

## **Employer Engagement Webinar Series**

This webinar series will provide methodology, strategies and tools for Employment Specialists to manage the employer engagement process to achieve stronger employer relationships. This workshop is intended to foster coordination and commitment amongst employment staff who work with local employers to offer consistent, quality employment services that benefit a business' operation. The information in this webinar series is based on the U.S. Dept. of Labor Office on Disability and Employment Policy (ODEP) Employer Economic Impact Study. This national study provided an employer's perspective on the benefits and economic impact of employment services including customized employment when hiring job candidates with a disability.

### **Part 1: How Employment Programs Economically Benefit Employers**

**June 4<sup>th</sup>, 2:00 pm to 3:30 pm eastern**

This webinar shares employer's perspective as to how employment programs, that support job seekers with a disability, economically benefit their business. These employers also describe how customized employment has had a direct economic impact on their overall operation. Specific, measurable benefits that other Employment Specialists can use to describe their services will be presented.

*The following webinar objectives will be covered:*

1. Defining Economic Impact and Benefits to Employers
2. Employer Economic Impact and Benefits of Employment Programs that support employees with a disability
3. Employer Economic Impact and Benefits of Customized Employment Programs

### **Part 2: Approaching Employers and Developing Long Term Partnerships**

**July 9<sup>th</sup>, 2 pm to 3:30 pm eastern**

This webinar will provide the employer's perspective on how Employment Programs can most effectively develop rapport that can lead to long term partnerships. These employers recommended specific strategies for developing an on-going relationship including the cultivation of an 'internal champion'. Employment Specialists can use this information to address employer concerns and cultivate long term partnerships with employers in their community.

*The following webinar objectives will be covered:*

1. Approaching Employers Confidently
2. Conducting Informational Interviews and Determining Labor Needs
3. Building Rapport with Employers
4. Importance of Mitigating the Employer's Perception of Risk

### **Part 3: Assessing the Economic Impact and Benefit of Your Employment Program**

**August 6<sup>th</sup>, 2 pm to 3:30 pm eastern**

This webinar will provide tools and strategies to assess the economic impact that an employment program has on its employer customer base. The information gathered from employers can be used to strengthen the relationship and foster new employer customers. Employment Specialists will be given the tools to replicate this national study with employers in their community and better define the value of their employment services.

*The following webinar objectives will be covered:*

1. Targeting Employers for Feedback and Long Term Partnerships
2. Assessing the Benefits and Economic Impact of your Employment Program
3. Effectively Communicating and Marketing the Benefits of your Employment Program

**Trainer: Dale Verstegen**

A Senior Research Associate at TransCen, since 2007, is assigned to a range of research, training and technical assistance projects related to transition and employment services in various parts of the country. Mr. Verstegen provides consultation and training in the areas of program development, performance management, marketing and job development. Dale has developed curriculum and provided training on supported and customized employment for a wide range of universities and state agencies. Given his business background and having been an employer, Dale has focused his research, writing and training on the provision of employment services to the employer community. Dale has provided field based technical assistance to hundreds of Employment and Transition Specialists throughout the country in the area of job development and employer partnerships. Mr. Verstegen has his Masters in Business Administration from the University of Wisconsin – Madison and is currently the President of the Board of Directors of the Association of Community Rehabilitation Educators (ACRE).