

HIREABILITY PLACEMENT CAMPAIGN

The HireAbility Placement Campaign is an innovative approach to expanding job placement services to Minnesota employers and Division of Vocational Rehabilitation clientele. The campaign was developed through a joint partnership between the Minnesota Advertising Federation and a consortium of five area Projects With Industry programs and the Minnesota Division of Vocational Rehabilitation.

Campaign planning began in June 1983 with a joint meeting between consortium and Minnesota Advertising Federation representatives. The initial campaign proposal was accepted by the Advertising Federation's Public Service Committee for its 1984 Public Service Project.

In that proposal, consortium members identified their client's need for additional exposure to employers statewide. Disabled people, although qualified and capable, were frequently overlooked when job openings occurred. Employers who had not had direct contact with Division of Vocational Rehabilitation or Projects With Industry staff were either apprehensive or simply unaware of the abilities of disabled job applicants. Other employers, interested in hiring disabled workers, frequently became frustrated in trying to access agency services by bureaucratic red tape or difficulties in obtaining immediate job placement services.

To address these concerns, the Minnesota Advertising Federation and the HireAbility consortium proposed a comprehensive advertising campaign directed to middle management and supervisors. Employers will be encouraged to use one main access point, a toll-free telephone number, to obtain information about hiring disabled workers.

The advertising campaign, developed by the Minnesota Advertising Federation, includes print production for posters, magazines, newspapers and transstops (bus shelters.) Printed pieces have been distributed statewide and are directed to the people who make hiring decisions. Two public service television commercials have been produced, one 30 second and one 10 second spot. Advertising Federation members are responsible for obtaining television air time as well as donated space in printed publications such as Corporate Report. HireAbility consortium are responsible for poster placement.

Consortium members developed the telephone protocol for the DVR staff person hired to answer the toll-free number. The protocol insures immediate and consistent caller response, with direct mail of collateral materials forwarded to each caller. A demographic data sheet is completed in response to each call so that campaign impact is measurable and to insure telephone follow-up 24 hours after the initial call to determine employers' need for additional information.

For callers with immediate job openings or who request specific services, such as Targeted Jobs Tax Credit (TJTC) information, accessibility surveys, or awareness training, Projects With Industry or DVR placement staff will be notified on a rotating basis to contact the employer within 24 hours. For callers from out-state areas, follow-up will be made by local DVR staff. Placement contacts and employer accounts will be expanded for both Projects With Industry and Division of Vocational Rehabilitation offices.

Specifically, the primary objective of the HireAbility Placement Campaign is to develop job opportunities for disabled people through an extensive statewide advertising campaign. Developed in joint partnership between the Minnesota Advertising Federation, five Projects With Industry Programs and the Minnesota Division of Vocational Rehabilitation, employers will receive information and services which include:

- How to apply for Federal Targeted Job Tax Credits
- How to adapt work duties and work environments
- How to reduce both architectural and attitudinal barriers
- How to effectively manage disabled employees
- How to access applicant prescreening and placement services.

For those disabled persons who call, assistance will be provided to direct them to the nearest DVR field office. Current DVR clients who call will be encouraged to contact their counselor.

Participants in the HireAbility Campaign include:

The Minnesota Department of Economic Security, Division of Vocational Rehabilitation
Projects With Industry Programs at University of Wisconsin, Stout, and:

Human Resource Development Institute, St. Paul

Multi Resource Center (MRC), Minneapolis

Sister Kenny Institute, Minneapolis

Control Data Corporation, Bloomington

The Minnesota Advertising Federation, and members:

Fallon, McElligott and Rice Advertising Agency

Blair Television

Dorn Communications

HIREABILITY PLACEMENT CAMPAIGN

The HireAbility Placement Campaign is an innovative approach to expanding job placement services to Minnesota employers and Division of Vocational Rehabilitation clientele. The campaign was developed through a joint partnership between the Minnesota Advertising Federation and a consortium of five area Projects With Industry programs and the Minnesota Division of Vocational Rehabilitation.

Campaign planning began in June 1983 with a joint meeting between consortium and Minnesota Advertising Federation representatives. The initial campaign proposal was accepted by the Advertising Federation's Public Service Committee for its 1984 Public Service Project.

In that proposal, consortium members identified their client's need for additional exposure to employers statewide. Disabled people, although qualified and capable, were frequently overlooked when job openings occurred. Employers who had not had direct contact with Division of Vocational Rehabilitation or Projects With Industry staff were either apprehensive or simply unaware of the abilities of disabled job applicants. Other employers, interested in hiring disabled workers, frequently became frustrated in trying to access agency services by bureaucratic red tape or difficulties in obtaining immediate job placement services.

To address these concerns, the Minnesota Advertising Federation and the HireAbility consortium proposed a comprehensive advertising campaign directed to middle management and supervisors. Employers will be encouraged to use one main access point, a toll-free telephone number, to obtain information about hiring disabled workers.

The advertising campaign, developed by the Minnesota Advertising Federation, includes print production for posters, magazines, newspapers and transstops (bus shelters.) Printed pieces have been distributed statewide and are directed to the people who make hiring decisions. Two public service television commercials have been produced, one 30 second and one 10 second spot. Advertising Federation members are responsible for obtaining television air time as well as donated space in printed publications such as Corporate Report. HireAbility consortium are responsible for poster placement.

Consortium members developed the telephone protocol for the DVR staff person hired to answer the toll-free number. The protocol insures immediate and consistent caller response, with direct mail of collateral materials forwarded to each caller. A demographic data sheet is completed in response to each call so that campaign impact is measurable and to insure telephone follow-up 24 hours after the initial call to determine employers' need for additional information.

for callers with immediate job openings or who request specific services, such as Targeted Jobs Tax Credit (TJTC) information, accessibility surveys, or awareness training, Projects With Industry or DVR placement staff will be notified on a rotating basis to contact the employer within 24 hours. For callers from out-state areas, follow-up will be made by local DVR staff. Placement contacts and employer accounts will be expanded for both Projects With Industry and Division of Vocational Rehabilitation offices.

Specifically, the primary objective of the HireAbility Placement Campaign is to develop job opportunities for disabled people through an extensive statewide advertising campaign. Developed in joint partnership between the Minnesota Advertising Federation, five Projects With Industry Programs and the Minnesota Division of Vocational Rehabilitation, employers will receive information and services which include:

- How to apply for Federal Targeted Job Tax Credits
- How to adapt work duties and work environments
- How to reduce both architectural and attitudinal barriers
- How to effectively manage disabled employees
- How to access applicant prescreening and placement services.

For those disabled persons who call, assistance will be provided to direct them to the nearest DVR field office. Current DVR clients who call will be encouraged to contact their counselor.

Participants in the HireAbility Campaign include:

The Minnesota Department of Economic Security, Division of Vocational Rehabilitation Projects With Industry Programs at University of Wisconsin, Stout, and:

Human Resource Development Institute, St. Paul

Multi Resource Center (MRC), Minneapolis

Sister Kenny Institute, Minneapolis

Control Data Corporation, Bloomington

The Minnesota Advertising Federation, and members:

Fallon, McElligott and Rice Advertising Agency

Blair Television

Dorn Communications