

**Customized Employment:**  
The next step in the evolution of supported employment

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Meeting the Expectations and Preparing Young People for the World of Employment

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**Customized Employment**

Customized employment means individualizing the employment relationship between employees and employers in ways that meet the needs of both. It is based on an individualized determination of the strengths, needs, and interests of the person with a disability, and is also designed to meet the specific needs of the employer.

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**Customized Negotiables between Applicants and Employers**

- Essential responsibilities of a job as detailed in job descriptions; and/or
- Non-essential responsibilities or expectations that might include:
  - Time, hours, location, etc for work to be performed
  - Support and supervision strategies
  - Productivity and outcome expectations

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### Features of Customized Employment

- Based on discovery of the applicant more than on evaluative/comparative processes
- Driven by a customized plan developed by the applicant's strengths, needs and interests
- Focuses on tasks and job seeker conditions for employment rather than job titles to negotiate job responsibilities

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### 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

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### Features of Customized Employment

- Applicable to all users of workforce system
- Includes on-going supports and reasonable accommodations, as appropriate
- Starts with the individual as the source of information and direction to labor force

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## Customization and Complex Lives

- Disability
- Age: maturity/youth
- Poverty
- Homelessness
- Family responsibilities
- Lack of experience or skills
- Low self-esteem
- Cultural
- Health
- Minority status
- Lack of education
- Habits/life routines
- Dependence on benefits

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## Labor Market Job Development



The demands of each employer result in an inevitable sorting out of job seekers. Those with more skills and less complexity rise to the top. Those with less skills and more complexity are considered last.

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## Some are left out all together

Even after concerted effort, our friend with significant challenges is not selected. He is told that he didn't fit any of the job descriptions due to a variety of reasons.



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## The Customized Employment Strategy

Job Developer

Job Seeker of Concern

Pool of Potential Job Seekers

Potential Employers

In Customized Job Development, Job Developers gets to know one applicant at a time through **discovery before** meeting with potential employers in the community.

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## Discovery allows us to determine who job seekers are -- their complexities as well as their potential contributions to employers.

Discovery Process

Education

Responsibilities

Hobbies

Interest Areas

Complexities

Life Experiences

Challenges

Skills

Transportation

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## Customized Job Development

The Applicant's Conditions, Interests and Contributions are identified through a Customized Planning Process as well as a **Task List**.

The Job Developer (or the job seeker) then meets with specific employers in an effort to negotiate a customized job description.

From a narrowed list of potential employers identified during the Customized Plan.

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## Customized Job Development



Customized Employment is successful when there is a negotiated fit between the job seeker's "strengths, needs and interests" and the "specific needs of an employer".

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## CE: A bridging approach

*Demand-driven Employment:*  
Responding to the needs of employers with applicants who are "qualified" to meet those general demands.

*Job seeker-driven Employment:*  
Employment based on the "strengths, needs and interests" of applicants that uses matching and negotiation.

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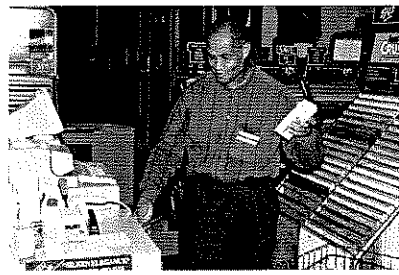
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**Job seeker:** Desire to wear nice clothes and avoid janitorial

**Employer:** Needed tasks completed in multiple areas



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**Job seeker:** Loves music, wants to be a musician  
**Employer:** Had needs for instrument set-up, dusting and brass instrument cleaning



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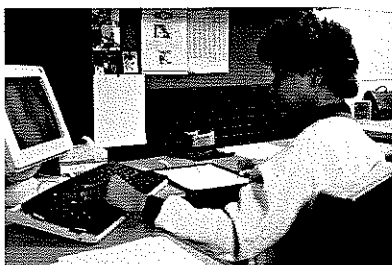
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**Job Seeker:** Wanted to work in fashion with computers  
**Employer:** Needed assistance for buyers & receptionist



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**Job Seeker:** Loves flowers, wanted to do floral design  
**Employer:** Needed background greenery filled in



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**Job Seeker:** Wanted to work with wood  
**Employer:** Needed assistance with tool supply and production tasks



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**Job Seeker:** Wanted to work in medical field  
**Employer:** Needed to reduce errors in developing images



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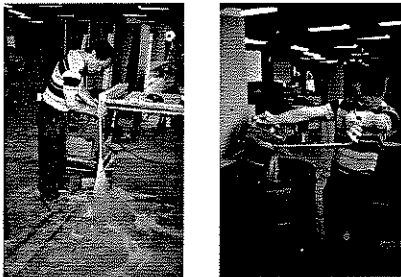
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**Job Seeker:** Loved sweeping in factory setting  
**Employer:** Needed laminate chips cleaned away for safety



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**Job Seeker:** Wanted a dietary job and work with friends  
**Employer:** Needed a safety process to be implemented



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**Job Seeker:** Wanted to work in office setting  
**Employer:** Needed faxes delivered immediately



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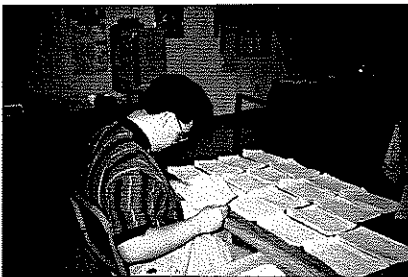
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**Job Seeker:** Interested in police activities  
**Employer:** Needed arrest reports collated and filed



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**Job Seeker:** Loves making coffee and serving others  
**Market:** Needed coffee kiosk to replace broken machine



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**On the Job Seeker's side:**

- Matching to interests
- Matching to conditions
- Negotiation of conditions and contributions
- Use of supports: job coaching, personal assistance and technology as needed
- Representation assistance

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**On the Employer's side:**

- Opportunity to target specific workplace needs
- Fuller knowledge and discussion of job seeker's needs and challenges
- Relevance of concept for other employees
- A new way to accomplish diversity and affirmative action goals

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### Additional Variations to CE

- Business within a business
- Resource sharing job by applicant
- Shared job responsibilities
- Business ownership and wage employment
- Multiple customized jobs

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### Customized Process

- Recruitment, intake, acceptance
- Discovery
- Capturing discovery through profiles
- Customized, person-centered planning
- Portfolio development
- Budget/resource development
- Job development
- Job site analysis, accommodations, support

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### Categories of Customized Employment

- Carved Jobs: Job descriptions based on tasks derived from a single traditional job
- Negotiated Jobs: Job descriptions based on tasks derived from a variety of jobs
- Created Jobs: Job descriptions based on heretofore unmet needs of a work setting
- Contract Jobs: Carved, negotiated or created job descriptions performed under a contract
- Micro-enterprises: Small businesses based on the unmet needs of a local market

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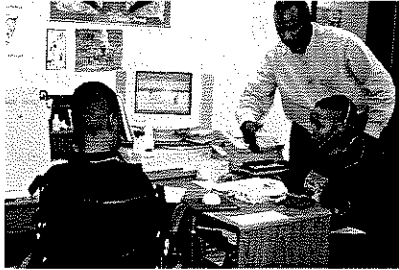
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**Example of a Carved, Shared Job:** *Maintaining customer database for A/V company*



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**Negotiated job in child care** – *Has tasks derived from multiple job descriptions*



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**Contract Jobs:** *Data entry in a county personnel office*



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**Micro-business & "Day Job":** DJ in clubs on weekends and carved retail support during the day



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**But is employment for everyone?**



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**What about employment for Marci?**



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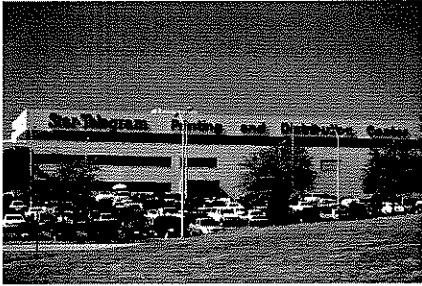
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*Job Development calls were made to a local newspaper in Marci's home town ...*



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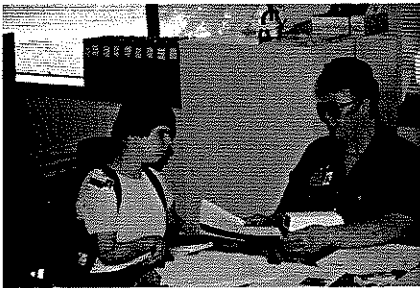
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**Job Seeker task:** *Stapling, with assistance*  
**Employer need:** *Personnel applications files to be stapled*



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**Custom shredding of confidential documents for her employer.**



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**Marci's current support team: Personal assistant and supervisor**



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