

Demand Side Employment Initiative



EmployABILITY
BUSINESS GRANT

Grow your business | Upgrade your hiring



California Department of Rehabilitation (DOR) Team

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Demand Side Employment Initiative (DSEI)

- The Department of Rehabilitation (DOR), and the Department of Developmental Services (DDS) received a one-time appropriation of \$20 million dollars to fund strategic initiatives to increase employment opportunities for individuals with disabilities.
- DOR is using this \$10 million for the DSEI to provide incentives for employers to hire Californians with disabilities.
- Funding is available through June 30, 2024.



DSEI Four Key Elements

- HR Training & Collateral
- Earn & Learn Opportunities
- EmployABILITY Business Grants
- Targeted Marketing Campaign



HR Training & Collateral

- Contracted with Society for Human Resource Management (SHRM) to create California specific curriculum for disability inclusive hiring and retention practices.
- Current HR professionals will be incentivized to take the course for their recertification and the course will be offered in three community colleges for upcoming HR professionals.
- Training program will be available to all California employers at no cost.



Earn & Learn Opportunities

- Establish 3 Earn & Learn Opportunities to train 150+ individuals with disabilities in California.
- Goal is that 80% of program participants will complete the program and that 80% of program completers will gain employment within 18 months of program completion.
- DOR is in contract with Institute for Workplace Skills & Innovation (IWSI) America, NeuroTalent Works (NTW), and East Bay Innovations (EBI).

EmployABILITY Business Grant (1 of 2)

- Direct employer grants ranging from \$20,000 to \$200,000 for established small and medium-sized businesses in California.
- Funding will assist businesses to expand and therefore create job opportunities for individuals with disabilities.
 - Providing an ongoing (rotating) internship experience where individuals with disabilities could gain work experience.
 - Hiring and employing a workforce with individuals with disabilities representing up to or exceeding the parity rate of 16.6%.

EmployABILITY Business Grant (2 of 2)

- RFI was released in May 2022 and the Frequently Asked Questions document was posted in July 2022.
- To date, DOR has received 167 RFI response packages.
- 24 employers have been awarded grant funding, totaling \$3.5 million.
 - 49 individuals with disabilities will be hired into permanent positions
 - 76 participants with disabilities will participate in work experience



Targeted Marketing Campaign

- The targeted marketing campaign is to encourage the recruitment and employment of individuals with disabilities.
- DOR contracted with Small Potatoes Communications (SPC) in September 2022.
- SPC will begin researching grant recipients and will work with each contracted recipient to create tailored marketing content.

Thank you for your participation!

Interested in more information about the
Demand Side Employment Initiative?

Scan the QR code to visit our website,
dor.ca.gov/Home/DemandSideEmployment.

Email us at DSEI@dor.ca.gov

