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## Is Your Business Profile Reflective of the Nature of Your Business?



Recently, MAXIMUS has been talking with a number of ENs who want to change the way their organization is presented to Ticket-holders. One of the biggest concerns from ENs is that they are overwhelmed with referrals and want to ensure that the Ticket-holders calling them know that they serve a specific region, impairment group, or provide specific services. Listed below are a few points to consider

when developing an EN organizational profile:

**How does your organization appear on the EN Directory?**

Look at how your organization appears on the Ticket Web site and ask yourself if this is an accurate description of your organization and the services you provide. MAXIMUS is available to work with you in refining your profile. One suggestion is using the term "Doing Business As" (DBA) in the title field instead of a business name that may be non-descriptive to the reader.

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## Message from the Training Manager:

### Inside this issue:

- Upcoming EN Training Events
- Join the October 27<sup>th</sup> EN Forum Discussion
- Meet the Training Team

September was another busy month for the Training team. As hoped, the launch of the e-Training Update has proven to be a valuable resource tool, with ENs expressing their appreciation for this informational newsletter. Early in September, a mailing was sent to all ENs promoting the EN Forum. In response to this mailing, the number of ENs visiting the EN Forum has increased tremendously. Our hope is that the EN Forum will be a place where ENs can communicate and network amongst themselves. Lastly, I want to

thank John Coburn from Health & Disability Advocates for guest hosting the September 28<sup>th</sup> EN Forum Discussion. If you were unable to participate in this insightful EN Forum Discussion or if you would like to share this information with your colleagues, the transcript is available on the EN Forum.

As always, we are available to serve you and your organization.

Terry Martin, Ed.D. Training Manager

## Is Your Business Profile Reflective of the Nature of Your Business?

Continued....

**Is your organization taking advantage of the Web site linking opportunity on the Ticket to Work Web site?**

One of the benefits of becoming an EN is being able to market your organization on the Ticket to Work Web site. ENs are allowed to link their companies' Web sites to the EN Directory. This allows Ticket-holders to gather detailed information to aid in their decision in determining whether to contact your organization for services. We recommend that your organization develop a Web page dedicated to your Ticket-related services, as opposed to linking to your existing Home page.

**How effective is your initial pre-screening process?**

Screening calls is as important as marketing your organization to incoming callers. Some ENs use a

separate phone line for Ticket-holders, in addition to having a pre-recorded message describing their services prior to connecting the caller to a live person. This helps to identify your organization as an EN as well as offer the Ticket-holder the ability to self-screen based on the information they hear. Some ENs use a dedicated staff person to answer incoming Ticket-holder calls and to conduct pre-screening before the Ticket specialist gets involved.



This decision can positively affect the amount of time spent on the phone, your ability to respond effectively to Ticket-holders, and your organization's bottom-line.

**Are you leveraging your partnerships and your position within your community?**

Referrals are the best compliments anyone can receive. Work with your community partners so that likely candidates can be referred to your business. These partners may also help you define the types of Ticket-holders you would like to work with and develop strategies to target those populations. In addition, reach out to other groups in the community including employers, faith-based groups, rehabilitation hospitals, other disability service providers, funding sources, etc. to let them know you are an EN. Educate them on your involvement with the Ticket to Work Program and what your organization can offer their constituents. Develop marketing materials such as flyers and brochures to advertise your services to both partners and key community groups.

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

Locations	Dates
Providence, RI	October 7, 2004
Las Vegas, NV	Spring, 2005
New Orleans, LA	Spring, 2005
Seattle, WA	Spring, 2005

Additional Locations TBD

Participants will be instructed in the use of the EN Capitalization Resource Directory as a tool for seeking and securing funding. 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**. The morning session will be conducted from **9:00 AM until 12:00 PM**, and the afternoon session from **1:00 PM until 4:00 PM**. Participants may choose the most convenient location and session. There is **no registration fee**, and Certified Rehabilitation Counselors will be awarded **2.75 contact hours**.

## September EN Forum Discussion Transcript Available

On September 28, 2004, John Coburn, an attorney with Health & Disability Advocates, guest hosted the September EN Forum Discussion. Mr. Coburn spoke about the benefits of forming EN associations and the anticipated Chicago Ticket to Work Pilot Project.

Using the Midwest Employment and Training Partnership business model as a guide, Mr. Coburn provided a framework for ENs to organize successful partnerships in their areas. The Midwest Employment and Training Partnership, which was co-founded by Mr. Coburn and Barbara Otto, Executive Director of Health & Disability Advocates, provides a forum for ENs in Region V to develop policy proposals and share promising

practices on how to successfully participate in the Ticket to Work Program. Region V is comprised of Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin.

Additionally, Mr. Coburn provided an overview of the Chicago Ticket to Work Pilot Project, which was created through the City of Chicago's Mayor's Task Force on Employment of People with Disabilities to encourage service providers to participate in the Ticket to Work Program. Through a competitive bidding process, this Pilot Project will provide upfront funding of up to \$40,000 to three Chicago ENs to serve eight Ticket-holders each. The Chicago Pilot Program will pay ENs \$2,000 upon placement of a Ticket-holder, \$2,000 upon six-months of

employment, and \$1,000 upon one of year employment. The City of Chicago hopes that through this increase



in revenue, ENs will successfully assist 24 beneficiaries in achieving self-sufficiency and utilize some of these extra funds to build the staffing to be able

to accept more Tickets in the future.

You can read more about Mr. Coburn's presentation by logging onto the EN Forum virtual classroom archives under "Communications."

### Certified Rehabilitation Counselor (CRC) Contact Hours Available for Ticket to Work Online Courses



CRC Contact Hours are available for successful completion of any Ticket to Work Online Courses. To receive CRC Contact Hours, contact Andrea Stapleton at:  
[andreastapleton@maximus.com](mailto:andreastapleton@maximus.com)

for enrollment information. Type "CRC Enrollment" in the subject field and include your Employer Identification Number (EIN).

### EN Capitalization & Ticket to Work Training Registration Form:

To register for an upcoming EN Capitalization & Ticket to Work Training session, you may either access the registration form at [www.yourtickettowork.com](http://www.yourtickettowork.com) and click on EN Capitalization Resources, or call 1-866-968-7842 ext. 6662.

### Keep Your Contact Information Up-to-Date



In order to keep you updated on the latest Ticket to Work news and information, we need you to keep us informed of any changes to your contact information. You can e-mail, fax, or write us with updates to this information, including the services you provide, groups served, and service area.



## Join the October 27th EN Forum Discussion

**Date:** October 27, 2004

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

**Guest Host:** Sandra Smith, EN Capitalization Project

### SSA 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](http://www.yourtickettowork.com)

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

Fax: 703-683-0957

Training resources for the business of Ticket!

Topic Description: In response to the needs of Employment Networks for upfront capital to support Ticket to Work services, MAXIMUS is operating an EN Capitalization Project for SSA. The purpose of this project is to enable more organizations to participate in the Ticket to Work Program through the provision of information and resources that enhance EN capacity to successfully access a variety of funding sources.

The primary resource of the EN Capitalization Project is the Employment Network Capitalization Resource Directory, which was compiled by national experts in the areas of fundraising and program development. This comprehensive guide to fundraising includes information on assessing needs, planning for program services, identifying potential sources of funds, developing relationships with funders, and preparing for and submitting proposals. Also, it provides information on how to successfully access and leverage capital from different sectors, including government grants, foundation and corporate grants, private financial capital, and existing program capital. In addition to the Resource Directory, free training and technical assistance are provided to ENs on using this information.

If you are not currently enrolled in the EN Forum, please send an e-mail request to Andrea Stapleton at [andreastapleton@maximus.com](mailto:andreastapleton@maximus.com). Type "EN Forum Enrollment" in the subject field and include your Employer Identification Number (EIN). Enrollment information and navigation instructions will be e-mailed back to you. The EN Forum is accessible by approved ENs only.



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](http://www.yourtickettowork.com)

### Meet the MAXIMUS Training Team



**Terry Martin**  
Training Manager  
Ext. 6602  
[terrymartin@maximus.com](mailto:terrymartin@maximus.com)



**Dan Betts**  
Marketing Supervisor  
Ext. 6717  
[danbetts@maximus.com](mailto:danbetts@maximus.com)



**Damarie Rovnak**  
Training Coordinator  
Ext. 6707  
[damarierovnak@maximus.com](mailto:damarierovnak@maximus.com)



**Eric Midder**  
QA Coordinator  
Ext. 6687  
[ericmidder@maximus.com](mailto:ericmidder@maximus.com)



**Wendy Brodhead**  
Training Coordinator  
Ext. 6619  
[wendybrodhead@maximus.com](mailto:wendybrodhead@maximus.com)



**Michelle Grande**  
Training Coordinator  
Ext. 6618  
[michellegrande@maximus.com](mailto:michellegrande@maximus.com)



**Andrea Stapleton**  
Training Coordinator  
Ext. 6616  
[andreastapleton@maximus.com](mailto:andreastapleton@maximus.com)