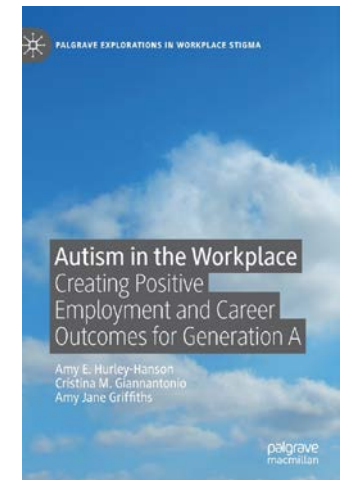


Thompson Policy Institute Transition Initiative

Autism@Work OC Subcommittee

May 17, 2021



Problem Statement

- **Problem Statement**

- 80-90% of ASD adults are unemployed or underemployed
- OC is not part of the Autism@Work trend
- Lots of great minds working on this issue – but greater gains if we work in collaboration

- **Autism@Work OC Project Goal**

- Expand job opportunities for Neurodiverse Population in OC
- Develop a repeatable process using Business-to-Business marketing techniques
- Create a model and toolkit that can be used by other communities

34 Companies Have Active Neurodiverse Hiring Programs in the USA



But None in Orange County



Orange County's Top 20 employers

1. The Walt Disney Company: 30,000 (Entertain)
2. University of California, Irvine: 23,884 (Educ)
3. County of Orange: 17,271 (Govt)
4. St. Joseph Health: 14,000 (Health)
5. Kaiser Permanente: 8,178 (Health)
6. Albertsons: 7,670 (Retail)
7. Target Corp.: 6,300 (Retail)
8. Walmart Inc.: 6,200 (Retail)
9. Hoag Mem. Hospital Presbyterian: 6,100 (Health)
10. The Boeing Company: 6,000 (Aerospace)
11. Memorial Care Health System: 5,400 (Health)
12. Cal. State University, Fullerton: 5,044 (Education)
13. Bank of America Corp.: 4,800 (T) (Financial)
14. Edwards Life Sciences: 4,652 (BioTech)
15. Parker Aerospace: 4,852 (Aerospace)
16. Allied Universal: 4,187 (Biz Services)
17. Home Depot Inc.: 4,084 (Retail)
18. The Irvine Company: 4,038 (Land Developer)
19. Cedar Fair LP: 4,000 (Entertain)
20. UnitedHealth Group Inc.: 3,900 (T) (Insurance)



Foreign Companies OC Footprint

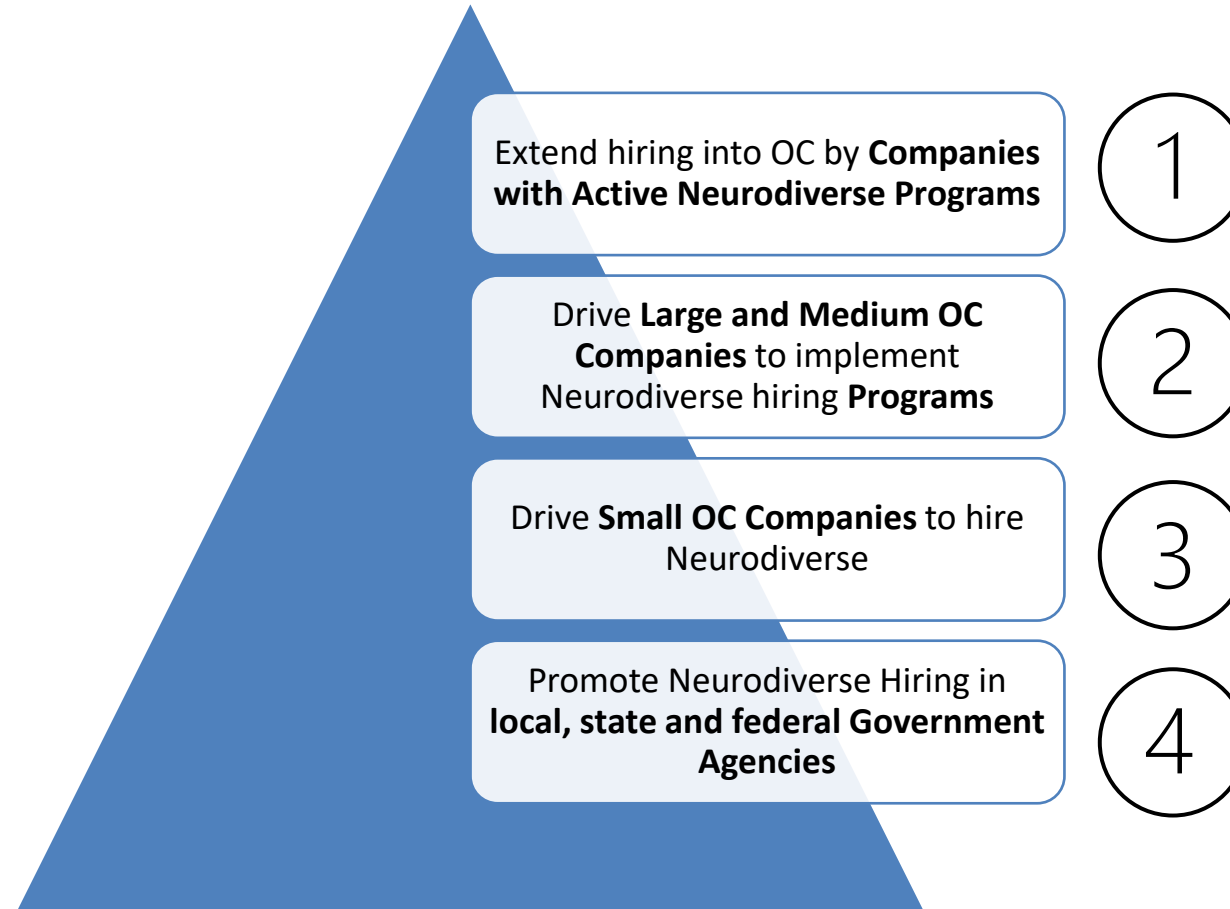


FOREIGN-OWNED COMPANIES IN ORANGE COUNTY BY EMPLOYMENT

COMPANY	SECTOR	EMPLOYMENT IN ORANGE COUNTY	PARENT COMPANY	COUNTRY OF ORIGIN
Panasonic Avionics Corp.	Inflight Entertainment Systems	2,306	Panasonic Corp.	Japan
B. Braun Medical Inc.	Medical Product Manufacturing	1,709	B. Braun Holding GmbH	Germany
Oakley Inc.	Eyewear and Apparel	1,700	Luxottica Group SpA	Italy
Zodiac Aerospace	Aircraft Interiors	1,650	Safran	France
Broadcom Inc.	Semiconductor Products	1,630	Avago Technologies	Singapore
Pacific Investment Management Company	Investment Management	1,380	Allianz SE	Germany
Experian	Information Services	1,300	Experian PLC	Ireland
Thales Avionics Inc.	In-Flight Entertainment Systems	1,300	Thales Group	France
MUFG Union Bank	Bank	1,225	MUFG	Japan
Alcon Research Ltd.	R&D	1,100	Novartis	Switzerland

Canon U.S.A. Inc.	Office Products	1,032	Canon	Japan
MicroVention Inc.	Medical Device Manufacturer	1,000	Terumo Corp.	Japan
Schneider Electric	Energy Management	976	Schneider Electric SE	France
Ingram Micro Inc.	Technology Products	900	HNA Technology	China
Medtronic Neurovascular	Medical Device Manufacturer	900	Medtronic PLC	Ireland
T-Mobile USA Inc.	Cellphones	900	Deutsche Telekom	Germany
Karma Automotive	Electric Plug-In Vehicles	878	Wanxiang Group	China
TowerJazz	Water Foundry	820	Tower Semiconductor	Israel
Toshiba	Consumer Electronics	700	Toshiba Corporation	Japan
Meggitt PLC	Defense Services	681	Meggitt PLC	United Kingdom

Segment the OC Neurodiverse Job Market



Marketing Strategies per Segment

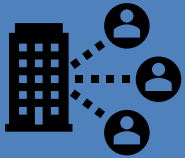
1



A@W Large
Companies

- Contact Diversity Management Among Current Neurodiverse Hiring Companies to expand into OC (**Business Development**)

2



Large/Medium
Companies

- Partner with MBA Program and Salesforce on **Marketing Campaign** Driving Autism@Work **Initiative** with Executives and HR Directors

3



Small Companies

- Partner with MBA Program and Salesforce on a **Marketing Campaign** to promote neurodiverse **Hiring** to Business Owners

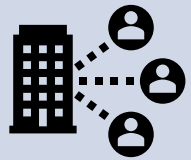
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Government

- Identify hiring programs for city, county, state, and federal organizations to drive Autism@Work Initiatives (**Business Development**)

Market Research



Large
Medium
Business

WHO?

(1) Exec Sponsors & (2)
HR of A@W companies &
(3) Consultants

WHAT?

Drivers for Exec. Spons.
Testimonials from Exec.
HR Perspective



Small
Business

(1) Job Developers and
(2) Biz Owners for DoR
and RC clients

Drivers For Hiring
Employment Experience
Testimonials



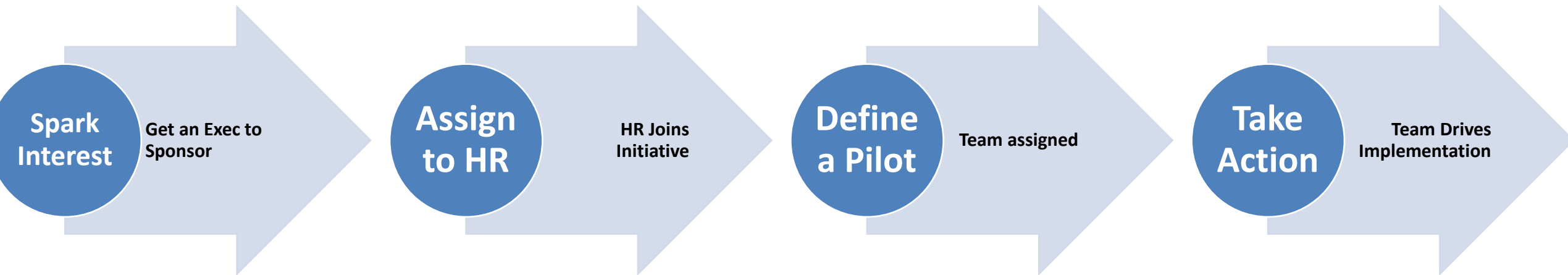
Government

Government
(1) City, (2) County,
(3) State, and (4) Federal

Job Opportunities
Hiring Process
HR Contacts

2

Buyers Journey for Medium/Large Organization



Content - Value Prop

- Why - Philanthropic
- Who - A@W Companies
- Testimonials from Execs
- How Execs sell internally (compliance)

Content – Drive Initiative

- Autism@Work Playbook
- Case Studies
- Local Vendors who can assist HR
- Government Supports

Content – Define Pilot

- How to Create Pilot
- Choosing Vendors
- Employee Education
- Lessons learned from other HR Professionals

Content - Implementation

- Pool of Candidates
- Hiring Process
- Education for Managers and employees

Project Requirements

Medium/Large Company Initiative



Resources

- Budget
- Staffing
- Alliances



Leads

- Contact Database
- Referral Programs



Content

- Value Proposition
- Content Creation
- Campaigns
- Website



Engagement

- Events (Virtual/In-Person)
- Media (Social/Traditional)
- Advertising



Process

- System Platform
- Qualification Team
- Sales Team

What?

How?

- Budget – pass the hat
- Alliances – Stanford introductions
- Staffing – volunteers & MBA programs



- Partner with Salesforce and LinkedIn
- Volunteers and LinkedIn

- Interview with Autism@Work participants
- Existing content
- Volunteers/University

- Volunteers to host events
- Volunteer to do PR/Social Media
- Autism Speaks Ads

- Platform from Sales Force
- Qualify & Sales using existing job developers in OC

Where Are We?

- Official **Thompson Policy Institute OC Transition Initiative** Project
 - Chapman University Not Engaged
- Support from **OC Workforce Development**
- Working on Autism@Work Round Table (Neil Barnett)  **Contacts**
- Working on **calworkforce.org** (Michael Bernick and Brandon Anderson)
 - Received email from Bernick who is looking at funding
- Created an Initiative Budget (draft available)  **Need Money**

Autism/Neurodiversity Workforce intermediaries in California and funding for basic operations from the American Rescue Plan



Bernick, Michael S. <MSBernick@duanemorris.com>

To janjt@evolibri.com; Marcia Scheiner; Jessica Lee; Ranga Jayaraman; judi.uttal@cox.net; Sonia and Robin; David Geslak; Nish Parikh; Shannon Shields

Cc Michelle O'Camb; brandon anderson (banderson@calworkforce.org); Erlichman, Mark@DOR

Reply	Reply All	Forward	
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Fri 4/16/2021 10:38 A

You forwarded this message on 4/16/2021 12:55 PM.

All: As you know, I see the growing network of your firms, the autism/neurodiversity workforce intermediaries, as central to scaling employment efforts for adults with developmental differences in California in the next few years.

The workforce intermediaries bring the needed expertise in both autism/neurodiversity and business operations, and are able to assist employers in recruitment/hiring and retention. What I see as needed to scale is a funding source to provide a basic level of funding for operations. Over the past few weeks I've had discussions with some of you on the lack of basic funding for operations. Some of you depend on payments by companies you work with. Others have contracts with Regional Centers and DOR to serve individuals. Still others have a combination of payments. But nearly all lack a basic funding level, that can be counted on, on a regular basis.

We're in a strange time in California with a state surplus of \$15 billion and an additional \$26 billion coming from the American Rescue Plan. An estimated \$500 million to \$2 billion is projected to come to DDS for Home and Community Services, alone from the American Rescue Plan. Dr. Vismara and I have been researching potential funding through the state surplus and/or American Rescue Plan. We've been speaking with industry groups in Sacramento as well as Regional Center directors.

I want to let you know what we're doing, and welcome your thoughts. I am including Mark Erlichman of DOR and Michelle O'Camb of SETA, who know our employment systems for adults with development differences as well as anyone I know.

Mike

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MEMORANDUM

DATE: May 2, 2021

TO: Developmental Differences Workforce Intermediary Group

FROM: Michael Bernick, Lou Vismara MD

RE: Employment Pilot Program for Adults with Developmental Differences: Placement of 1000 Adults and Building the Network of Workforce Intermediaries in California

Overview

This pilot project of \$10 million, proposed under the American Rescue Plan funding to California, has twin goals. The first goal is to place 1000 adults with developmental differences into paid employment between November 2021 and November 2024. The second goal is to build the network of workforce intermediaries, including the existing employment services providers active with the Department of Developmental Services (DDS) and the Department of Rehabilitation (DOR), and the emerging network of neurodiversity-focused workforce intermediaries.

The funding would be administered by DDS, DOR or another department to be determined by the Administration. Funding would be distributed on a competitive basis, with an estimated 20 pilot projects across the state.

American Rescue Plan (ARP) funding to California

The American Rescue Plan (ARP) is projected to bring an additional \$26 billion to California for state government services, including an estimated more than \$750 million in additional funds for Home and Community Based Services.

The deadline to spend ARP funds is December 31, 2024. The funds have yet to be programmed in California. The Lanterman Coalition has put forward its ideas for investments, as have several other advocacy groups, covering employment as well as housing, transportation and early start services. Employment services are an eligible expenditure for the ARP funds.

Employment Services proposed for ARP funding by the Lanterman Coalition

In its recommendations, the Lanterman Coalition puts forward recommendations both to increase payment levels to service providers and to increase financial incentives (wage subsidies and tax credits) for employers. Among the recommendations:

- Increased incentive payments for employment placements under Competitive Integrated Employment programs.

Collaborators

- Parents
 - Johnna Chou, Warner Brothers (Warner Brothers has Autism@Work Program)
 - Chris Horton, PayRunner Payroll, Inc (Also on Orange Chamber of Commerce)
 - Hilda Sramek, Carla's Movie Restaurant
 - Judi Uttal, OCASG President
 - Ken Woodward, Saddleback College & OCASG Board
- North County Continuing Education
 - Adam Gottdank, NOCE
 - Lorri Guy, NOCE
 - Raine Hambly, NOCE-CTE
 - Kim Tang, NOCE, CTE
- Schools with Employment Development Programs
 - Bill Bermingham, New Vista School
 - Vicki Martini, NMUSD
 - Renee Melton, IUSD
- Workforce Development
 - Carma Lacy, Workforce Development
 - Adriana Ott, Workforce Development
- Department of Rehabilitation
 - Trung Le, DOR
- Regional Center
 - Arturo Cazares, RCOC – in charge of job development and paid internship for Regional Center
- Disability Rights California
 - Rebecca Hoyt, DRC
- Consultancies that work with companies on Neurodiverse Employment
 - Tiffany Jameson, Grit & Flow
 - Jessica Lee, Neurotalent Works
- Thompson Policy Group and Other Transition Programs Around the State
 - Linda O'Neal, CU TPI, SDSU-II & RCOC
 - Richard Rosenberg, CU TPI, SDSU-II & CSULA

Advisory Board

Business:

- Neil Barnett, Microsoft and Autism@Work Round Table**
- Hiren Shukla, Ernst and Young and Autism@Work Round Table
- Rod Wingfield, Director Global Diversity & Inclusion at The Walt Disney Company
- Representative of Small Business Association or Chamber of Commerce
- Joe Riddle, Neurodiversity in the Workplace (Dell, SAP, ThermoFisher, VMware, Willis Tower Watson)

Government:

- Darrell Steinberg, Mayor Sacramento, and key legislator behind Disabled Legislation
- Katrina Foley, OC Board of Supervisors (District 2)
- Federal Government?

Experts:

- Chapman University: Amy Hurley-Hanson, Christina Giannantonio, Amy Jane Griffiths
- Dr. Lawrence Fung, Stanford Neurodiversity Project**
- Michael Bernick, attorney, served as Director of California's labor department, Author of Autism Job Club, AASCEND autism employment, board member, researcher for calworkforce.org**

Key Questions

- ❖ What are the advantages of hiring individuals on the Spectrum (we can go broader) to employers (include personnel benefits and government benefits)
- ❖ What are the State and Federal legislation requirements for hiring and what legislation is in the pipeline?
- ❖ What are the right metrics for tracking employers, individuals with disabilities, job developers? What reporting is available today?
- ❖ How can we coordinate job developers across employers for greater visibility, broader reach, and managing the business concerns for better community coordination?
- ❖ How do we fund for educating employers and training individuals with disabilities?
- ❖ How does the ecosystem collaborate better? (For example: Agencies, Job Developers, Training Organizations, Companies, Individuals Seeking Employment, Secondary and Post Secondary Educational Institution)
- ❖ Is there a way to centralize job candidates and job availability?
- ❖ How can we ensure employee success? How do we ensure soft skills such as working social skills and executive functioning? How do we help individuals achieve a successful career – education, job retention, quick response to unemployment, etc.
- ❖ What marketing assets are currently available to help sell companies on the creation of autism@work programs and/or hiring individuals with disabilities?