

# Corporate Development Into the Future

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DisAbution



# Job Devt to Corp Devt

- Chambers of Commerce
- Industry Associations
- SHRM ([www.shrm.org](http://www.shrm.org))
- Fraternal Organizations
- Ccr.gov
- LinkedIn.com
- Directemployers.org



# 3 Components of Corporate Development Project

1. Business Community Marketing

2. Business Partnerships – Internal Development

3. Provider Collaboration & Training



# Corporate Development Vision

- The Corporate Development Unit (CDU) will provide a variety of disability focused services to businesses across the state of Ohio. The vision of the CDU is to foster a “one company” approach to serving business customers through a team that specializes in employer development, business consulting and corporate relations. The CDU will actively develop partnerships with corporations and small/mid-sized business to help them create internal strategies to directly tap into the Ohio disability community as a powerful labor (and customer) source



# Corporate Development Foundation

- 1. *Business Focus*: The CDU will take a “business first” approach developing support plans that meet companies’ needs and help Ohio businesses develop internal strategies and units to work effectively with and in the business community.
- 2. *Business Trust*: The CDU will build trust with the Ohio business community by being responsive and dedicated to providing quality services to the business customer.
- 3. *Primary Point of Contact*: Business partners often prefer to work through a primary point of contact in their partnerships with VR and the CDU will use this methodology to increase efficiency for each business partner.
- 4. *Feedback Loops*: These loops will be incorporated into the CDU to ensure quality in service delivery to businesses across the state.



# Corporate Development Values

- Time spent with business is time well spent
- The CDU aims to integrate the dual customer approach throughout Ohio disability services
- The CDU focuses on long term business relations not one time “job placements”
- The CDU looks to lead from behind; always seeking opportunities to build capacity in business partners and agency staff
- The CDU seeks to position itself as a resource to businesses and to agency staff



# 10 Principles of Corporate Development

- Do not devalue the services that can be offered by the CDU & county boards
- Respect each specific Corporate Culture
- Take time to learn about the operational aspects of the company
- Build trust – don't expect to have a trusting relationship after the first meeting
- Do a lot of listening



# 10 Principles (cont.)

- Bring good counseling skills to the table – reflecting, encouraging, observing
- Do not overpromise – lean towards under promising and over delivering
- Step up our game with business people – always follow up and follow through
- Be creative and use your diverse skill set as rehab counselors to customize ideas
- Provide specific examples of how disability outreaches impact other companies (i.e. Walgreens, Project SEARCH).



# Changing Philosophy of Corporate Development

1. Dual Customer
2. Career vs. Job
3. Business vs. Employer
4. Business Development vs. Job Placement
5. Designated Point of Contact
6. Qualified vs. Job Ready



# Business Opportunities

- Direct access to the large and growing labor and customer pool of persons with disabilities
- Ongoing Support services that meet individualized business needs
- Access to a set of valuable, customized business consulting services
- Development of internal strategies that foster diversity and business growth
- Support from disability experts



# Consumer Opportunities

- Expanded information about company culture, recruiting, retention and promotion practices
- Increased short-term and long-term employment opportunities
- Heightened potential for development of successful career paths
- Working in companies where increased internal support and advocacy exist



# DD Board Opportunities

- Leveraged partnerships with business based on existing credibility, trust and deliverability
- Opportunities to create stronger career paths and more opportunities for consumers with disabilities
- Local & statewide networking to develop more long-term relationships within the Ohio business community
- A sustainable program where boards deliver quality services to business with a measure of consistency across city & county lines
- Sustained, long term partnerships with business, creating “repeat business” opportunities



# Corporate Development Challenges

- Competition for employment opportunities
- Confronting long-term attitudinal barriers about people with disabilities in the workplace
- The CDU will be seen as a government entity, which is not always positive in the business community
- Operational challenges of developing the single point of quality and insuring responsiveness to business customers
- Philosophical shift to the dual customer approach for management and staff
- Defining this new approach to customers and the community



# Corporate Development Services

- Diversity Training
- Human Resource Mentoring
- Recruiting/Screening/Training Support
- Disability Management
- ADA Consultation and Training
- Visual management
- Job Accommodation/Modification
- Rehabilitation/Assistive Technology
- State and Federal Financial Incentives
- On the Job Training and Job Tryouts
- Job Coaching
- Marketing Collaboration



# Biz Benefits of Recruiting in the Disability Community

- Reduced Recruiting Cost
- Reduced Training Costs
- Reduced Turnover
- Tax Credits
- Other Incentives
- Increased Diversity
- New Customer Niche Group
- Increased Brand Loyalty
- Improved Community Relations
- Risk Reduction/ADA Compliance Support



# Business Review (Indiana)

- Lowe's (24)
- Best Buy (4)
- Dometic (13)
- Xerox ACS (13)
- Pink Team (1)
- Pitney Bowes (3)
- Americall (3)
- J Lodge (15)
- Convergys (5)

# Success & Lessons Learned

- Marketing
- Internal Capacity Building
- Coalitions
- SPOCS
- Changing Philosophy
- Changing System
- Natural Supports
- Growth



# What's Next?

- Statewide Consortia (Walgreens, others)
- Coalitions
- Compliance Consulting
- Business Revolution
- Impactful SPOCS



# Compliance – Opening Doors

- Obama Administration has new emphasis on federal contractors recruiting vets & people with disabilities
- Workforce diversity includes workers with disabilities – talent has no boundaries
- With baby boomers retiring & immigration restrictions continuing, recruiting people with disabilities makes *bottom-line* & *compliance* sense

# Section 503: Federal Contractor's Responsibilities

- Equal opportunity clauses
- Invitation to self-identify
- Review personnel practices
- Review job requirements
- Provide reasonable accommodations
- Employment practices review
- Job postings



# Equal Opportunity Clauses

- The contractor will not discriminate against any employee or applicant for employment because of physical or mental disability in regard to any position for which the employee or applicant for employment is qualified. The contractor agrees to take affirmative action to employ, advance in employment and otherwise treat qualified individuals with disabilities without discrimination based on their physical or mental disability in all employment practices.



# Invitation to Self-Identify

- After the employment offer, but before beginning duties, the contractor will invite the applicant to self-identify and take advantage of the Section 503 affirmative action program.



# Review Personnel Practices

- Contractors must review personnel practices to ensure that the qualifications of known protected individuals with disabilities are given proper consideration for job vacancies filled by either hiring or promotion and for all training opportunities.



# Review Job Requirements

- Contractors must regularly review all physical and mental requirements used in selection processes and in medical standards, information, and qualifications.



# Reasonable Accommodations

- Contractors must provide reasonable accommodations to the known physical and/or mental requirements of employees with disabilities. Reasonable accommodation means modifications or adjustments to the job application process, work environment, and work benefits.



# Review Employment Practices

- Employment Practices:
  1. Access to Job Postings / Active Recruiting
  2. Hiring & Promotion
  3. Rates of Pay
  4. Job Assignments
  5. Leaves
  6. Fringe Benefits
  7. Selection for Training

# Job Postings

- Contractors must undertake active outreach to the disability community and advertise job openings to partners like Vocational Rehabilitation, local community organizations, and local school/transition programs.



# How to Begin

- Diversity training
- Human Resource mentoring
- Recruiting/screening/training support
- Disability management support
- ADA consultation and training
- Rehabilitation and assistive technology assessments
- Job accommodations/modification support
- Marketing collaboration
- State and Federal Work Incentives: On-the-job training, internships, WOTC



# Federal Contractor Services: What Providers Can Do to Help

- Job/Essential Functions Analysis
- Job Requirement Review
- Personnel Practice Audit
- Ongoing Employment Practices Review/  
Support
- Reasonable Accommodation Training
- Communicating Job Openings to the  
Disability Community



# Section 503 Resources

- <http://www.gpoaccess.gov>
- [http://www.dol.gov/ofccp/arra\\_web.html](http://www.dol.gov/ofccp/arra_web.html)
- [http://www.dol.gov/ofccp/TAguides/new\\_contractors\\_guide.htm](http://www.dol.gov/ofccp/TAguides/new_contractors_guide.htm)
- <http://www.dol.gov/compliance/guide/503.htm>



# Business & Disability Resources

## Making the Business Case:

- [www.apse.org/business/](http://www.apse.org/business/)
- [www.thinkbeyondthelabel.com/](http://www.thinkbeyondthelabel.com/)
- [www.earnworks.com/businesscase](http://www.earnworks.com/businesscase)

## Corporate Disability Outreach Info:

Walgreens Outreach

- <http://www.walgreensoutreach.com/>

Project Search

- <http://www.cincinnatichildrens.org/svc/alpha/p/search/>

CVS Announcing Disability Outreach

- <http://www.pbn.com/stories/28016.html>

