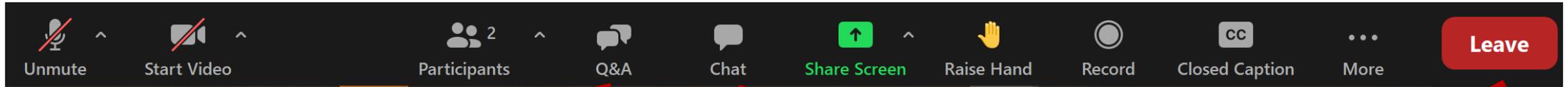


Customized Employment For Service Coordinators

November 5, 2025



Zoom Tips



If you would like a response to your question, please use Q&A

Chat is available for everyone, but questions for the presenters need to be entered in the Q&A to be addressed

Leave the webinar at the end of the meeting



- For attendees, your video and microphone will not be available
- You will only see/hear DDS staff and presenters on screen



- Features will vary based on the version of Zoom and device you are using
- Some Zoom features are not available for telephone-only participants

Customized Employment Panelist Introduction

Panelist Introductions:

- Ernie Cruz, Department of Developmental Services
- Sonya Fox, Department of Developmental Services
- Michael Luna, Department of Developmental Services
- Stephanie Crist, Department of Developmental Services
- Oliva Raynor, Consultant, Department of Developmental Services
- Sara Murphy, TransCen
- Matthew Barenchi, Department of Rehabilitation





Today's Goals

- Identify what it is and what it is not Customized Employment
- Identify individuals who may benefit from Customized Employment
- Talk to individuals and their family about Customized Employment as a service option

**Customized
Employment:**
*Partnering with
business and creating
opportunities*

November 5, 2024
Sara Murphy



TransCen

MEANINGFUL WORK + COMMUNITY INCLUSION

What Is Customized Employment?

...an **individualized approach** to employment planning and job development – one person at a time – one employer at a time. It is about building new positions based on the **needs of an employer** and the **strengths of the job seeker**. It is an effective way to assist people with more significant disabilities to become contributing members of today's workforce.

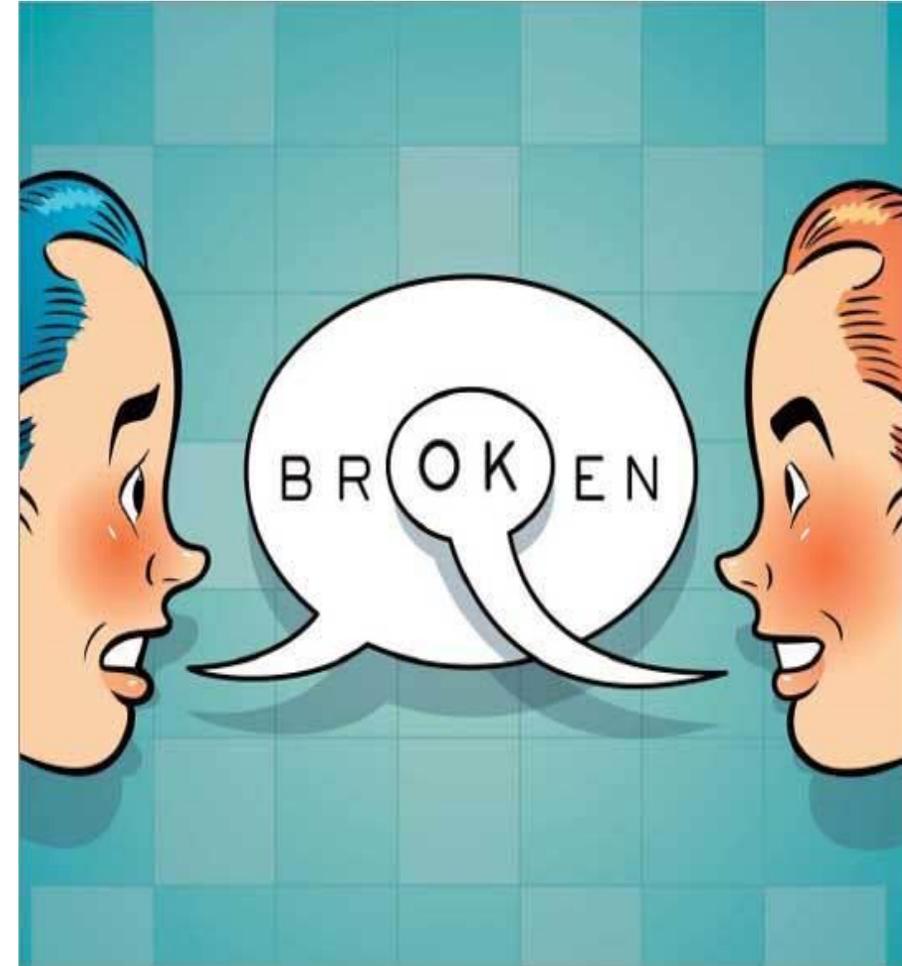
US Department of Labor,
Office of Disability and Employment Policy

**Customized Employment
re-frames how we see job seekers with
disabilities and how we approach and
partner with employers..**

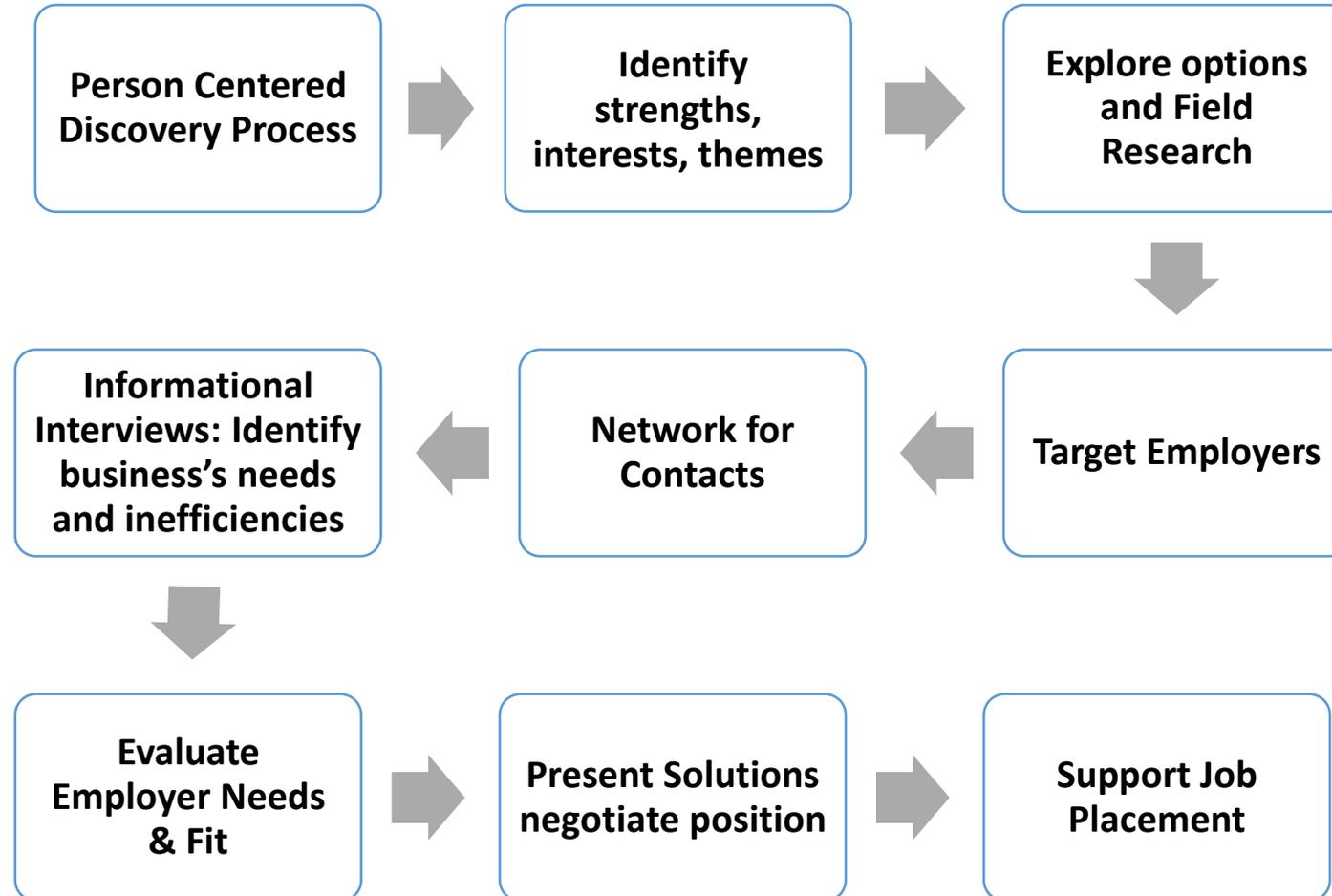


CE: A Skills, Not Deficits, Approach

- Presumes all job seekers *are* ready to work
- Empowering, engaging process that focuses on job seeker's strengths and preferences
- Profile is used to target businesses where job seeker's unique characteristics and skills will be seen as assets- and where disabilities will be minimized
- Shifts the conversation with employers away from "Disabilities" to "*adding value*"



Roles & Responsibilities of Customized Employment Providers



Customized Employment vs. Supported Employment

- Starts with an in-depth, person-centered discovery process
- Job developers are not applying for “posted positions”
- Job developers meet with employers to identify needs and match this to the jobseeker’s skill set
- Intensive post placement supports may be needed to organize and establish new ways to work

Job Carving vs. Customizing a job

Job Carving

- Starts with a posted-position
- Focuses attention on what someone CAN'T do
- Emphasizes need for accommodations and special treatment
- Stigmatizes candidate and sends the wrong message

Customizing

- Starts with Discovery Process
- Focuses on what someone CAN do
- Identifies ways the job seeker can “add value”
- Presents the Candidate as a “solution to the employer’s problems”
- Sends message of competence and value

Stephen's Pathway to Employment

“Work, no thank you”

Meet Stephen: What his file said

- Cornelia de Lange syndrome
- Stutters
- Emotionally immature
- Gastric Esophageal reflux disorder
- Resistant to new things
- Perseverates/OCD
- Late, attendance issues (esp. when anxious)
- Limited academics, 3rd grade math, 2nd grade reading comprehension



Stephen's Pathway:



- Discovery to identify strengths, interests & passions
- Volunteering and an Internship to build skills, stamina and confidence

Reframing Stephen

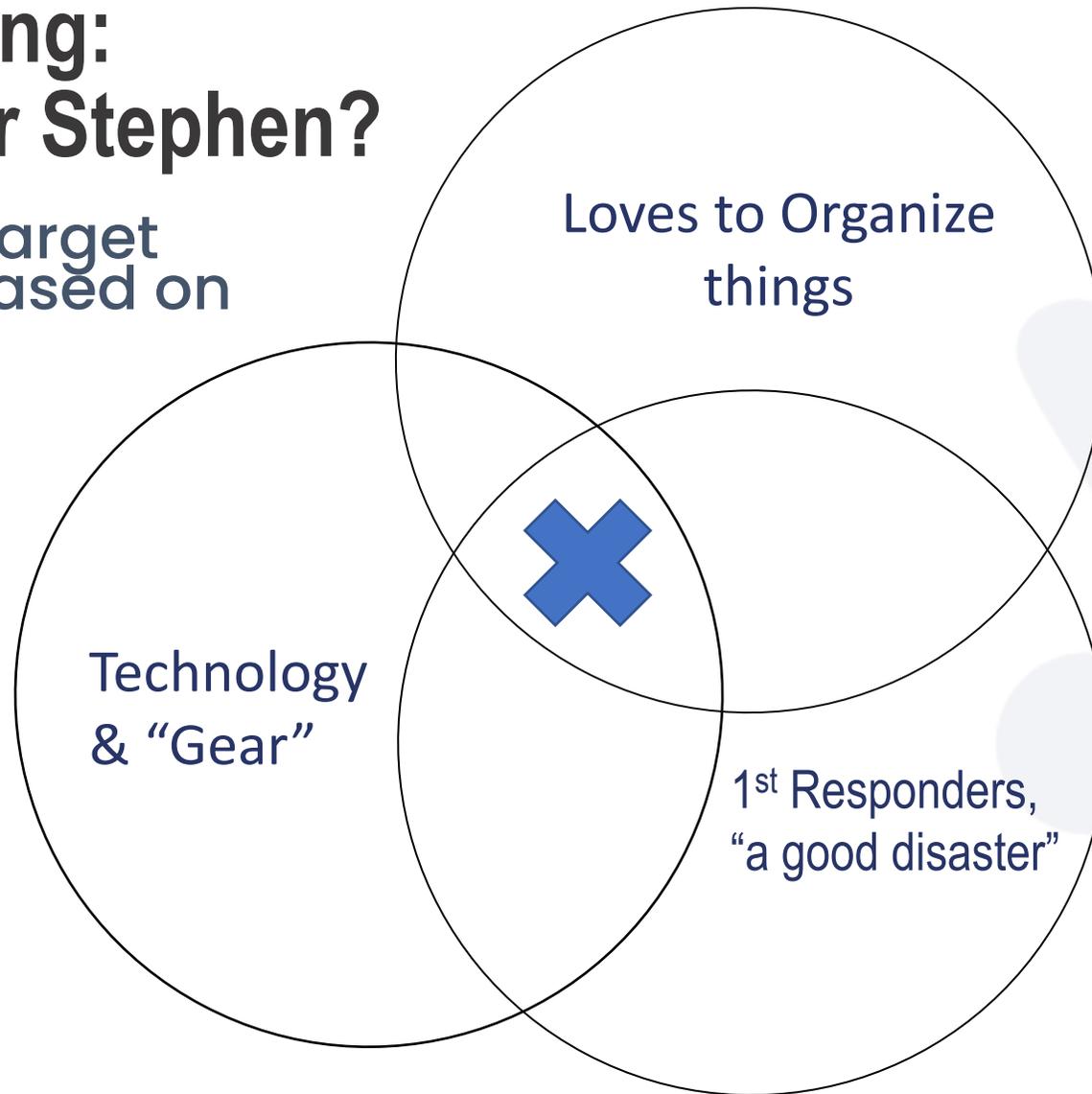


What we discovered:

- Adventuresome, likes maps, finding places using GPS
- Follows the rules
- Collects patches
- VERY organized, loves to put things in order
- Hard worker (only when motivated)
- Emails friends, Loves “googling” the internet
- Loves “disasters”, monitors a police scanner

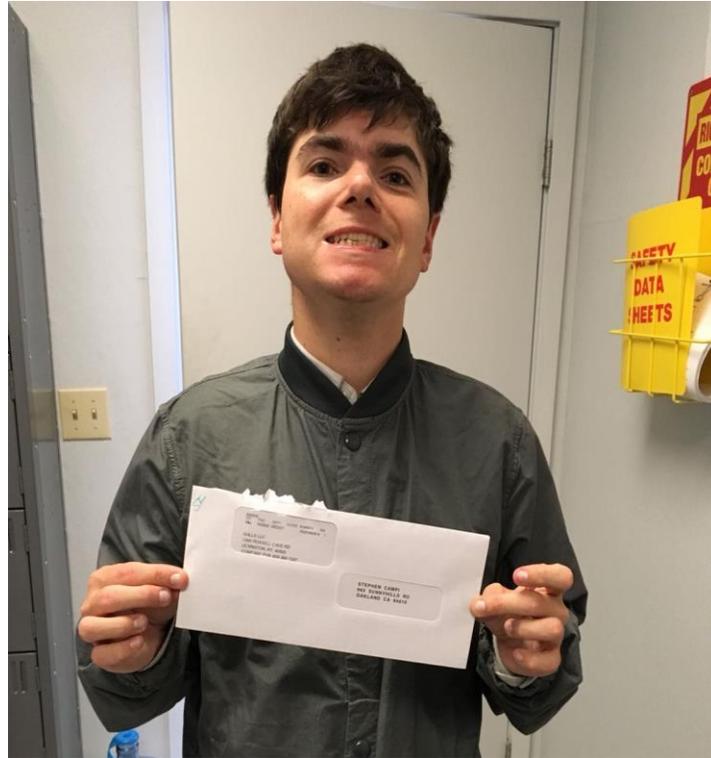
VENN Diagram Meeting: What's a good job for Stephen?

Use VENN diagrams to target employment settings based on candidate's unique characteristics.



**Job Developer or Career Coordinator
would run this meeting**

Stephen at



What did Stephen & Galls teach us?

- Exposure proceeds Interest...
- Looking at the job seeker's skills and interests will lead you down the right path. (Look for "rays of light" - and employers who will value these)
- Employers hire motivated people who are excited about their business - and can help solve a problem
- Hiring is a business decision, not a social issue or charitable act
- A solid understanding of how a business works and an employer's needs are critical

Employer Engagement

Customized Employment reframes how we approach and partner with business

Understanding Business and Creating Opportunities

Hiring is a business decision, not a social issue or charitable cause

Employment is a mutually beneficial relationship – It must be right for both parties

There is a job out there for everybody- but it is about adding value to the workforce – not charity!



What do Employers truly Value? It's not Tax Credits.

- **Motivated employees who are excited about their work.**
- **Candidates with skills sets that can add value to their workforce.**
- **Business solutions that improve the company's productivity and/or work processes.**

Selling vs. Marketing

Employment Specialists are no longer trying to sell employers on “hiring people with disabilities”.

We are learning to identify business needs and offer employers candidates that can add value to their workforce.



During Informational Interviews: Look for “Waste”

- Wasted Talent
 - Identify who are the “surgeons” (aka highly paid or income-generating staff) Are they doing surgery?
 - What are the *set-up* and *button-up* tasks for supporting the essential work?
- Wasted Time
 - Orders not processed because too busy taking new ones
 - Machines/supplies not maintained- work stops
- Wasted Resources
 - Inventory- supplies never used or too much of what is needed
 - Overproduction- 50 kits - we ordered 1,000.. expired, obsolete.
 - Is the employer using temporary workers? Paying overtime?

Identify ways to streamline processes and improve workflow

What is the product (or service)?

- Are there ways to make product faster or service better?
- Are there ways to make product cheaper or save money?
- Are there ways to increase the number of customers served or improve the customer experience?
- Are the customers (and staff) happy?
 - Costs \$.80 to keep a customer and \$3.00 to make a new one
 - Costs \$5-\$10k to hire and train a new employee

Identify Issues/Challenges

- Customer /employee complaints
- Log jams/backlogs/long lead times/Waiting
- Unassigned, but critical tasks
- Burn-out or high turnover situations
- Managers or key staff pulled away from critical tasks
- Workflow fluctuations
 - Rush times, crunch times, seasonal fluctuations, sporadic- but important tasks that are not getting done



Potential Task List

GALLS

Sales Floor

- Restock and organize all tactical and medical gear
- Inventory and restock uniform racks
- Fold merchandise
- Run footwear for sales clerk
- Store maintenance; sweep, wipe, dust and take out the trash and recycle, clean windows and display cases

Uniform Services

- Pulls patches and uniform sizes for orders
- Iron and package completed uniforms
- Package and ship completed orders

Back stock/Warehouse

- Organize back stock
- Inventory products on the shelf
- Process incoming merchandise
- Generating shipping labels
- Sort and hang uniforms
- Process and ship online orders
- Break down cardboard boxes

Present Solutions and the Candidate: Potential Task Lists

Negotiate a Customized Position

We assist the employer to assess needs, analyze tasks and organize the new position.



Customized Employment

A Game Changer for many jobseekers

When to use a Customized Approach

- When you are unsure of what a job seeker wants to do – or can do
- When a person is reticent or scared of the idea of work
- When a job seeker has a history of failure
- When a job seeker has more significant disabilities, limited endurance or a limited skill set
- When a job seeker lives in a rural area

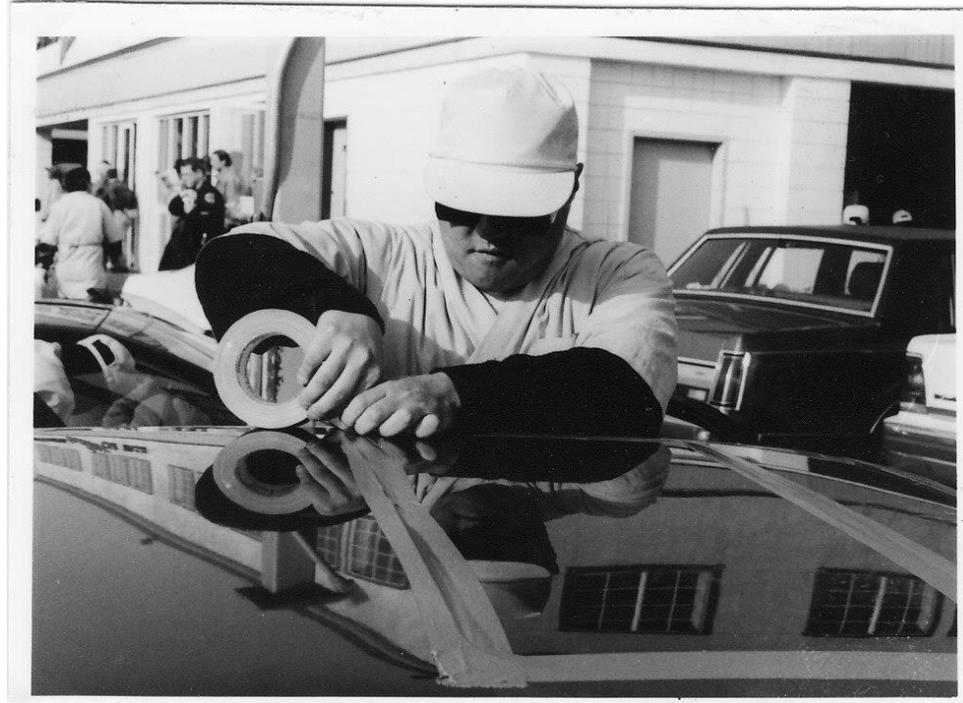
Reframing ROY

What his file said:

- Attention deficit
- Developmental disability
- Bombed out of 3 work programs
- Can't sit still or focus
- Late – constantly calling in sick
- Bad attitude, aggressive, violent
- Limited academics, can't read or write, no computer skills,

What we said:

- Active guy
- Very outgoing
- Likes to move
- Loves variety
- Can match numbers and use site words
- Loves expensive cars



Employee of the Year
Divisadero Car Wash

Reframing Mattie

What Mattie's file said:

- Developmentally disabled and deaf and blind
- Lived in an institution most of her life
- “Failed” at several work placements
- Nonverbal
- “Behavior outbursts”
- Moves slowly

What we Discovered:

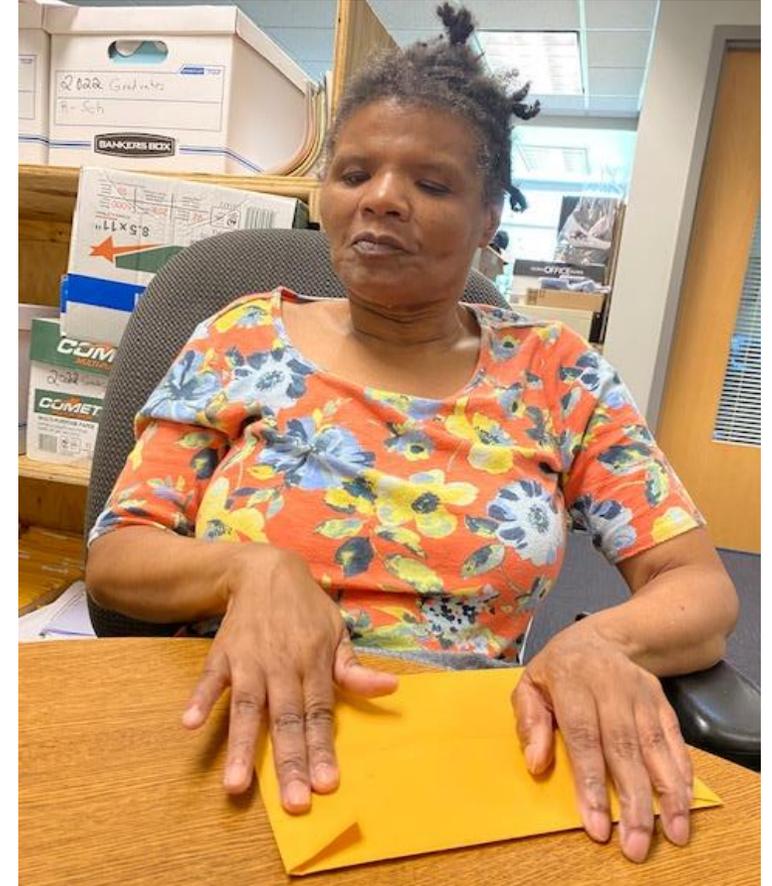
- Very curious
- Loves variety and learning new things (like tactile communication)
- Likes working with her hands
- Always smiling
- Enjoys cooking (smelling the food, stirring, pouring)
- Loves swimming (especially the whirlpool)

Mattie's Customized Jobs



Pizza Hut

Menomonee Falls
School District



What do these stories teach us?

- There is a job for everyone who wants one
- Exposure proceeds Interest, Interest proceeds Motivation and Motivation proceeds employment
- Looking at the job seeker's skills and interests will lead you down the right path.
- Employers hire motivated people who are excited about their business- and can help solve a problem
- Hiring is a business decision, not a social issue or charitable act
- A solid understanding of how a business works and an employer's needs are critical

Lessons Learned

- CE enables us to place job seekers with more complex situations or more limited skill sets
- A strength-based approach, a creative, engaging, empowering process. Helps individuals imagine the possibilities and see themselves as “workers”
- Increases options- creates opportunities in any kind of business or industry
- Improves job satisfaction and retention rates – Customized jobs “fit like a glove

For More Information:

Sara Murphy
415.979.9520 (office)
415.225.2187 (cell)
smurphy@transcen.org

**MEANINGFUL
WORK**

+

**COMMUNITY
INCLUSION**

About TransCen

TransCen, Inc. is a national organization offering web-based and in-person training for state agencies, school districts, provider organizations, and others interested in meaningful work and community inclusion for individuals with disabilities.

Learn more about our work:

www.transcen.org

Contact us at inquiries@transcen.org for more information!

MEANINGFUL
WORK

+

COMMUNITY
INCLUSION



Customized Employment Service Options

**Department of
Rehabilitation**

Regional Centers

Customized Employment Through DOR

DOR offers Customized Employment

For individuals served by both, Regional Center can authorize the first two of the four CE services and DOR will authorize the remaining two

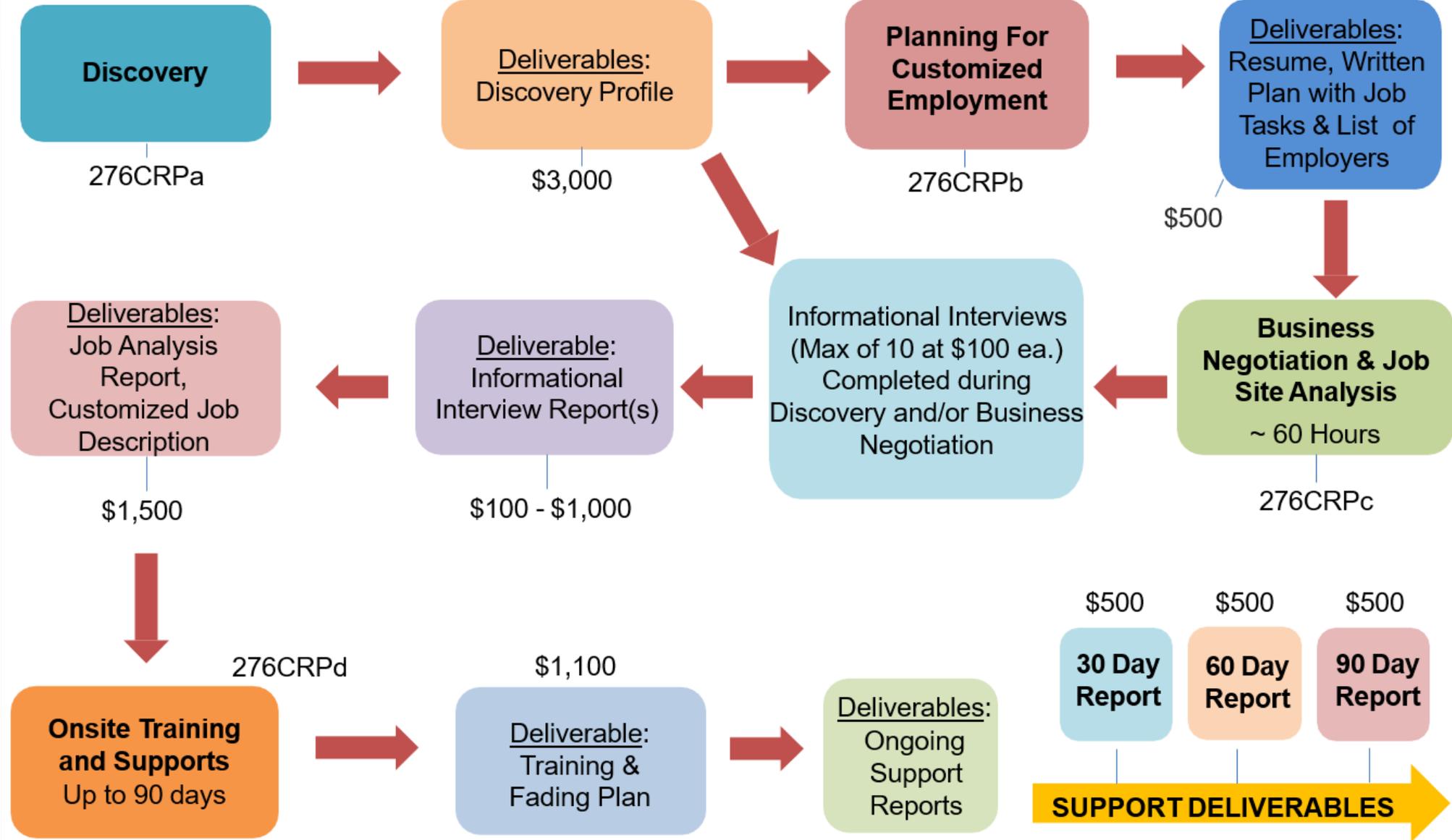
Reach out to DOR Supported Employment counselor to coordinate

Customized
Employment Rate
Structure & Codes

(Full DOR Funding)

Component	Deliverable	Codes & Payments
Discovery	<ul style="list-style-type: none"> Discovery Profile 	DOR:276CRPa \$3,000
Planning for CE	<ul style="list-style-type: none"> Written Plan with Job Tasks and List of Potential Employers 	DOR:276CRPb \$500
Business Negotiation & Job Site Analysis	<ul style="list-style-type: none"> Informational Interview Report(s) (\$100 Each: Max of 10) Job Analysis Report and Customized Job Description (\$1,500) 	DOR:276CRPc \$1,600-\$2,500
Onsite Training and Supports	<ul style="list-style-type: none"> Training & Fading Plan (\$1,100) 30 Day Report (\$500) 60 Day Report (\$500) 90 Day Report (\$500) 	DOR:276CRPd \$2,600

CUSTOMIZED EMPLOYMENT PROCESS FLOW CHART (FULL DOR FUNDING)



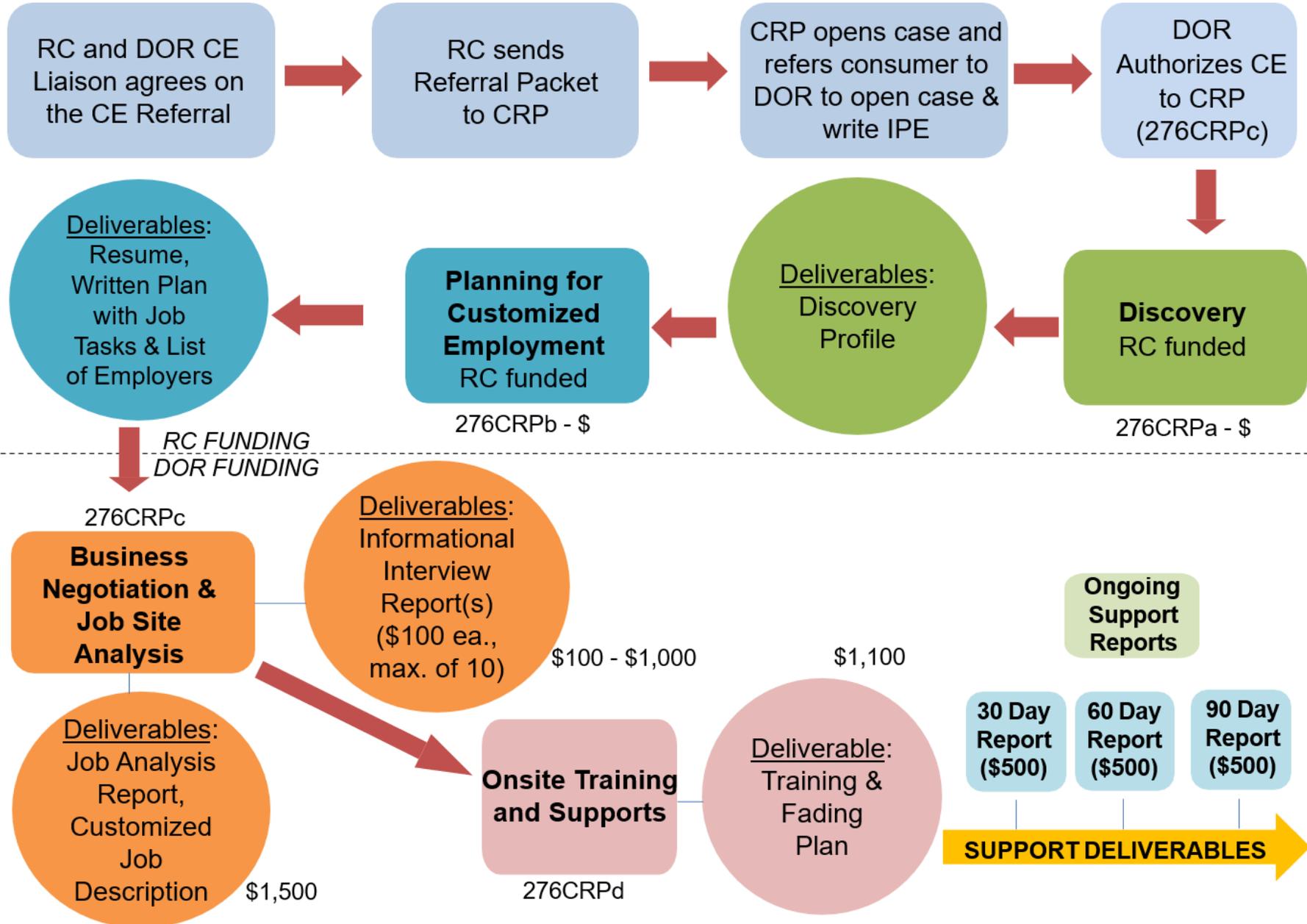
Customized
Employment Rate
Structure & Codes

(RC Shared
Funding)

Component	Deliverable	Codes & Payments
Discovery	<ul style="list-style-type: none"> Discovery Profile 	DOR:276CRPa <i>\$RC FUNDED</i>
Planning for CE	<ul style="list-style-type: none"> Written Plan with Job Tasks and List of Potential Employers 	DOR:276CRPb <i>\$RC FUNDED</i>
Business Negotiation & Job Site Analysis	<ul style="list-style-type: none"> Informational Interview Report(s) (\$100 Each: Max of 10) Job Analysis Report and Customized Job Description (\$1,500) 	DOR:276CRPc \$1,600-\$2,500
Onsite Training and Supports	<ul style="list-style-type: none"> Training & Fading Plan (\$1,100) 30 Day Report (\$500) 60 Day Report (\$500) 90 Day Report (\$500) 	DOR:276CRPd \$2,600

CUSTOMIZED EMPLOYMENT PROCESS FLOW CHART

(RC SHARED FUNDING)



Customized Employment and Coordinated Career Pathways

Customized Employment with Coordinated Career Pathways (Pathways)

- Customized employment is an option through Pathways
- The individual must be eligible for Pathways and work with the Navigator to create a Person-Centered Career Plan that includes customized employment

Building Capacity Statewide

- Regional centers are working to vendorize entities across the state
- All regional centers have at least one vendor in progress
- As of October 9, there are 125 letters of intent, of which, 25 completed the vendorization process
- There are 23 active authorizations



Q&A



Closing Comments

For questions or additional comments, please contact WorkServices@dds.ca.gov.

