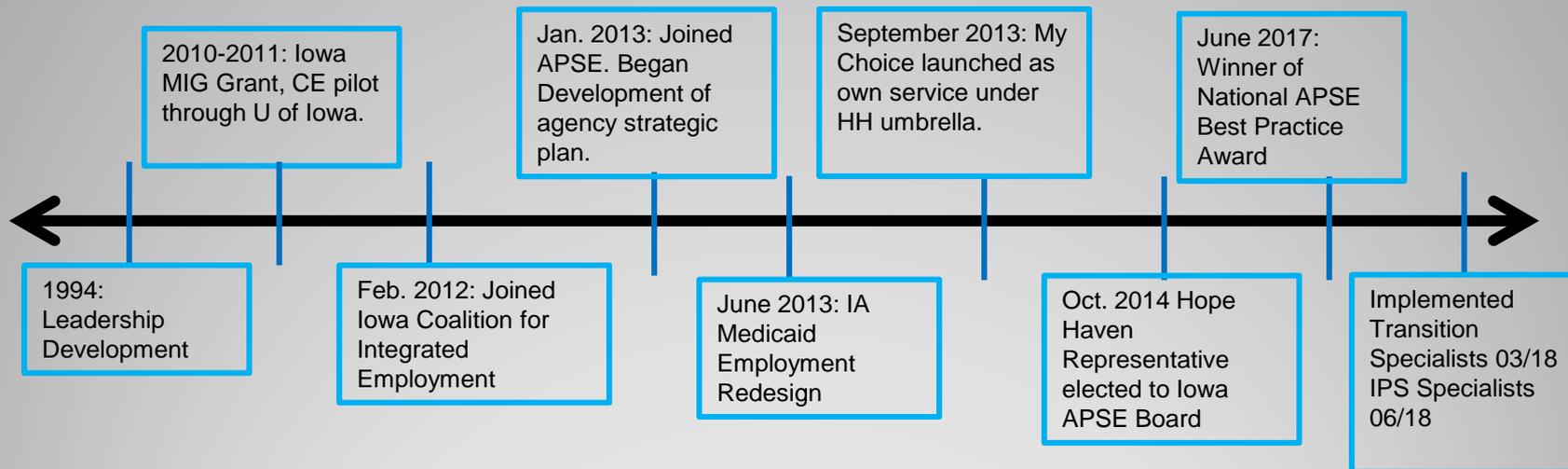


- For over 50 years, Hope Haven has served people with disabilities. We have a track record of successfully developing and implementing new services in response to needs.
- CARF accredited.
- Innovative employment service programs.
- Current Hope Haven Services:
 - Community Living Services and Support
 - Employment Services and Job Placement
 - Mental Health & Recovery
 - Children and Family Services
 - Hope Haven International
 - Religious Services

Hope Haven Services

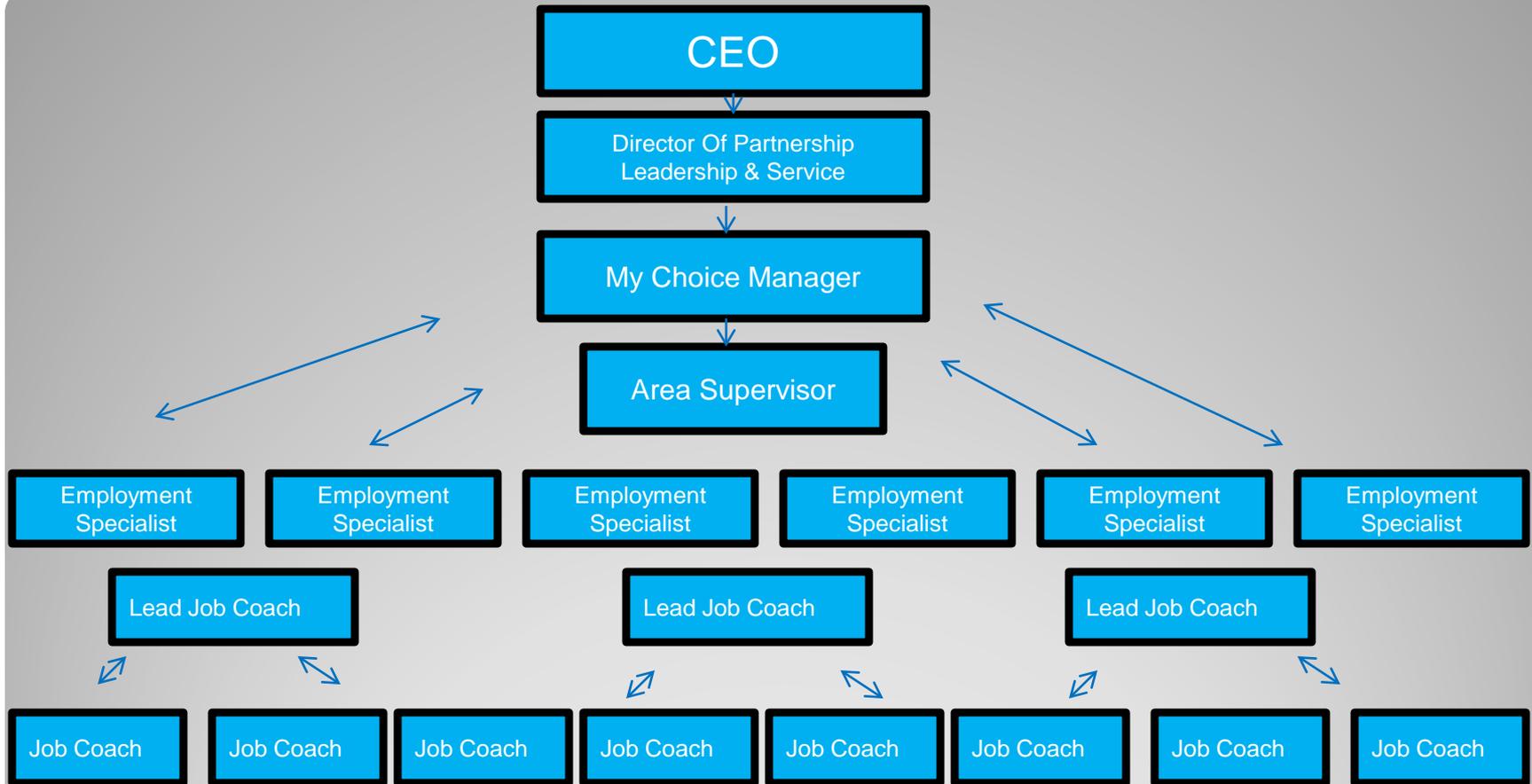


Hope Haven/My Choice Employment Timeline



History: Transformation Efforts





Organizational Structure



- Established to assist people with disabilities to obtain and maintain integrated, competitive employment in business and industry.
- Employment First Principles
 - Community-based, integrated employment is the first option for employment services for youth and adults with significant disabilities.
 - “Real jobs with real wages” (APSE)
 - “All that want to work can work” (APSE)

My Choice Employment Intent Statement



Supported Employment

- Traditional means of obtaining employment
- Sales approach, uses labor market statistics to guide development

Individual Placement and Support (IPS)

- 8 Guiding Principles
- Three Cups of Tea
- Evidence Based Model, main focus supporting individuals who experience mental illness

Customized Employment

- Termed by the Office of Disability Employment Policy
- Uses a competency based, function assessment called Discovery to identify person's skills, abilities, contributions and conditions to drive job development

**Ashlea Lantz*

Griffin-Hammis

Various Methods of JD



- **Vocational Consultation Services:** provide professional and technical vocational programming advice to customers who need information or training to increase skills.
 - *Services may include:*
 - Work Accommodations
 - Adaptive Work Devices
 - Assistive Technology
 - Job Analysis/Task Analysis
 - Transferrable Skills Analysis
 - Enhanced Planning
 - Benefits Planning

My Choice Services



2013 through 5/30/2018

	2013	2018
Individuals	29	232
Jobs	32	376
Average Pay	\$7.81	\$8.40
Average Hours (per week)	20	17
Customized Job	21	111
Jobs entered from FBE	NA	129
Communities	9	23
Employers	24	172

My Choice Stats



- 1) Marketing
- 2) Networking
- 3) It's all about the match

Rural JD Strategies



- Branding
- Microsite
 - www.mychoiceemployment.org
- “Value, Dignity, Livelihood”
- “Valued Workplace”
- Marketing Vignettes

Marketing





Dan





Meet Sarah





Meet Stephanie





Meet Floyd



- Current partners and supporters:
 - Job Candidate/Employed Individual
 - Family
 - Iowa Vocational Rehabilitation Services IVRS
 - Iowa Medicaid Enterprise
 - Sioux Rivers Region/Northwest Iowa Care Connections
 - Customized Employment Training
 - APSE Job Coaching Training
 - APSE Job Development Training
 - Outcomes Based Incentivized Payments
 - Marketing/Lawrence & Schiller
 - Regional APSE Conferences (Detroit/Cincinnati)
 - Job Developer Coalition
 - Workforce Development
 - United Health Care
 - Amerigroup Iowa
 - Integrated Health Homes IHH
 - ICIE
 - APSE
 - DHS Case Management
 - Local mental health centers
 - Local School Districts
 - Making the Grade

Networking





Cam Card App



- Your personal network
- Job candidate's network
 - If student, tap into school's affiliations, teacher's networks, etc.
- Co-worker's network
- Agency Affiliations

It's who you know...



- Ken Karczewski
 - Employment Specialist

 - Job Development Process
 - **Community market survey:** what's out there, local and current workplace trends
 - **Development of advocates:** who do you know to get you in the door
 - **Make initial contact:** the warmer the better
 - **Employer Survey:** goal is to understand the needs of the employer
 - **Job site survey:** real life take on what the job or tasks of the job are
 - **Prepare and present a hiring proposal:** seal the deal!

Job Developer Testimonial



- Iowa Association of Community Providers (IACP)
 - Iowa Coalition for Integrated Employment (ICIE)
 - Employment First
 - APSE
 - Iowa Medicaid Redesign
-
- What you can do...
 - Encourage funders to align with policies that support supported employment.
 - Encourage self advocacy
 - APSE Membership
 - Engage Stakeholders: internal and external
 - Network with other providers and state agencies

Advocate for Change



- Pay is at least minimum wage but preferably at the prevailing wage rate.
- People with and without disabilities work together in an integrated setting.
- Support is ongoing and provided at level required. Fading to natural supports is goal.
- Job selection is based on a person's preferences and skills.
- Competitive employment is the goal.

Critical Goals of Supported Employment



- Job candidate Discovery
- Employer Discovery
- Job Candidate Preparedness
- Workplace Trends
- Job Sculpting/Customized Employment

It's all about the match



Me: "How is it we assume that Dinosaurs just roared, they could have talked like us, right?"

Interviewer: "I meant questions about the job"

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- True person centered planning, will provide the supports that will be needed to prepare job candidates for their employment search.
- Positive Personal Profile

Job Candidate Preparedness



- Episodic duties
- Slower components of a task
- Back ups/ Bottlenecks
- Material supply
- Interruptions
- Additional assistance to meet high work demands
- Unattended products/tasks
- Waste/scrap materials
- Misplaced materials
- Dusty, broken, dirty goods
- Unsafe or unsightly conditions
- Inconvenient location of materials

Customized Employment targets **worksite issues**



To Employers

- Identification of workplace needs that might be met by job seeker
- Identification of support providers, as necessary, for customized employees
- Recruitment and matching of skills of job seeker to employer needs
- Assistance in customizing job roles for current employees who become disabled

To Employees

- In-depth discovery of the applicants strengths, needs, and interests
- Customized planning assistance to target potential employers and contributions
- Representation assistance to negotiate customized relationships
- Resource identification to pay for necessary supports

Benefits to Employers and Employees



- What matters most?
 - Build trust with the job seeker and their family
 - Find out what the job seeker wants out of life and seek out employment that fits their vision for themselves
 - Make decision about you support strategies based on the JSs' individual preferences and support needs
 - Be creative in your job search; look for tasks not jobs
 - Network with employers and community business partners
 - Involve the job seeker in every step of the process and maintain contact after hire

Model Highlights



NASCAR Driver

Auto-
detailing

Rush, thrill

Working
on cars

fame

mechanic

Driving

car dealerships

Local body shops

Being a member of
the team

Car sales

race track
assistant

Dream Funneling

- 1) Marketing
- 2) Networking
- 3) It's all about the match

Take-Aways





Michael Bean





“The most effective way to do it, is to do it.” —Amelia Earhart

Questions?

Thank you for your time! 😊



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