

# Business is Our Customer Too!

November 9, 2023

Michigan Department of Labor & Economic Opportunity  
Michigan Rehabilitation Services



MICHIGAN DEPARTMENT OF  
LABOR & ECONOMIC  
OPPORTUNITY

**MRS** PROMOTING  
ABILITIES  
Michigan Rehabilitation Services



# Objectives

- Why vocational rehabilitation works with business
- How to create long term business relationships
- Learn what types of services can be offered and how they benefit both business and our shared customers



The Vocational Rehabilitation and Independent Living programs described in this presentation are funded 78.7% through a VR grant from the U.S. Department of Education and 21.3% through State funding. Total Federal funding for Federal Fiscal Year 2020 was approximately \$19,170,588.00. The Pre-Employment Transition Services provided under the Vocational Rehabilitation program are funded 100 percent through a grant from the U.S. Department of Education. For federal fiscal year 2020, the total amount of grant funds used exceeded \$2 million.

# What is Vocational Rehabilitation (VR)?

- Federal-State program
- Every state, territory and D.C.
- 25,000 staff
- One million people per year
- Outcomes: careers for qualified individuals with disabilities
- Michigan Rehabilitation Services provides assistance to our dual customers in our state



**MISSION:** Develop customized workforce solutions for **businesses** and individuals with disabilities.



**VISION:** A diverse and inclusive workforce that unites **businesses** and individuals with disabilities toward a common good.



# Vocational Rehabilitation Serves Two Primary Customers

## Individual with a Disability (IWD)

- Locations across Michigan
- 37,483 provided vocational counseling, job placement & retention services

## Business Customer

- **Assisted over 4,600** businesses to hire and retain qualified workers, as well as provide information and consultation



# WIOA Indicator Six: Effectiveness in Serving Business



## Retention with the Same Employer

- Addresses the programs' efforts to provide employers with skilled workers

## Repeat Business Customer

- Addresses the programs' efforts to provide quality engagement and services to employers and sectors and establish productive relationships with employers and sectors over extended periods of time

## Business Penetration Rate

- Addresses the programs' efforts to provide quality engagement and services to all employers and sectors within a State and local economy

# Business: Key to VR Success

- Businesses need talent to succeed
- Businesses have talent they want to retain
- VR needs to know what opportunities exist within business (where to focus training, vocational needs assessment, IPE, etc.)





# What is Business Engagement?



Business relationships are tricky. While a handshake may not always seem enough, a hug is always too much.

# Businesses have the right to:

Cultural shift for VR to  
now recognize a  
different *business*  
perspective

- hire qualified candidates



- be profitable



- have the expertise and body of knowledge agencies can provide in order to hire and retain PWD

# Designated Point of Contact



# Tips to Strengthen the Relationship with Business

- Think beyond making individual job placements and focus on developing ongoing relationships in the business community
- Business partner vs. employer
- Use their language, avoid disability specific jargon and acronyms
- Make the process painless
- Follow up





# Why business should hire employees with disabilities:

- Increased organizational flexibility and ability to learn from people at all levels
- Improving the quality of personnel through better recruitment and retention
- Consumers relate to businesses that look like the real world
- Creates a more accepting and supportive workplace for all employees
- Decreased vulnerability to legal challenges



# Seeing is believing!



According to a **Josh Bersin** study, highly inclusive organizations generate 2.3x more cash flow per employee and 1.4x more revenue and are 120% more capable of meeting their financial targets.

**McKinsey & Company**, a global management consulting firm, conducted research which included 180 companies in France, Germany, the United Kingdom, and the United States. They found out that companies with more diverse top teams were also **top financial performers**.



# Tips to help business to increase hiring of PWDs

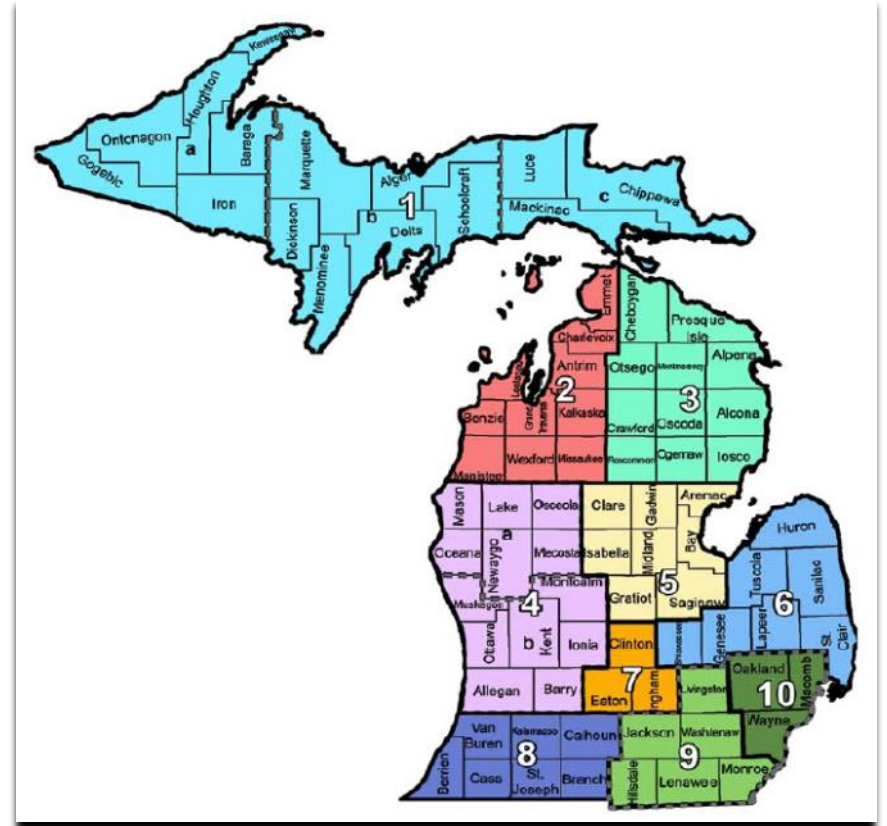
- Create a commitment and concrete goal for inclusive hiring
- Improve the hiring process
- Help them create a reasonable accommodation process
- Help create a self-id campaign
- Help employees perform their jobs to their fullest abilities
- Prepare employees to welcome co-workers with disabilities
- Provide ongoing empowerment for employees with disabilities/ERGs



[Disability Inclusive Illustrations - Disability:IN](#)

# The Business Network Division (BND): Infrastructure For Response

- ❖ Ease of resource access across the state
- ❖ Licensed and nationally certified Rehabilitation Counselors
- ❖ Licensed Occupational Therapists and Occupational Safety Advisors
- ❖ Certified Business Solutions Professionals (CBSP)





HIRING



SEARCH



PARTNERSHIP

# RECRUITMENT



CANDIDATE



REQUIREMENT



SKILLS



- Web-based application developed and maintained by the Council of State Administrators of Vocational Rehabilitation (CSAVR), the National Employment Team (NET), and in partnership with disAbledperson, Inc.
- Career Counseling tool for client customers throughout the vocational rehabilitation process
- Recruiting tool for business customers



# Work Experience

- Paid internships & registered apprenticeships
- OJTs
- Job coaching
- Job shadows
- Informational interviews



# Customized Disability Awareness Training



**ADA** AMERICANS WITH  
DISABILITIES ACT



# Americans with Disabilities Act Accessibility Guidelines Assessment

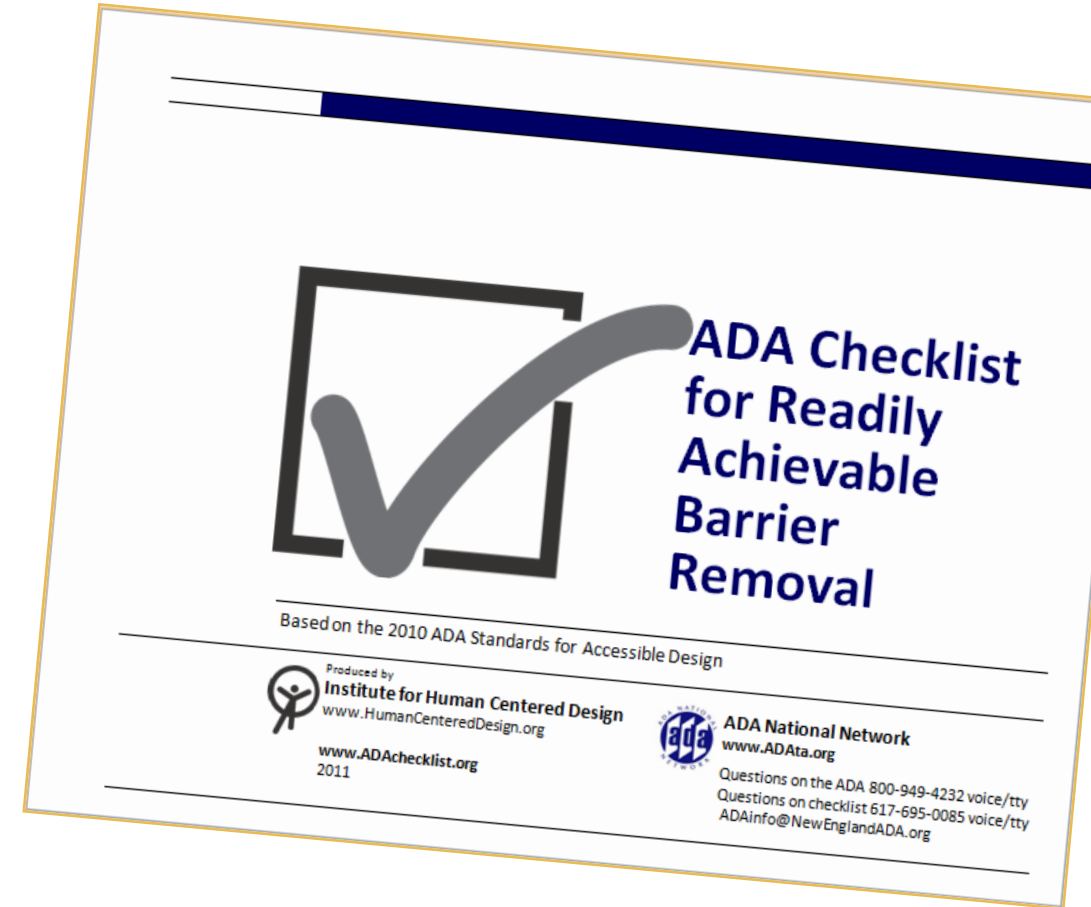
Businesses that provide goods or services to the public

Priority 1 – Accessible approach and entrance

Priority 2 – Access to goods and services

Priority 3 – Access to public toilet rooms

Priority 4 – Access to other items such as water fountains and public telephones

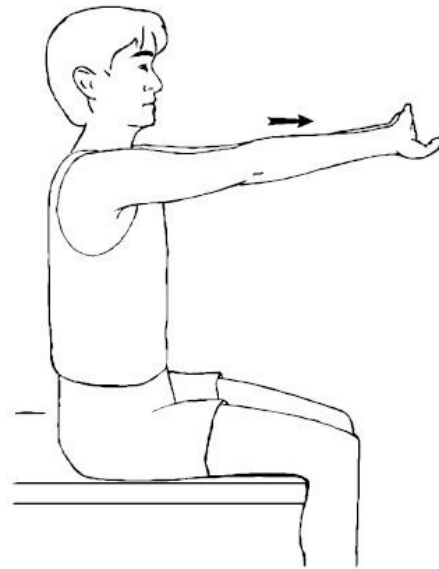


# Injury Prevention and Wellness



## ARMS - 4 Wrist / Flexors

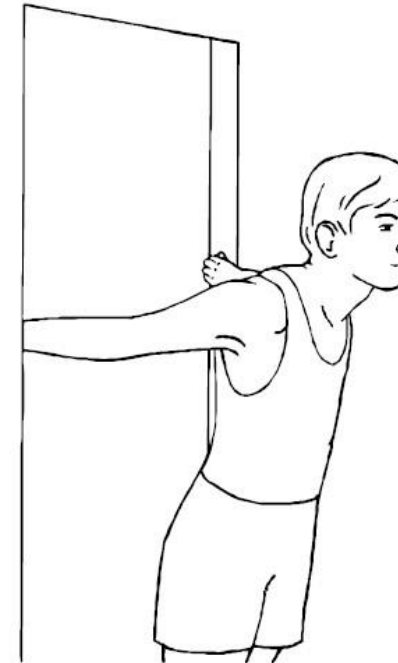
With fingers interlaced and palms out, straighten arms in front of you until stretch is felt. Hold 20 seconds.



Repeat 2 times.  
Do 2 sessions per day.

## CHEST AND ABDOMEN - 3 Pectorals

Holding onto door frame with arms at shoulder level, lean forward until stretch is felt. Hold 20 seconds.



Repeat 2 times.  
Do 2 sessions per day.

# Maintaining Workforce

- Job retention services
- Reasonable Accommodations focused on universal design
- Return to work



# Analysis

- Assistive technology evaluations
- Ergonomic evaluations
- Job task analysis/job description
- Worksite analysis



# Top Five Requested Services From Businesses

1. Americans With Disability Act (ADA) services for retention, including worksite evaluation and Reasonable Accommodations
2. Employee recruitment
3. Disability awareness training
4. On-The-Job training
5. ADA architectural barrier evaluation/consultation





# Together we can make a difference!

- Teamwork benefits from differing perspectives and feedback
- Teamwork leads to learning
- Teamwork can improve efficiency and productivity
- Teamwork cultivates communication and strong work relationships
- Teamwork brings an expanded sense of accomplishment

It's Your Yale



**MRS**



A wooden signpost with two directional signs. The top sign is a light-colored wooden arrow pointing right, with the word "QUESTIONS" in bold black capital letters. The bottom sign is a light-colored wooden arrow pointing left, with the word "ANSWERS" in bold black capital letters. The signpost is made of a weathered wooden pole. The background is a bright blue sky with scattered white clouds.

**QUESTIONS**

**ANSWERS**

# Thank you!



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