

RECRUITMENT RETENTION RESULTS



DIVISION of
VOCATIONAL REHABILITATION

State of North Dakota



Recruiting the right employee and *Retaining* existing, well-trained and productive workers have never been more important to North Dakota business owners and employers than in today's economy.

To reach the business and organizational success you desire, you need to:

- tap into highly reliable and qualified job applicants who can put their diverse **abilities** to work for you and,
- build strategies to help ensure that you maintain that critical edge and competitive advantage by holding onto your existing workforce.

What you need is Results!

The North Dakota Division of Vocational Rehabilitation, or DVR, offers a full service business assistance program for business owners and employers that can help them gain a **CRITICAL ADVANTAGE** in today's highly competitive marketplace.

DVR provides professional consultation services to:

- assist business owners and employers in developing short and long term strategies regarding their varying disability-related issues.
- assist individuals with disabilities to maximize their employment opportunities by helping them to develop the skills that today's businesses are seeking in the workforce of the future.

A division of the North Dakota Department of Human Services, DVR represents a real opportunity for owners and employers to build on their business or organizational success through **Featured Services** in the areas of:

- Recruitment
- Retention
- Financial Incentives
- Accessibility
- Education





RECRUITMENT

Never has **recruiting** the right employee been of more importance to North Dakota business owners and employers than today.

To reach the business and organizational success you are seeking, you need to tap into highly reliable and qualified job applicants who can put their diverse abilities to work for you.

National studies show that when compared to employees without disabilities, employees with disabilities have:

- equal or higher job performance ratings,
- equal or higher retention rates and
- equal or lower absentee rates.

Simple translation. Individuals with a disability are often more reliable employees.

DVR **Featured Services** are designed to aid you in finding the right match to fill your needs. The **Benefits** to you are:

- pre-screened and qualified applicants
- employee matches based on your needs.
- soft skill development.
- customized employee training strategies.
- reliable technical assistance and referrals.
- quality assurance through follow-up.

Statistically speaking, individuals with disabilities have an **85%** one-year employment retention rating, **90%** average or better in performance rating, **86%** average or better in attendance rating, and a **97%** average or better in safety rating.

RETENTION

Finding the right employee is always a challenge, but **retaining** trained employees is equally important to business and organizational success.

Every business or organization in the state has at least one individual who is an integral part of their success. Two key questions that challenge owners and employers are:

- What happens if that individual incurs a disability?
- Who can assist me in keeping this individual on the job?

It is often estimated that it costs a business on average \$25,000 to train and integrate a new employee into the company's workforce. It is simply more cost-effective to retain an existing employee who incurs a disability by making a reasonable accommodation.

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Many employers labor under the misperception that reasonable accommodations are very expensive. Not true. Most employees with a disability don't require special accommodations. If they do, the accommodations are often inexpensive.

The fact is a business actually gets a return on that investment in overall productivity when an accommodation is made. Consider,

- \$600 for the typical cost of an accommodation.
- 56% of employers report that there's no cost to accommodation.

Making accommodations is nothing more than helping a person do their job to their full potential. Think of it as productivity enhancement.

Your retention efforts **Benefit** from DVR **Featured Services** through:

- Maintenance of current workforce and productivity levels.
- Assistance in building assistive technology strategies and referrals.
- Professional work site assessments and options.
- Customized continuing education and training.
- Strategies.
- Job restructuring recommendations and assistance.
- Reliable technical assistance and referrals.
- Quality assistance through follow-up.

The *bottom line* is
the bottom line.

FINANCIAL INCENTIVES

“The bottom line is the bottom line.”

In today's highly-competitive global market, this business philosophy is critical. Every business and organization is looking for a competitive advantage by

- Maximizing profits,
- Limiting expenses, and
- Offering a solid return on investment for stakeholders.

DVR **Featured Services** can show you how progressive strategies for ensuring accessibility and employing individuals with disabilities can **Benefit** the bottom line through financial incentives like:

ON-THE-JOB TRAINING (OJT)

- DVR can provide OJT funds to cover actual training costs.
- The employer is responsible for insurance coverage, federal state withholding, wages, and fringe benefits.
- The length of the OJT will vary according to the learning required to perform the employment.
- It is anticipated that DVR participation will decrease as the individual becomes more proficient in the job and requires less supervision.

THE DISABILITY ACCESS CREDIT (IRS Code Section 44)

- Available to small businesses for expenses paid or incurred to comply with the Americans with Disabilities Act (ADA).
- The small business must have 30 or fewer full-time employees or have revenues below \$1,000,000.
- Under this credit, 50% of the expense over \$250 and not exceeding \$10,250 is applicable. The credit may not exceed \$5000 annually. The credit is subtracted from the small business total tax liability.

THE BARRIER REMOVAL DEDUCTION (IRS Code Section 190)

- All businesses are eligible to take this deduction which is available to make facilities or public transportation vehicles more accessible.
- The deduction, which is subtracted from total income, to establish taxable income, is up to \$15,000 annually. Amounts over \$15,000 may be depreciated.

THE WORK OPPORTUNITY TAX CREDIT, or WOTC

- Available to employers who hire Vocational Rehabilitation referrals or Supplemental Security Income recipients.
- A credit is available for each new hire and there is no limit placed on the number of new hires under WOTC.
- Available on up to 40% of the first \$6,000 in wages, or \$2,400, paid in the first 12 months of employment. The tax credit is subtracted from the total tax liability.



ACCESSIBILITY

Of equal importance in today's highly competitive marketplace is ensuring that all potential customers can effectively access your goods or services.

Whether through *physical access* or *electronic access*, your goal is to connect customers to your product or services.

Whether through physical access or electronic access, your goal is to connect customers to your product or services. To effectively accomplish this, you need to understand the changing market dynamics and your options.

When marketing, you are chasing individuals with disposable income. According to the US Business Leadership Network, the disposable income for individuals with disabilities annually is:

- \$220 Billion in the United States,
- \$750 Billion globally, and
- Stakeholder disposable income in the United States is \$2.4 trillion.

Do you realize that:

- a person now has a 51% chance of incurring a disability in their lifetime.
- one-in-five North Dakota citizens has a disability.
- one-in-three North Dakota families has a family member with a disability?

DVR **Featured Services** on accessibility

Benefit you through:

- The development of strategies for disability-related solutions.
- Reasonable accommodation outcomes
- Greater access through ADA site assessments and recommendation
- Positive impact on bottom line through greater market share.
- Development of strategies for positive disability-related solutions.





EDUCATION

If you were to ask a North Dakota HR professional what one key challenge of today's North Dakota workforce is, the answer would most likely be diversity.

Your business knowledge needs to go far beyond finances and operational processes, you need to understand the complexities of and dealing with a diverse workforce. Whether cultural, gender, religious, or racial, these complex issues must be a primary focus of management.

Understanding disabilities is an important part of understanding diversity. Businesses need to realize people with disabilities today, particularly the 18-34 age group, are a completely different set of people.

- They are more educated.
- They view the world very much through the eyes that we see it.
- They have not been denied the kinds of access other generations have.
- They have wants and desires that we all have.

Knowledge, awareness, and understanding are the keys to creating a *positive* work environment for all employees.

Knowledge, awareness, and understanding are the keys to creating a positive work environment for all employees. There are far too many misperceptions and myths surrounding this issue. Whether an employee with a disability or a customer with a disability, it is important that your entire staff understands how to deal effectively with this issue.

DVR **Featured Services** can assist your employees, through education/training, in developing a broader understanding of the diversity in today's workplace and marketplace. The **Benefits** are:

- Enhanced ADA knowledge of roles and responsibilities.
- Greater understanding of workforce diversity.
- Access to professional knowledge and expertise.
- Enhanced team-building and customer service
- Increased staff morale.

RESOURCES AND REFERRALS

Whether large or small, DVR services will prove beneficial to your business or organization. If we don't have the answers, we will find them! Through a network of Workforce Development partners, we can access resources and make appropriate referrals.

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Additionally, DVR can provide the latest information and education on the Americans with Disabilities Act, or ADA. It is imperative that every business owner, manager, employer and employee understand this critical federal disability legislation.

The ADA is pro-business and pro-individual with disability law, despite a common misperception. It is a positive piece of legislation designed to protect business as much as the individual who may have a disability.

Through the DVR ADA Leadership Network, we can show you and your employees how to turn the ADA into a positive, business-building approach to enhancing your share of the marketplace and having a positive impact on the community in which you live and do business.

To enhance our efforts, we partner with
**Rocky Mountain Disability & Business
Technical Assistance Center**



(800) 949-4232 • www.adainformation.org • www.adaportal.org

Essential Publications for the North Dakota Business Owner and Employer

- Existing Facility Checklist DVD
- ADA Questions & Answers
- ADA Guide for Small Businesses
- DOJ's ADA Business Briefs
- The ADA: Your Responsibilities as an Employer
- The ADA: A Primer for Small Business
- The ADA Accessibility Guidelines (ADAAG)

These publications may be viewed, downloaded or ordered at www.adainformation.org



With regional offices located in the state's eight largest cities, DVR outreaches to every county in the state.

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Maintain a Critical Edge and gain a
Competitive Advantage through
Recruiting and Retention strategies
that produce *RESULTS*.



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