Supporting Diverse Customers to Employment Success
(SDCES) Project
4/22/04
Steering Committee Meeting Minutes

Steering Committee Members Present and Who Each Represents:
BonNet Gurule (DD Provider, Alternate), Susan Copeland (Transition Cadre, Alternate), Ileana Johnson (Protection and Advocacy, Alternate), Tom Dillon (NM Commission for Deaf and Hard of Hearing Persons), Glenn Ford (Self-Advocate), Chris Isengard (State Independent Living Centers), Marcy Miranda (Eastern OSCC Model Site - Roswell), Dolores Haley (Southwestern OSCC Model Site - Socorro), Patricia Romero (Northern OSCC Model Site - Santa Fe), Mary Modrow (Central WIB, DVR), Jon Peterson (Self-Advocate), Leah Rhule (Business Leadership Network), Ivie Vigil (NM Developmental Disabilities Planning Council), Margaret Garduno (Northern NM WIB)

Project Staff Participating: Barbara Ibáñez, Judith Stevens

Topic 1: Welcome and Today’s Outcomes
Members were welcomed to the third Steering Committee meeting for the Supporting Diverse Customers to Employment Success (SDCES) Project. Each Steering Committee member represents a stakeholder key to the success of this project. Reviewed these meeting outcomes:

- Network with other Steering Committee Members
- Learn about recent project happenings
- Help recruit Mystery Shoppers
- Share additional resources to support One-Stop employment placement
- Learn and create strategies to increase employment contacts for customers with diverse abilities (i.e. continue discussion of BLN activities and Steering Committee ideas)
- Identify how you can help publicize Model Site techniques that increase employment placement
- Share legislative updates
**Topic 2: Introductions**

SDCES Steering Committee members introduced themselves and shared whom they represent. Each member reviewed with the group how they have shared (or plan to share) information about this project with the people they represent. The ways that Steering Committee members have shared (or plan to share) project information is listed below:

- At statewide meetings (i.e. Adult Services Taskforce meeting)
- With graduate students during class
- At retreats (i.e. DDPC)
- With Independent Living Resource Centers
- With group members (i.e. High Desert Roads Clubhouse)
- With partners (i.e. Southwest WIB)
- With individuals and staff
- With Workforce Investment Boards (i.e. Central)

SDCES Project Staff shared the current status of the following Steering Committee members:

- Terry Brigance is no longer representing the State WIB. SDCES Project Staff have asked Reese Fullerton to designate a replacement.
- John Paul Jones is no longer chair of the Southwest WIB. Elizabeth Bernal has been contacted by SDCES Project Staff to designate a replacement.
- Marga Trnka no longer works for Northern WIB. The new Deputy Director, Jerry Gaussoin has designated Margaret Garduno as the Northern WIB representative.
- Pat Putnam has designated Ivie Vigil to represent NM DDPC.
- Frank Romero no longer works for RCI, the Central NM One-Stop Model Site. SDCES Project Staff has contacted Sue Manzo, RCI, to designate a new representative.
- SDCES Project Staff is seeking agreement from the new Director, Marsha Dompreeh, to represent Housing and Urban Development (HUD).
**Topic 3: Project Update**

SDCES Project Staff providing the following update of project activities:

- **Model Site Agreements** - The Albuquerque (Central WIA Region) agreement was signed on February 17th, 2004.
- **Navigator Skill Analysis** - All 4 Navigators have completed individual questionnaires. These questionnaires were summarized and analyzed.
- **Customized Training Plans** - Based on the analysis, a Navigator training plan was developed with two top training priorities. Priority one training topic is ADA and Section 188. This training has been scheduled for the Navigators on April 23rd. Julie Ballinger, DLRP, will be the facilitator.
- **Navigator Skill Analysis for One-Stop Staff** - Roswell, Santa Fe and Socorro staff have completed the questionnaire. Two staff at the Albuquerque One-Stop Model Site completed the questionnaire. Waiting for response for rest of RCI staff.
- **One-Stop Customized Training Plans** - The introductory training, “Introduction to Serving Customers with Diverse Abilities,” facilitated by DLRP and SDCES Project Staff has been completed for Roswell, Santa Fe and Socorro. The Albuquerque introductory training is scheduled for April 28th. The agenda of the introductory training was disseminated to Steering Committee members.
- **Information Requests** - CDD/LINC and Information Center received 14 information requests from One-Stop Model Site staff related to individual training goals.
- **Resource Guides** - Each of the 4 model sites have received a Resource Guide with the resources recommended by the Steering Committee. A sample Resource Guide was passed around to review and provide suggestions for additions.
- **Mystery Shoppers** - Recruited for Albuquerque, Santa Fe and Roswell. Continuing to recruit in Socorro. Seven mystery shoppers were trained for Albuquerque on March 23rd. Mystery Shopper training for Santa Fe is scheduled for April 30th. The online Mystery Shopper report completion and submission web pages have been approved by the CDD, Computer Services Department and are now available for trained Mystery Shoppers who receive a login identification number and password at the training. Mystery shoppers have the option of completing the report online, or on paper and mailing it. Tools for mystery shoppers have been posted on the SDCES web site which is also included on the national One-Stop Toolkit web site: [http://cdd.unm.edu/csa/index.htm](http://cdd.unm.edu/csa/index.htm)
• **Co-Trainers** - Jon Peterson introduced himself as the Albuquerque Co-Trainer and shared that he will help train One-Stop staff about disability, give feedback on training materials and mentor other co-trainers. Independent Consultant Agreements have been set up with Jon Peterson, Albuquerque Co-Trainer; Leland Jones, Roswell Co-Trainer; Larry Lorenzo, Socorro Co-Trainer. Recruiting for Santa Fe Co-Trainer. SDCES Project Staff conducted an orientation and initial training with the Roswell 3-person Mentor Team (Co-Trainer, Navigator, One-Stop Contact Person) on April 15th.

• **Navigators** - Mary Modrow, DVR (SDCES sub-contractor), shared that Luz Gonzales-Rojas was hired as the Roswell Navigator. Fanny Pearce was hired as the Santa Fe Navigator and Larry Maestas was hired as the Albuquerque Navigator (through Project NEON funding). Mary Modrow is covering for the Socorro Navigator until that person is hired. All Navigators are available at the One-Stop Model Sites on Tuesdays and Thursdays, except Socorro, which is available twice a month. The Navigators received an orientation to the project on March 26th, 2004 from Project Staff.

• **What’s Next with the Project** - Project Staff will meet with each Model Site beginning the end of May to develop a plan for each site to increase their employment contacts. Leah Rhule, BLN, is invited to participate as well as model site directors and designated staff. BLN has attended a preliminary meeting with the Santa Fe model site.

**Topic 4: Strategies to Increase Employment Contacts for Customers with Diverse Abilities**

**Barriers:**
Project Staff facilitated a brainstorming session with the Steering Committee to identify barriers to increasing employment contacts for customers with disabilities. The following barriers were identified:

- Lack of information
- One-Stop staff only think of DVR to help
- Customers are afraid to work (i.e. losing SSI benefits)
- Customers do not know about One-Stop Navigators
- One-Stop staff who do outreach but don’t know how to talk about people with disabilities
- Funding at the state WIB for marketing – where is it?
- Lack of integrated marketing efforts statewide
- Struggled with how to get information out to employers about the hiring potential of employees with disabilities
- Information shared is different in different locations

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Community Support Alliance at the Center for Development and Disability – Page 4
**Barriers: (Continued)**

- Difficulty in working with big corporations
- The economy of New Mexico
- Train people with disabilities to meet the needs of employers
- Funding cuts have affected the number of people served at the One-Stops (i.e. Intensive and Training services)
- Clock starts ticking at One-Stops (i.e. 90 Days from VOS registration to employment) - this timeframe can be a challenge when placing customers with significant disabilities
- For many employers, finances for accommodations are an issue (i.e. deaf interpreter)

**Possible Solutions:**

- Provide a packet of information (i.e. resources for employers regarding supports available)
- Get people with disabilities to One-Stops
- Let employers know about One-Stops
- Provide outreach information in the community about disability and Navigators (i.e. brochure)
- Disseminate statewide list of all employment providers (Mary Modrow, DVR, agreed to email this list to the Steering Committee)
- Coordinate statewide marketing strategies
- Share information with employers about tax breaks
- Access funding for interpreters for employers
- Share information about when to “start the clock” running re: the 90-day time limit for placement

**Update on BLN Strategies:**
Leah Rhule, Business Leadership Network, gave an update of how their organization is increasing employment contacts statewide. First, the Steering Committee is encouraged to visit the BLN website at: [http://www.newmexicobln.com/index.php](http://www.newmexicobln.com/index.php). Leah shared that the website contains a resource center; a place where potential employees can post their resumes; information about the BLN chapters; how to become a member of BLN; a calendar and events of BLN; frequently asked questions. She also reviewed a recent BLN event in Roswell that included a one-day conference with national speakers and a luncheon with the Roswell Business Alliance.

**Other Ideas from Steering Committee:**
Steering Committee members shared the following ideas as BLN strategies:
- Share success stories with statewide marketing efforts
- Economic development (i.e. job creation)
- Matching employees to employers
Other Ideas from Steering Committee: (Continued)

- Lack of job opportunities in some areas of the state
- People with disabilities do a profile on BLN website
- Host breakfast with speakers (re: disability)
- Personal responsibility to take action on behalf of employee and employers
- “It’s worth the effort” promotion (attitudinal change)
- Working with big corporations (i.e. turnover in corporate managers with different attitudes towards people with disabilities)

Topic 5: Sharing Additional Resources

The following SDCES Steering Committee members (who were not at the last meeting or who have more information) had the opportunity to share resources that their organization and the people they represent can offer to support employment placement of customers with diverse abilities by One-Stop Centers.

Jon Peterson, Self-Advocate, Train of Thought

- Jon was featured on the Projects of National Significance website in Life Stories, see this at: http://www.pnsonline.org/life_stories_peterson_stevens.html
- Jon provides support to this project, and does training and other consultation through his Train of Thought Consulting Business. For more information, email Jon at: jonpeterson@mindspring.com

Tom Dillon, NM Commission for the Deaf and Hard of Hearing Persons

- The Commission promotes legislation and tax credits for employers
- Telecommunications Equipment Distribution Program (TEDP)
  - (505) 827-7584 Voice or TTY, in-state toll free (800) 489-8536
  - Email: nmcdhha@doh.state.nm.us

Ivie Vigil, NM Developmental Disabilities Planning Council (NMDDPC)

- NMDDPC Survey for strategic planning was distributed to gather input
- Seeking nominations of persons with developmental disabilities and/or family members or guardians of a person with developmental disabilities to represent the Northeast, Southeast and Northwest rural/frontier areas of the state, call (505) 476-7321
- Shared a copy of the October 2003, NMDDPC 5 Year Plan including Executive Summary with FY 2004 Goals and Objectives, Policy Statements and Performance Monitoring Plan
**Chris Isengard, Statewide Independent Living Centers (SILC)**
- Focus on consumer control
- San Juan Center was the employer of the year

**Shela Silverman, Mental Health Association of New Mexico (MHA)**
- Provided a written summary of employment activities of MHA of NM. This summary included information about “The Warm Line” which is a phone line for individuals to call who are feeling isolated or lonely. Trained peer mentors staff the phone line.

**Topic 6: Publicize Model Site Employment Techniques**
The Steering Committee members worked with partners and generated the following ideas regarding how their organizations could assist in publicizing model site employment techniques:

<table>
<thead>
<tr>
<th>Idea:</th>
<th>Steering Committee Organization Lead:</th>
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<tbody>
<tr>
<td>Advocacy</td>
<td>NMCDHH</td>
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<td>Brown paper in the center of the Journal</td>
<td>Project NEON</td>
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<tr>
<td>Bulletin Boards</td>
<td>Roswell and Santa Fe Model Sites</td>
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<td>Chamber of Commerce</td>
<td>Roswell Model Site, SILC, BLN</td>
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<tr>
<td>Inserts enclosed with utilities bills</td>
<td>Roswell and Santa Fe Model Sites</td>
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<tr>
<td>Job Fairs</td>
<td>Roswell and Santa Fe Model Sites</td>
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<tr>
<td>Legislation</td>
<td>NMCDHH</td>
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<td>Local Newspapers (i.e. articles; ABQ Journal Business Outlook)</td>
<td>SILC, BLN, Project NEON</td>
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<td>Newsletters (i.e. highlight successes)</td>
<td>Roswell Model Site, DDPC</td>
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<td>Outreach Presentations (i.e. help locate deaf and hard of hearing citizens)</td>
<td>NMCDHH</td>
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<tr>
<td>Public Television (i.e. UNM or Channel 21, 27)</td>
<td>Roswell and Santa Fe Model Sites</td>
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<tr>
<td>Radio (Public Service Announcements)</td>
<td>Roswell and Santa Fe Model Sites</td>
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<td>Training (i.e. spread the word and information referral training)</td>
<td>P&amp;A</td>
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<tr>
<td>Website</td>
<td>Roswell and Santa Fe Model Sites</td>
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<tr>
<td>Write PSAs into One-Stop Contracts</td>
<td>WIB</td>
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</table>
**Other Ideas:**

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<thead>
<tr>
<th>Ideas</th>
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<tr>
<td>Churches</td>
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<td>Committee Meetings (i.e. People First)</td>
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<td>Conference Presentations</td>
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<td>Fund Raisers (i.e. Arc)</td>
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<td>Half page advertisement to thank employers for employing those with disabilities</td>
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<td>Publicize on milk cartons</td>
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<td>Recognition for Businesses (i.e. free, good publicity)</td>
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<td>Rewards (i.e. Outstanding Employee)</td>
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<td>Schools</td>
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<td>Signs on the sides of public transportation (i.e. buses)</td>
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<tr>
<td>Telephone</td>
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<tr>
<td>Training (i.e. information referral training)</td>
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<tr>
<td>Video and Other Media (i.e. PowerPoint)</td>
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<tr>
<td>Word of Mouth (i.e. co-workers, friends, family)</td>
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**Other General Comments:**

It was suggested that all agencies combine resources to buy ads, etc. Target people with disabilities to build self-esteem. Contract with state and businesses to provide. Use local media to show success.

**Topic 7: Legislative Updates**

Shared legislative information (Attachment A).

Discussed that New Mexico received a visit, the week of April 19, from a Government Accounting Office Team on behalf of the U.S. Senate Health, Education, Labor, and Pensions (HELP) Committee. The GAO was conducting a study on how the One-Stop system is providing physical and programmatic access to persons with disabilities.

They were looking at these key questions:

1. The extent to which the WIA one-stop system facilitates physical and programmatic access to its one-stop centers for persons with disabilities.
2. The range of efforts used by WIA partners and service providers to deliver a full range of employment and training services to persons with disabilities.
3. How DOL and the states monitor and enforce WIA access requirements and the challenges faced in doing so.
4. What is known about employment outcomes for persons with disabilities from the WIA one-stops.
They met with people at the local WIBs, targeting:
(1) LWIA officials who are knowledgeable about how the local area is addressing or plans to address the issue of One-Stop accessibility for persons with disabilities.
(2) Those who are knowledgeable about accessibility-related federal grants, as well as state or local grants, received in the local area and how they have been used.
(3) The Equal Opportunity Officer for the LWIA.

They also met with One-Stop staff and Navigators, targeting:
(1) One-Stop officials who are knowledgeable about how the One-Stop is addressing or plans to address the issue of accessibility for persons with disabilities.
(2) The Vocational Rehabilitation staff person(s) assigned to the One-Stop.
(3) Representatives from disability-related agencies that partner or work in collaboration with the One-Stop (e.g., a private organization that serves persons with disabilities) and/or partner agencies that provide supportive services (e.g., transportation, etc.).
(4) The One-Stop's Disability Program Navigator(s) or other staff that serve a similar function (if applicable).
(5) At least one front-counter staff member who directs customers to the appropriate staff or resources, as well as at least one case manager or caseworker.
(6) Any One-Stop staff that monitor accessibility or service provision to persons with disabilities (if applicable).

The GAO team visited Albuquerque, Socorro, and Santa Fe.

**Topic 8: Next Meetings**
The next SDCES Steering Committee meetings will be held:
- **July 15th, 2004, 1:00-4:00PM**, Room 129
- **October 21st, 2004, 1:00-4:00PM**, Room 129

**Minutes Prepared By:**

*Barbara Ibáñez and Judith Stevens*  
SDCES Project Staff  
Community Support Alliance for Adults and Adolescents with Disabilities