



Customized Employment: It Really Works!

A Win-Win Employment Strategy for
Employers and Individuals with
Significant Disabilities

Customized Employment

Is it just a fad that really doesn't work?

Isn't it just job carving with a new name?

Why do we need to know how to do it?

Are employers really interested in
customizing jobs?

Customized Employment is Here to Stay

February, 2011: Recognized as evidence-based practice.

September, 2011: CMS recommends states cover CE under the waivers

July, 2014: RSA amends reporting requirements for state VR agencies to require reporting on use of CE services

Customized Employment is Here to Stay

July, 2014: President Obama signed the Work Innovation and Opportunity Act of 2014, amending the Rehab Act of 1973.

This new act makes Customized Employment part of federal law

Customized Employment

*According to the 2014 Amendments to the Rehab Act
(H.R. 803 Section 7 (7) (29 U.S.C. 705)*

Customized Employment means competitive integrated employment, for an individual with a **significant** disability, that is based on an individualized determination of the **strengths, needs, and interests** of the individual with a significant disability, is designed to **match** the specific **abilities** of the individual with a significant disability and the business **needs** of the employer, and is carried out through flexible strategies, such as:

The "flexible strategies" described in WIOA

- (A) job exploration by the individual;
- (B) working with an employer to facilitate placement, including —
 - (i) customizing a job description based on current employer needs or on previously unidentified and unmet employer needs;
 - (ii) developing a set of job duties, a work schedule and job arrangement, and specifics of supervision (including performance evaluation and review), and determining a job location;
 - (iii) representation by a professional chosen by the individual, or self-representation of the individual, in working with an employer to facilitate placement; and
 - (iv) providing services and supports at the job location.

What is CE?

- Set of strategies; but also a type of employment outcome
- Outcome is job description/title that did not previously exist in the business

Features of Customized Employment

- Specific job duties are negotiated with employers, voluntarily, to customize the job
- Occurs in regular community workplaces or in self-owned businesses
- Involves pay of at least the minimum wage up to prevailing wage

Customized Employment Strategies & Process

- Discovery
 - Discovery Profile
 - Customized Employment Plan
 - Portfolio/visual resume development
 - Job development and negotiation
- Here, CE dovetails with Supported Employment*
- Job site analysis, accommodations, coaching, etc.

CE is not Job Carving

- Carving tasks out of an open job not attractive to employers or co-workers
- Employer left with duties not assigned to an employee
- Co-worker with same job title (and pay) expected to do all duties

CE is not Job Carving

- Problems with "selling" carving to employer and co-workers results in promising people can do all duties
- Leads to inability to fade coaching supports
- Creates higher risk of job loss

Why Do We Need to Know How to Do CE?

- Traditional supported employment placement approach has worked for 20%...what about the other 80%?
- Job Coach fading must be maximized - basic premise of good supported employment
- Labeling people as unemployable is no longer acceptable.

Unbundling Needs

Employers meet their needs by bundling these needs into job descriptions.

Job seekers with complex lives often don't have the "whole package" to offer.

Customized Employment allows employers to "unbundle" their needs and take advantage of discrete competencies offered by job seekers with disabilities

Areas of Employer and Co-Worker Benefit

Unmet Workplace Needs:

This area focuses on tasks that need to get done but are not getting done in the way the employer would like. It also can include tasks that have not been performed yet, but need to be.

Tasks better performed by others:

This area focuses on aspects of jobs that might better be performed by others at a lower pay grade. This option can directly save money for employers.

Specific benefit to enhance business:

This area focuses on workplace needs for additional productivity in specific tasks. It must be matched with job seeker's specific competencies.

Customizing is not Foreign to Business

Employers customize employee's jobs after they are hired, to get the most out of each employee - to play to each employee's strengths

Employees - once secure in a job - will seek customization to suit their needs

Customized Employment involves customization at the point of hire to better ensure success for both the employer and employee.