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New Service for ENs: Notes Section on The EN

MAXIMUS is offering a new optional feature to Employment Networks (ENs) in marketing their businesses to Ticket-holders and other ENs interested in partnership opportunities. ENs can now submit a "marketing tagline" of up to 270 characters

long describing services provided or other information pertinent to their organizations.



The marketing tagline field is located directly under the organization's name in the EN Directory and on the EN lists distributed to Ticket-holders. When information has been inserted in this field, it will be denoted with an asterisk (*). Only one entry is allowed per EN and will appear under the EN's main location and its field offices, if applicable. A benefit of

this new feature is to assist Ticket-holders in selecting only those ENs who offer services based on his/her specific needs. It is not designed to serve as an EN's only marketing tool and should be used in conjunction with other marketing tools

ENs wanting to take advantage of this feature can submit their requests in writing (mail, e-mail or fax) to MAXIMUS. Please include your organization's name and EIN on all correspondence.

MAXIMUS Ticket to Work
PO Box 25105
Alexandria, VA 22313-5105
Fax: (703) 683-3289
Attn: Operations/Tagline

MAXIMUS reserves the right to not post a request if we feel it is derogatory, discriminatory, or in violation of the Ticket

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Inside this issue:

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Message from the Training Manager:

Welcome to the February e-Training Update. We are very pleased with the positive response and comments the e-Training Update has generated. We hope you continue to find this publication informative and useful. In this issue we are focusing on several tools to assist Employment Networks in their outreach efforts to Ticket-holders.

Because marketing is a critical element to being a successful Employment Network, we are going to expand upon this edition of the e-Training Update and continue the

topic during the February 24th EN Forum Teleconference series.

We invite all Employment Networks to participate and encourage you to share your experiences with MAXIMUS and other Employment Networks through the EN Forum and other training formats.

Terry Martin, Ed.D. Training Manager

New Notes Section on The EN Directory (continued)

to Work Program rules and regulations.

Samples of possible entries include:

- Serving residents of Washington, Mayfield, and Wayne Counties only (67 characters).
- Our organization specializes in serving Hispanic and non-English speaking immigrants (89 characters).
- Ticket-holders can visit our Web site at www.aaaemploymentnetwork.com for services, locations, and contact information. (122 characters)
- Serving individuals with HIV/AIDS-related disabilities (61 characters).
- Helping the city of Los Angeles serve individuals suffering from mental illness find full-time employment (107 characters).



- Helping individuals with disabilities reach greater self-sufficiency by reducing their dependence on Social Security disability benefits (146 characters).
- Earn more money by getting off Social Security disability benefits (71 characters).
- Executive placement for Social Security Administration disability beneficiaries. Ticket-holders must have work experience. Submit resume (142 characters).
- Accepting Tickets only from individuals who want to end Social Security Administration cash benefits (117 characters)
- Please visit our Web site for more information. Follow directions to contact organization if interested in assigning your Ticket. (132 characters)
- Providing Vocational Rehabilitation services since 1981. Visit our Web site at www.ourorganization.com. (91 characters)

Need help in brainstorming your organization's marketing tagline? Call Dan Betts at MAXIMUS...

Periodic Outcome Report Released February 15, 2005

The Social Security Administration has instructed MAXIMUS to send out the Periodic Outcome Report to all ENs. This report will be mailed on February 15, 2005. ENs should verify the report, including Ticket assignments, unassignments and payments; then send it back to MAXIMUS.

Remember that there is no requirement for ENs to have accepted any number of Tickets or to have received payments. The voluntary nature of the Ticket to Work Program allows ENs to progress at their own pace.

If you have questions about the Periodic Outcome Report, please contact MAXIMUS.

Free EN Capitalization Training is Coming to a City Near You!

Locations & Dates:

New Orleans, LA February 17, 2005

Seattle, WA March 17, 2005

The seminar will focus on developing strategic fund-raising processes. Particular emphasis will be given



to accessing funding from foundations, and hands-on exercises to develop skills in fund-raising. The seminar will be conducted in **two identical three-hour sessions. 9:00 AM until 12:00 PM, and 1:00 PM until 4:00 PM.**

There is **no registration fee**,

Certified Rehabilitation Counselors will be awarded 2.75 contact hours.

Create Your Own Ticket to Work Web Page

Developing a Ticket Web page specific to your business is yet another tool organizations may utilize in marketing and screening Ticket-holders. A Web page can be used to advertise the services, partners, or accomplishments of an Employment Network (EN) to Ticket-holders and potential partners. It can also be used to help Ticket-holders self-screen or narrow their Employment Network search.



The most effective Web page design should contain specific Ticket to Work language, list products and services provided, have a simplistic design, and most importantly, be user-

friendly. You can either add a link to your organization's current Web site home page or design a completely separate Web site. Your Web page link can be included in the EN Directory and distributed to Ticket-holders.

Sample links of actual EN Ticket Web pages will be posted

on the EN Forum.

Sample EN Ticket Web site

Notice from the Social Security Administration: Round Two of the National Beneficiary Survey

In February 2005 the Social Security Administration will launch the second round of the **National Beneficiary Survey (NBS)**. The NBS is an important survey sponsored by the Social Security Administration to collect information about beneficiaries with disabilities. The survey is part of a study **required by Congress** to evaluate how well the **Ticket to Work** and other SSA programs are meeting the needs of disability beneficiaries.

The NBS is being conducted by **Mathematica Policy Research, Inc.** The survey collects information on the programs and services used by beneficiaries with disabilities, their health, and any employment goals they may have. As a token of appreciation, beneficiaries will receive a **check for \$10.00** after completing the interview.

The NBS **DOES NOT** ask beneficiaries for Social Security Numbers or confidential banking information.

Telephone interviews for the survey will begin in February 2005. Mathematica Policy Research will attempt **in-person interviews** with beneficiaries who are not reached by phone beginning in May 2005. **ALL** in-person NBS interviewers are required to show a Mathematica Policy Research badge that displays:

- a color photograph of the interviewer,
- his or her name and signature,
- the name of the survey, and
- a toll free number (1-877-293-5740).

In-person interviewers use a laptop computer to conduct interviews. They **DO NOT** use paper interviews.

We need your help! If a beneficiary asks you about the NBS, please encourage them to participate in this very important survey. If there is any question about the identity of the interviewer, please have the beneficiary contact Mathematica Policy Research at 1-877-293-5740.



Join the February 24th EN Teleconference

Date: February, 24, 2005

Time: 1:00 -3:00 PM Eastern Time

Host: Terry Martin, Ed.D. & Dan Betts

Topic: Marketing and Selecting Tickets for Your EN Business

Ticket to Work Program

For more information, please call us at the MAXIMUS Ticket to Work toll free number below, or visit us at our Web site at:
www.yourtickettowork.com

1-866 YOURTICKET
(1-866-968-7842)

Fax: 703-683-0957

Training resources for the business of Ticket!

Topic Description: The difference between a successful Employment Network (EN) and an unsuccessful EN can be as simple as having a well-thought out business plan. Two common denominators found among successful ENs are planning how to market to potential Ticket-holders and how to determine which Tickets to ultimately accept. Other components essential to your business plan will be determined by your organization's mission. Join us for an interactive discussion on marketing strategies and best practices to consider when developing a *successful* business plan.



All ENs are invited to participate. The EN Forum will be open simultaneously with the conference call. Participants will be able to utilize the chat room functions of the EN Forum to network with other ENs. For dial-in information, please visit the EN Forum on the Ticket to Work Web site or contact Dan Betts at MAXIMUS.



CD-ROM Training Now Available

1. IWP Process
2. Payment Process

Contact your Ticket Training Team now!

We're on the Web!
www.yourtickettowork.com

Meet the MAXIMUS Training Team



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