

the SEED

An Occasional Newsletter

Supported Employment Education Designs

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Learning Styles Approach to Conversion at HOPE

Something special happened to me about a year ago at a job development workshop I was giving at HOPE Rehabilitation Services in Santa Clara, CA. The CEO, Joe Campbell, asked me if he could take a couple of minutes to address the group. Anyone who knows Joe will smile at this, knowing that his talk might last a tad longer than a couple of minutes. I was looking forward to hearing what he had to say, and when he was done, I was blown away.

Joe talked to his staff about his vision of converting all seven of HOPE's sheltered workshops into community-based employment by 2005. The seven workshops are located in San Jose, Santa Clara, Gilroy, Hollister, Mountain View and Sunnyvale and currently employ over 700 individuals with developmental disabilities. I knew immediately I wanted to be a part of this magnificent vision so I wrote a proposal to provide training and consultation towards this effort. The SEED is now under contract with HOPE Rehabilitation to provide staff development and training for the entire agency of approximately 550 staff and 2500 individuals with developmental disabilities.

Change -- in both people and organizations is touchy business. Especially when the
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SEED Partners with California Department of Rehabilitation for Statewide Job Developer Training and Technical Assistance

Mindy Oppenheim, President of the SEED, in partnership with the California Department of Rehabilitation, will be conducting six, one-day workshops for California job developers from school-to-work transition, supported employment, mental health and work activity programs.

The workshops will provide new and experienced job developers a BOOT CAMP to learn and practice intensive networking, sales, communication and marketing skills. This fun workshop is completely interactive and experiential. Participants will develop marketing plans, employer presentations, and employer proposals.

Participating agencies can apply for on-site technical assistance and consultation for the development of a marketing plan and marketing materials. Request forms will be available at the workshop. The technical assistance is funded in part by Region IX RCEP-CRP Interwork Institute at San Diego State University.

JOB DEVELOPER BOOT CAMP 2000

TENTATIVE WORKSHOP
DATES AND LOCATIONS

September 7	Sacramento
September 21	Long Beach
October 5	San Francisco
October 19	Riverside
November 2	Ventura
November 16	San Diego



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855 Fillmore Street

San Francisco, CA 94117-1703

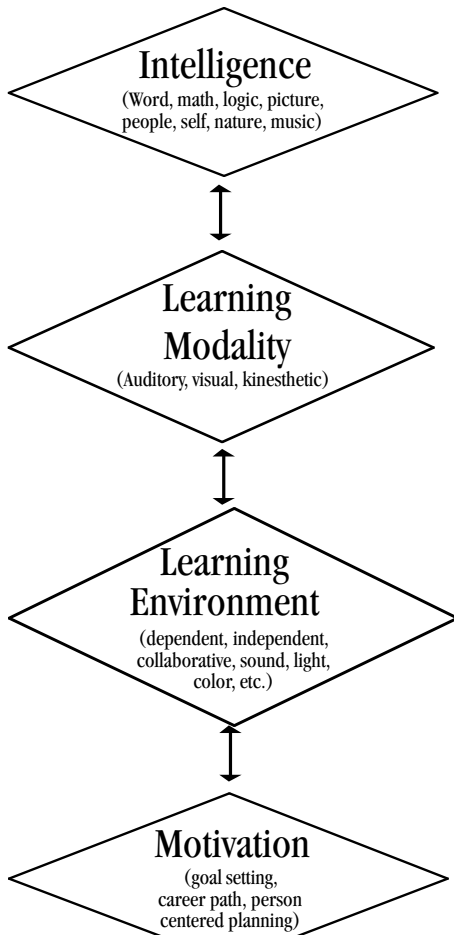
Phone: (415) 345-1780

Fax: (415) 345-1781

E-mail: SETraining@yahoo.com

Web: www.staffdevelopment.net

THE LEARNING STYLE PROFILE



(Continued from page 1)

change requires a new way of thinking and a new way of acting, a true paradigm shift. This kind of change goes right to the heart of a person's belief system. Our challenge is to keep the great staff that we have, but help them make the shift from sheltered to community based employment, and teach them the skills necessary to make great job matches and provide excellent job coaching services to our customers.

I've been training job coaches for over 15 years, and my training has evolved into what I call the Learning Styles approach to job matching, instructional design and training. This method of training and instructional design applies techniques from brain-based learning, multiple intelligences, neurolinguistics, behaviorism, adult education, marketing and group processes. The results of this approach are great job matches and training programs that lead to increased retention rates and better worker outcomes. The learning styles approach is a strength-based model. Staff using this approach are talking about how people are smart and their unique skills, not about their deficits. It is extremely exciting to watch this paradigm shift with staff, parents, employers and clients.

At HOPE, it wasn't hard to get folks excited about placement. First, the staff learn their own "learning style," and then apply the same techniques to the workers. Since learning styles is relatively new for everyone, it's a great way to change a paradigm without challenging anyone's belief system.

The conversion effort at HOPE has a lot going for it. A CEO (Joe Campbell) with vision and leadership. A Director of Employment (Kristi Alarid) who's hard work and belief in supported employment has paved the way for this change (long before I got here), individual managers willing make it happen locally, and lots of great staff who share the belief that is our job to help people reach for their dreams.

This is a very exciting place to be. In the future, I look forward to reporting about what's working, our challenges, and success stories from the staff, clients, families, and employers.

Mindy Oppenheim, President, SEED

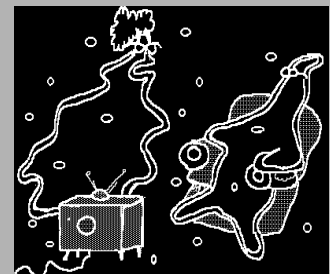
LEARNING STYLES WORKBOOK: THE ART OF INDIVIDUALIZING INSTRUCTION

150 PAGE SPIRAL BOUND MANUAL INCLUDING:

- Tools to determine individual learning styles
- Tools to apply multiple intelligences to job matching & instructional strategies
- Tools to identify auditory, visual & kinesthetic learners
- Strategies to incorporate learning styles into instructional programs.
- Lots of creative teaching strategies and ideas.
- Motivation & reinforcement strategies
- Writing & evaluating goals & objectives
- and lots more....

\$24.95

Includes tax, shipping and handling



Stimulus, response! Stimulus, response!
Don't you ever think? [Gary Larson]

JOB DEVELOPMENT PROCESS TIPS

1. Prospecting
 - Identify probable customers
 - Network
 - Let your fingers do the walking
2. Company Research
 - Identify company processes and culture
 - Learn about the company
 - Contact the YES person(s)
3. Initial Meeting
 - Listen
 - Ask the right questions
 - Conduct a professional presentation
 - Describe your process (i.e., job analysis and the proposal meeting)
 - Schedule the proposal meeting
4. The Proposal
 - Benefits to the company
 - Description of jobs and/or scope of work
 - Profiles and pictures of appropriate candidates.
5. The Close
 - Ask for the close.
 - Have contract ready to sign
 - Agree upon interviews or contract start date.

SALES, MARKETING & COMMUNICATION SKILLS FOR JOB DEVELOPERS

150 PAGE, SPIRAL BOUND MANUAL INCLUDING:

- Tools to assess a company's disability awareness, values, & corporate culture.
- The best job development techniques & strategies from sales, consulting, entrepreneurship, and advocacy.
- Communication & rapport building strategies for salespeople.
- Job development strategies.
- Customer service strategies.
- Agency-wide marketing strategies.
- Job developer marketing strategies.
- Low budget and no-budget marketing strategies.
- Job analysis, job descriptions & reasonable accommodations.
- and lots more...

\$24.95
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shipping and
handling



SEED'S STAFF DEVELOPMENT WORKSHOPS

LEARNING & TEACHING STYLES: THE ART OF INDIVIDUALIZING INSTRUCTION

Participants apply state-of-the-art learning and teaching strategies from brain-based learning, neurolinguistics, multiple intelligences, and communication to worker assessment, motivation, instructional design, training and fading. Participants learn their own learning and teaching style and learn to incorporate learning styles into task analysis and individual training programs.

BRAIN-BASED LEARNING: MAXIMIZING THE POWER OF THE BRAIN

This advanced learning styles workshop focuses on the physiology of the brain and reviews state-of-the-art brain-based research and it's application to individual learning styles, learning disabilities, barriers to learning, motivation, stress and more.

SALES, MARKETING & COMMUNICATION SKILLS FOR JOB DEVELOPERS

This workshop covers the basic job developer core-competencies. Participants develop proactive strategies and skills for planning, marketing, selling, and developing lasting partnerships with businesses in your community.

JOB DEVELOPER AS AN ORGANIZATIONAL CHANGE CONSULTANT

This advanced workshop teaches job developers how to position themselves within companies as an organizational consultant. Participants learn how to work from the top-down to identify internal and external barriers for people with disabilities, and then develop and implement a company-wide disability/diversity initiative.

TRAIN-THE-TRAINER

Even the best practitioners must learn how to effectively teach others. Participants design effective training programs and interventions using the principles of adult learning, instructional design, brain-based learning and learning styles. Participants practice a variety of instructional design, training, and presentation skills.

SMALL BUSINESS DEVELOPMENT

Participants in this workshop learn how to assess, choose, develop and fund business ventures for individuals with disabilities. Other topics include resources for starting and funding a business, writing a business and marketing plan, and agency and staff roles in sponsoring and supporting individuals with disabilities in their own business.

New Resources for Transition, Work Activity, and Vocational Training Programs

Vocational Goals, Objectives & Activities

Community-Based Vocational Skills Training: Goals, Objectives, Strategies & Training Ideas

- 170 pages of goals, objectives, activities and training ideas.
- Categorized in seven areas that incorporate the national business SCANS competencies.
- Creative teaching strategies for many different learning styles.
- Career and vocational education resources.
- Bibliography and resources.
- and more...

LIFE SKILLS JOURNAL

A Longitudinal Record of Individual Progress

A useful tool for educators and families. 170 pages of competencies and goals in nine domains. Formatted to keep track of individual progress over several years. Learning domains include:

1. Daily Living Skills
2. Community Living
3. Language
4. Communication
5. Social-emotional
6. Motor-Sensory
7. Community Recreation-Leisure
8. Employment Skills
9. Academic

A Few Satisfied Customers:

- Access to Employment, Minneapolis, MN
- Adelante Dev. Center, Albuquerque, NM
- Agnews State Hospital, Santa Clara, CA
- Alta California Regional Center
- Alabama Department of Rehabilitation Services
- ARC Fresno
- ARC San Francisco
- Arizona Dept. of Economic Security, RSA
- Arizona's Governor's Council on DD
- California Dept. of Developmental Disabilities
- California Department of Rehabilitation
- California Developmental Disability Council
- Cheyenne River Sioux Tribe, VR, Eagle Butte, SD
- Cole Vocational Services, Redlands, CA
- Colorado Business Leadership Network
- Community Options, San Diego, San Jose, CA
- Contra Costa Unified School District, CA
- Far North Regional Center, Mt. Shasta, CA
- Fontana Unified School District, Fontana, CA
- Fremont Unified School District, Fremont, CA
- Harbor Regional Center, Torrance, CA
- Hawaii Supported Employment Project, UAP
- Hope Rehabilitation Services, Santa Clara, CA
- Imagine Enterprises, Houston, TX
- Irene M. Ward and Assoc, Columbus, Ohio
- Indiana APSE
- Indiana Association of Rehabilitation Facilities
- Kaposia, Inc., St. Paul, Minnesota
- Long Beach Unified School District
- Minnesota Association of Community-Based Rehabilitation Organizations
- Minnesota APSE
- Missouri Dept. of MHMR & DD
- MORE Employment Services, Placerville, CA
- Moreno Valley Unified School District, CA
- Mount Diablo Unified School District
- New Jersey APSE
- New Mexico Learning Disability Association
- Nevada Department of Rehabilitation
- Oregon Department of Human Resources
- Oregon Office of Developmental Disabilities
- Oregon Rehabilitation Association
- Oregon Technical Assistance Corporation
- Placer County Unified Schools, Auburn, CA
- Pride Industries, Roseville, CA
- Progressive Employment, Sacramento, CA
- Project Hire, Little Rock Arkansas
- Puerto Rico Rehabilitation Advisory Council
- Region V Rehab Continuing Ed Program
- Region IX Rehab Cont. Ed. Program CRP
- Region XVII Ed. Service Center, Lubbock, TX
- Region VI Ed. Service Center, Huntsville, TX
- Regional Center of the East Bay, Oakland, CA
- Sacramento Federation of Program Operators
- San Diego State University, Interwork Institute
- Silicon Valley Economic Development
- South Carolina Dept. of MHMR Social Serv
- South Dakota APSE
- Southern Illinois University
- Univ of San Francisco, Rehab Administration
- West Virginia APSE
- University of West Virginia
- Valley Assoc of Rehab Facilities, Fresno
- Visalia County Private Industry Council
- Wisconsin APSE

MANUAL/WORKBOOK ORDER FORM

Include # of copies. Allow 2-3 weeks for delivery. Price includes shipping & handling. Make check payable to The SEED, 855 Fillmore St., San Francisco, 94117

- | | | |
|--------------------------|----------------------------------|--------------|
| <input type="checkbox"/> | Learning Styles @ \$24.95 | TOTAL AMOUNT |
| <input type="checkbox"/> | Sales and Marketing @ \$24.95 | ENCLOSED: |
| <input type="checkbox"/> | Vocational Goals, Obj. @ \$34.95 | _____ |
| <input type="checkbox"/> | Life Skills Continuum @ \$34.95 | _____ |

Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

E-mail: _____