

A Business-to-Business Approach to Job Development for Jobseekers with Disabilities

Hiring People with Disabilities as Smart Business

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Employment Outcomes for People with Disabilities

- From 2010-2012, 32% of working aged PWD were employed, v. almost 73% of people without disabilities
- PWD who were employed were often underemployed or overrepresented in slow-growth occupations
- From 1990-2005, rates of employment for youth with disabilities 4 years out of school actually declined

Traditional Job Development Practices

- Focus on Charity vs. Jobseeker competence
- Deficit Marketing: Using Rehabilitation Industry jargon
- If successful, doesn't tend to lead to long-term careers

What's Missing?

- Focus on jobseeker assets and value to a business
- Focus on the employers' needs
- An understanding that the only reason a business hires ANYONE is because that person positively affects its bottom line and therefore adds value to the business
- ***THE BUSINESS APPROACH***

Solutions

- Customized Employment Strategies
- A Business-to-Business Approach (replacing the human services model)
- Win-win Marketing
- Using businesses and business organizations to do the marketing

Research to Practice: *The Add Us In-Maryland Model*

- Partnered with the Hispanic Business Foundation, Hispanic Chamber of Commerce, and the WIB
- Trained the HBF staff on Customized Employment strategies for People with Disabilities
- The HBF and HCC make the approaches to businesses, with TransCen staff
- Business-to-business negotiation occurs

Questions or Comments

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