

Employer Engagement Work Group
(National Ad Campaign)

August 20, 2008
Meeting Notes

I. USBLN conference/Governor's "Welcome" speech

- OBLN sent a new request to the Governor.
 - Lucy Baker will send a list of businesses that will be there.

- **Discussion re: backup speaker**
 - Several names were discussed but the group recommended **Tom Potter**, mayor of Portland as the conference is in Portland.

II. Comcast's offer concerning the "My Abilities" video/ad campaign

- Comcast will write the grants; needs research done to fine grants for application.
 - Lucy Baker will email grant specifications to Sherry Stock and Paula Fitch to help find grants for applications.

III. Fulfillment issues (where to direct employers as a result of the ad campaigns) *How will Oregon handle responses from ad campaigns – both National and Comcast campaigns?*

DISCUSSION

Employment Department – Tom Shorten

- How can we use Employment Department Business Reps?
 - Connection to Chambers of Commerce
 - Focus groups to educate businesses
 - Focus groups to find out how business would want to respond
- Use Employment Department to establish a Network of businesses
 - Can we create a list of employers who are "hire" friendly for people with disabilities?
- iMatch Skills – how best to utilize it
 - People with disabilities register in iMatch (use job developers/case managers to accomplish if needed)
 - iMatch is skills only based
 - Can it point employers to job seekers with a disability?
- Businesses register in iMatch online (is impersonal)

- How can we connect personally?

Veterans (Tony Zarate)

- Every vet who goes to VA gets registered in Vet First program
 - Can that be adopted for people with disabilities
 - Use VA Job developers

Business perspective (Lucy Baker)

- Average age of workers in manufacturing is 45. Businesses are used to dealing with accommodations for workers with arthritis, age-related issues, back injuries, bad knees, etc.
 - Use this to build on

Small Business market – We need to tap into it – HOW?

- Larger companies can mainstream people easier than small companies
(This issue needs further discussion)

Conduct Outreach to infrastructure re: National Ad campaign

- Field offices – all agencies
- Employment Department Business Reps.
- Disability community
- Chamber of Commerce
- Disabled Veterans Conference; other disability conferences
- OBLN in Salem, Medford, Gresham networks
- Job Developers
- Elsewhere?

Affirmative Action Office- Governor's Proclamation re: affirmative action at state agencies (Katherine Manglona-Santos)

- How can we use this proclamation to our advantage?
 - Office will be pushing legislation to start looking at people with disabilities as well as other affirmative action classes.
 - State government's percentage of minorities (including people with disabilities) hired is shrinking – out of 336,000 only 1,200 hired are minorities or people covered by affirmative action.
 - Financial/budget incentive may be built in to diversity ratio

Strategize or Comments

- Pull together lists of resources
- National Ad campaign will soften the market - Won't be a lot of calls
- Job Developers?

- Outreach iMatch/skills for clients
 - Outreach re: National ad campaign
 - How can we access/use them?
 - Calls come to central location – move folks out to desired resource
 - Central location possibilities
 - OBLN – Quick and easy way to refer folks/statewide distribution
 - Governor’s office as point of contact
 - DAS
 - Provide support for website
 - Oregon Disabilities Commission
 - Concern – only have one staff person to provide support
 - Worksource Oregon – can they be willing participant
 - Work Source Oregon
 - Link to website: <http://www.worksourceoregon.org/>
 - Link to Employers User Guide: http://www.employment.oregon.gov/EMPLOY/ES/BUS/docs/espub301w_0607.pdf
 - Working in Oregon.org
 - www.workinginoregon.org/
 - (I could not get this website to display)
- Many employers don’t have HR office
 - Don’t know how to hire people with disabilities
 - Afraid violate laws
 - How does this play into ad campaign?
- Bring DCBS to the table
 - How can they help/participate
- Give all Employment Business Reps the “My Abilities” video to use in presentations to employers

IV. National Ad Campaign progress update

A draft RFP has been written/commits made/revised with more comments. Revised draft will be sent out again for approval. Award/contract would start mid or end of January 09. Available \$ won’t be known until November 28 so RFP will be released December 1. It will be written and ready to go by 12/1.

ACTION ITEMS:

Lucy Baker will email grant specifications to Sherry Stock and Paula Fitch to help find grants for applications.