



RECRUITING FROM NONTRADITIONAL SOURCES OF LABOR

There are many nontraditional sources of workers that business can recruit to meet their on-going labor needs. People with disabilities represent the single largest minority of workers seeking employment in today's market. Other nontraditional groups such as welfare recipients and older individuals are also rich sources of potential workers. Businesses can find it difficult to develop relationships in this unfamiliar recruitment area. Resources and guidance will prove helpful for businesses to reach these potential workers.

WHY IS THIS AN IMPORTANT BUSINESS ISSUE?

Tom Donohue, President & CEO of the U.S. Chamber of Commerce said,

"Finding and keeping good workers is one of the greatest challenges facing businesses today."

In order for your business to fill its labor needs, nontraditional workers must be recruited. It will be impossible for business to grow into new markets without qualified personnel. With a strong economy, businesses wishing to stay competitive and increase their bottom line need dependable workers, such as people with disabilities and other overlooked sources of labor.

HOW DO I FIND NON-TRADITIONAL WORKERS?

Many agencies and community organizations specialize in assisting nontraditional workers obtain employment. Contacting the state rehabilitation agency which usually has local offices can help. Many strategic contacts exist in state and local communities. A list of resources are provided.

WILL THESE WORKERS BE DIFFERENT FROM OTHER INDIVIDUALS SEEKING EMPLOYMENT?

All new employees bring different and diverse situations to the workplace. Therefore, managers and supervisors must develop work plans that will allow all employees to be productive and work to their potential. In some cases, individuals with disabilities may require an accommodation or a workplace support in order to achieve success. Accommodations or workplace supports include modifications to the job or the way a job is performed that enable a qualified applicant to perform the essential functions of their position.

DO MANY OTHER BUSINESSES RECRUIT NONTRADITIONAL WORKERS?

Several companies, both large and small, have recruited from this labor source for years. However, many businesses have avoided recruiting from these labor sources because they were unsure of the work potential of workers with disabilities or they did not know where to find them. New economic growth has increased an awareness that there are

many people in America seeking employment who traditionally have not been considered as a potential source of labor. Companies such as the ones listed here, as well as others, have long been involved in recruiting a diverse labor force.

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|-------------------------|---------------------------|
| ➤ Microsoft | ➤ Bon Secours |
| ➤ IBM | ➤ Marriott International |
| ➤ Bank of America | ➤ Bass Resort & Hotels |
| ➤ DuPont | ➤ JC Penney |
| ➤ Philip Morris | ➤ Borders Books & Music |
| ➤ MANPOWER | ➤ Southern States |
| ➤ Crestar/SunTrust Bank | ➤ Trigon |
| ➤ Ethyl Corporation | ➤ Capital One |
| ➤ The Supply Room Co. | ➤ Cendant Member Services |

These companies are now taking a proactive approach by informing other businesses about the benefits of recruiting and hiring from nontraditional sources and contacting the HR director can help your company with leads for nontraditional workers. Today, thousands of businesses across the country are aggressively seeking information on how to secure new sources of labor.

WILL NONTRADITIONAL WORKERS REQUIRE A LOT OF TRAINING?

As with other new employees, the company usually provides new workers with an initial orientation, as well as on-going training specific to the industry. Workers with limited employment history may require additional training for support but at the same time stay employed for a longer period of time than nondisabled workers. In cases where the employer does require on-going training or job coaches, the state rehabilitative agency and/or the state employment security agency can provide financial and other supports and services to a business.

WHAT ARE THE BENEFITS OR INCENTIVES TO BUSINESS?

Having dependable, dedicated, hard working and productive employees is a major business benefit gained from hiring from nontraditional sources. Numerous businesses report that once they have hired from this overlooked labor source, nontraditional workers are some of the best employees in the company. Many employers report that the work ethic of these employees has a direct bearing on the production and work of other employees.

Do I NEED TO CHANGE MY RECRUITMENT STRATEGY?

Yes, businesses seeking workers with limited work histories will need to identify different recruitment resources. Recruiters and interviewers need to get up to speed on the incredible potential of workers with disabilities. Many staffing companies find that they no longer need to market their services to businesses in their traditional markets. Supplemental staffing organizations are looking into the community and making contacts with rehabilitation agencies, welfare offices, and other social programs designed to assist community members with an array of supports, including work.

Is TRAINING AVAILABLE FOR MY MANAGERS AND HR STAFF?

Managers and human resource staff will need assistance in developing new recruiting strategies. There are many community organizations that can provide information to your personnel and management staff, many are listed below. The Society of Human Resource Management (SHRM) offers personnel trainings in this area. Their web site address is: www.shrm.org. Another excellent site run by Va. Commonwealth University is www.worksupport.com.

RESOURCE GROUPS TO CONTACT

A major concern raised by businesses is knowing where to find workers who have not been traditionally recruited. Below are some contacts with their special target population listed to assist businesses in reaching the different groups.

PUBLIC RESOURCES (government):

- Rehabilitation Services Administration (RSA): serving individuals with all types of disabilities -- tom_finch@ed.gov
- U.S. Dept. of Veteran Affairs, Vocational Rehabilitation: serving veterans with disabilities -- <http://www.va.gov>
- U.S. Department of Labor, Veterans Employment Training Services: serving veterans with disabilities <http://www.dol.gov/dol/vets/>
- Centers for Independent Living (CIL): serving individuals with all types of disabilities -- <http://www.ilru.org> -- once on this site, scroll down to **ILRU Jump Site**. Click on this link for a listing of all the CIL's.
- One Stops -- State Employment & Training Programs: serving all individuals with disabilities and employment needs -- <http://www.doleta.gov>

- State Employment Security Agencies: serving all individuals with disabilities and employment needs. Look in your telephone book under State Government for individual listings of State Employment Security Agency.

PRIVATE RESOURCES:

- American Staffing Association (ASA): serving all segments of the population -- <http://www.natss.org>
- Hire Potential, Inc.: serving people with disabilities and older workers -- <http://www.hirepotential.com>

ON-LINE RECRUITING SOURCES:

- We Media: serves individuals with all types of disabilities <http://www.wemedia.com>
- Able To Work (Microsoft & NBDC): serving individuals with all types of disabilities-- <http://www.abletowork.org>
- Lift Inc.: serving individuals with all types of disabilities <http://www.lift-inc.org>
- America's Job Bank: serving anyone seeking employment including people with disabilities plus other targeted groups including retirees and welfare recipients <http://www.AJB.dni.us/>
- Job Access: serving individuals with all types of disabilities <http://www.jobaccess.org>

OTHER RESOURCES:

- International Telecommuting Association & Council: serving anyone wishing to work off site including people with disabilities -- <http://www.telecommute.org>
- President's Committee on Employment of People with Disabilities - Workforce Recruitment Program: serving individuals with all types of disabilities <http://www.pcepd.gov>
- Goodwill Industries International: serving individuals with all types of disabilities and other disadvantaged groups -- <http://www.goodwill.org>
- ARC: serving individuals with cognitive disabilities <http://www.thearc.org>
- UCP: serving individuals with all types of disabilities <http://www.ucp.org>



GIVE VIRGINIA COMMONWEALTH UNIVERSITY, REHABILITATION RESEARCH & TRAINING CENTER ON WORKPLACE SUPPORTS A CALL: (804) 828-1851 VOICE; (804) 828-2494 TTY; OR (804) 828-2193 FAX



<http://www.worksupport.com>

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Layout & Design: Jeanne Roberts



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