

**MG&A**

**Job Development  
Certification  
Handbook**

**2021**



**Marc Gold & Associates**

The People Who Try Another Way

## **Marc Gold & Associates Job Development Certification Handbook**

### **Welcome**

Welcome to the Job Development Certification Process!

Now that you have completed the 3-day gateway training on Job Development and have decided to work toward certification, this handbook will describe the requirements for certification. The training that you will receive, the Mentor who will guide you through this process and the resource materials you have been given will provide a wealth of information to support your quest for certification. This is a process-based certification in that you will be performing the Job Development process while you learn. In order to successfully fulfill the requirements for certification you will have to complete the activities listed in this handbook to the satisfaction of the MG&A Mentor.

For this certification, the coordinator is **Melinda Mast** ([melindalmast@gmail.com](mailto:melindalmast@gmail.com)). Melinda has nearly 30 years of experience in directing and managing comprehensive, integrated, employment services. She has worked to promote customized employment for people with the most significant impact of disability beginning in the late 80's when she was part of one of the first supported employment federal projects. Melinda has worked with Mike Callahan for over 30 years.

You will be assigned a personal Mentor by Melinda after your registration form has been received and the registration period has ended. Your Mentor will have 7 hours to Mentor you through the Job Development process. Be sure to read and understand the information in each section of the handbook. If you have concerns or questions, discuss them with your Mentor.

The goal of Job Development is to find a job that meets the needs of an individual with disabilities while matching the needs of an employer. This section of the certification process will enhance your skills in arranging meetings, making presentations, identifying potential employment tasks and negotiating for the final product—a job. Job Development begins with knowing the Learning Partner through Discovery and Customized Employment Planning. The information generated at the planning meeting serves as the springboard for contacting employers. While Discovery is the foundation of Customized Employment, Job Development becomes the structure. It is a systematic process of steps that lead one to another.



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For this certification you will not have as much direct contact with your learning partner as you have in Discovery. However, it is important to keep him/her updated on the process and steps you are going through. While you are not required to obtain a job for your learning partner, we have found that many of the people going through certification actually do secure a job for their learning partner. So it is important that your learning partner know each step of the way, what you are doing. After all, it will be their job. You must negotiate with your supervisors at work for the release time necessary to complete the activities that are required. You must communicate with your employers to assure that funding is available to support employment opportunities that may be developed as a result of this process. You will need approximately 38-42 hours over the 20-week period.



## Job Development Requirements

To be successful with certification, you will need to fulfill the following requirements to the satisfaction of the MG&A Mentor.

1. You will be required to identify a Learning Partner with significant disabilities within your agency or locale who wants to work. It is important that you select a Learning Partner carefully. He or she must be someone who will benefit from the Customized Employment process and has either stable family support or stable support from an agency. He or she must be a person who has been through the Discovery process including the development of a Profile, a Customized Plan for Employment and a Visual Resume, and who qualifies for funding through VR and/or DD services in their state. MG&A recommends that you have a “back-up” Learning Partner in case your initial Learning Partner decides not to participate. Please check with your Learning Partner’s agency for any required release of information forms so that information can be shared with your MG&A Mentor.
2. You will be required to complete the following forms
  - a) Job Development Signature Page- a form stating that you have read the handbook and agree with the conditions for certification.
  - b) Agreement to use MG&A Job Development Webinar Series - a form giving you permission to view the webinars. This form is emailed to [marcgoldassociates@gmail.com](mailto:marcgoldassociates@gmail.com).
  - c) Job Development forms including:
    - Concept Portfolio check list
    - Script check list
    - Needs/benefits analysis form and check list
    - Customized job description check list
    - Employer contact form
  - d) Job Development Activity Log that accounts for all time spent during certification.
  - e) From time to time, you may be asked for additional information from your Mentor for clarification.
3. You are required to watch the following 5 webinars:
  1. DJ Customized Employment Overview
  2. J Job Development Concept Portfolio
  3. J Job Development Employer Needs Analysis
  4. J Job Development Prospecting and Getting the Appointment
  5. J Job Development: The Initial Meeting, Follow-up Negotiations and Closing the Deal

Your Mentor may question you on the webinars.



4. Submit the Profile part III, Customized Plan for Employment (CPE) and Visual Resume of your Learning Partner to your Mentor and review the information together. You may be asked to revise some of the information based on feedback from your Mentor. Revisions to these documents should be made with permission from the Learning Partner and from funding agencies, as necessary.
5. You will develop a Concept Portfolio to use as you make presentations to employers. The Concept Portfolio includes information about your agency, so you must do this in collaboration with the management (administrators) of your employing agency (host), and with approval of the MG&A Mentor. The Concept Portfolio must include your host agency's essential selling points and you must know what to add as sweeteners, hole cards and the non-negotiables that will be used during negotiation of a customized job. The Concept Portfolio should also include photographs of people who are working and who have been successfully represented by you/your agency.

**Important Note:** The negotiables for a host agency should be the same for each staff member pursuing certification. If more than one person in your agency is pursuing certification in Job Development, you may work as a team as you develop the negotiables. However, you should each develop your own Concept Portfolio, using different photos of people working and different stories. If you are working as a team, you will be asked individual questions by your Mentor, to ensure that each member understands both the meaning of each negotiable listed and why it was placed in its specific category.

6. Develop a script or an outline for a script for presenting the Concept Portfolio to potential employers. Use the Concept Portfolio as your guide as you tell the story of Customized Employment. Your script must be approved by your Mentor.
7. Set up, conduct and video a "Role Play" practice presentation for employers with a volunteer local employer. Send your video either as an attachment or in Dropbox to Mentor. The video needs to have the following components:
  - a. Introduction
  - b. Introduction of customized employment
  - c. Explanation of essential selling points
  - d. Explanation of visuals
  - e. Presentation of your learning partner's visual resume
  - f. Close

MG&A has prepared step by step videos on how to set up your Dropbox, make a video, edit and upload your videos to a Dropbox.

Dropbox - [How to use Dropbox.](#)

Recording and Editing Videos Part 1 [Video on Recording and Editing Videos Part 1](#)

Recording and Editing Videos Part 2 [Video on Recording and Editing Videos Part 2](#)

How to Upload Videos [Video on How to upload videos](#)



**Important Note:** If you developed your Concept Portfolio as a team, each member of the team must do their own role play presentation using different employers.

Prior to your “Role-Play” Initial presentation, practice your presentation so that it will go smoothly as you present to an employer. You must submit your video to your Mentor for review.

8. Set up and conduct a practice Employer Needs/Benefits Analysis with a local employer, consistent with an interest area of the Learning Partner’s CPE. You are required to complete the Employer Needs/Benefits Analysis Worksheet to the satisfaction of the MG&A Mentor. The Employer Needs/Benefits Analysis should focus on the setting, the employees and the customers. Use your Learning Partner’s task list from the CPE to guide your analysis. Review this with your Mentor.
9. Using the Needs/Benefits Analysis, identify what is to be negotiated and then develop a script or outline for the negotiation to the employer. Cover the following:
  - a. Identify any unmet needs, unbundled tasks, or benefits to the employer that are to be negotiated on behalf of your Learning Partners.
  - b. Write a script that covers how you will introduce the tasks to be negotiated, how these matches the abilities and interests of your Learning Partner, the points of negotiation and the rationale behind the negotiation.
  - c. Complete the form on the negotiation and script
10. Identify the 5 employers you will be presenting to. These employers must be from the Learning Partners Customized Plan for Employment list. Discuss this with your Mentor. You may not proceed until the Mentor has given permission to move on.
11. Based on your Learning Partner’s specific customized employer list, call targeted employers, in the sequence from the list, set up meetings and make five (5) face to face presentations to targeted potential employers. You must present the Concept Portfolio and the Visual Resume and negotiate to complete a needs/benefits analysis. Write a one-page summary of each of the presentations. Include in your summary the following points and answer the questions:
  - a. Name of targeted employer to be contacted based on the individual’s Specific Employer List from their CPE.
  - b. Position of person you met with
  - c. Date and time of the meeting
  - e. Research done for each employer. How did it helped you prepare for the meeting?
  - f. Connection or possible referral source for each employer to be contacted
  - g. Manner in which you asked for an appointment and explanation of why you selected that method.
  - h. Description of meeting itself: length of presentation, areas covered, questions raised by the employer.



- i. What resonated with the employer?
- j. What will you do differently next time?
- k. How did you introduce the Visual Resume?
- l. What pertinent questions did the employer ask of you?
- m. What are the next steps?

**Important Note: You MUST make five (5) face to face presentations. These presentations should be to employers on your Learning Partner's customized plan for employment and need to be contacted in sequence. However, if the first employer cannot meet with you, move on to the next one. You are not required to secure a job for your Learning Partner to complete certification successfully. However if you do secure a job, you do not need to complete the remainder of the employer presentations**

12. Complete the Employer Contact Sheet, the Monthly Job Development Contact List, as well as the Activity Log.
13. Pass a Job Development content test at 70%. You will have three tries to pass the test.

**Process Note: If your area is impacted in any way by COVID, please keep your mentor informed. They will work with you to help you determine virtual activities that maybe completed or adjust your timeline for the completion of the Certification process.**



## **Responsibilities of the Person Seeking Certification**

If COVID has impacted your ability to meet with area employers, please let your mentor know. Your mentor will be able to suggest ways for you to continue your certification, including being awarded a Provisional Certification without doing the face to face employer presentations.

It is your responsibility to read all documents given to you, including the Job Development Handbooks, the Needs/Benefits Analysis handbook and to watch all webinars. You should respond to any emails your Mentor sends to you. You should participate in all conference calls set up by your Mentor.

## **Timeline for Certification**

Please be aware that MG&A fully expects participants to complete the certification process within the 20-week timeline. MG&A does recognize that family/health issues do occur. MG&A has developed the following policies with regard to extending timelines for participants.

### **Delayed Start**

1. When a Mentor has made the first contact with you, you are expected to already have identified a Learning Partner. However, if you do not have a Learning Partner, we will give you a two-week window to locate a Learning Partner. After that, MG&A will place you on hold until you have a Learning Partner--it is then your responsibility to let MG&A know when you have a Learning Partner. When you do contact MG&A, MG&A will then determine whether to grant permission for you to move forward. In no case, will permission be granted to continue if you have been on hold for six months or longer. Depending on the original Mentor's schedule and work load, you may or may not have the same original Mentor.
2. If you have registered for an additional area of certification but you have not yet completed the requirements for certification in your current area, it is possible to request a delayed start until you do complete the requirements in your current area of certification. However, you must start the additional area of certification within six months of that area's gateway training.

### **Extension**

If it becomes apparent to the Mentor that you will not meet the 20 weeks' deadline or if you are unable to meet the quality standards expected, the Mentor will make a decision based on MG&A timeline extension policies.





1. Reasonable exceptions to the timeline are: medical emergencies, family emergencies, health issues and issues with Learning Partners (moving, etc.) When the participant experiences any of these situations, extensions can be given, and no extension fee will be assessed. A new timeline will be established.
2. Supervisors at times will ask for extensions for participants because of unanticipated work load increases. We certainly recognize these unanticipated issues and will grant extensions based on these exceptions. However, the agency will be required to pay a \$75.00 extension fee per participant.
3. If you have been responsive during the process but have struggled and have begun to show a potential positive outcome and will need an extension to complete the process, an extension will be granted. However, you will be assessed a \$75.00 extension fee. If you have used all 7 hours of Mentoring, additional Mentoring hours will have to be purchased separately from the extension fee.
4. If you have not been responding to Mentor emails and haven't been turning in work in a timely manner and then find you cannot finish within the 20 weeks, an extension will not be given to you.
5. MG&A does not recommend a participant pursue two areas of certification at any point during the same 20-week time period—each area's requirements are too extensive to accomplish in the same 20-week time period. Please realize that if you choose to pursue two areas during the same 20-week time period, time extensions will not be granted based on the pursuit of two certifications simultaneously.

## Quality Performance

Participating in the certification process does not guarantee you will earn a certificate. You must meet **MG&A** standards as determined by your Mentor.

If it is apparent to your Mentor at the completion of the script writing requirement that you are not meeting the quality standards, the Mentor may decide to discontinue your certification process at this point. If this occurs and you wish to start the process over, you must pay a new, lower fee for certification that pays for the Mentor's time. If more than one year has elapsed from the time you took the three-day gateway training, it will be necessary to start anew with a full payment for certification.

If you are still within the 20-week timeframe but have used the 7 hours of Mentoring time provided in your fee and if the Mentor believes you are making successful progress, you or your agency may be charged an additional Mentoring fee of \$75/hour until you complete the process. MG&A monitors the Mentoring time and will contact you and your agency should we see this become a possibility.



The Mentor will make these decisions based on MG&A's policy for extensions, your performance and your response to calls, emails, timelines and requested edits. The Mentor will also include the Coordinator of Job Development Certification, as well as your employment supervisor in reaching these decisions.

### **Ethical Standard**

MG&A provides you with manuals, samples of work to be performed, PowerPoints and webinars to use as resources. Our goal is to provide you with resources that will enhance your opportunity for success. Please make certain that you do not copy information from our resources or from other participant's work and submit as your own work. If your Mentor does find an inadvertent plagiarism error, the Mentor will call your attention to the error and ask you to correct the form. However, if the plagiarism is major (copying entire sections, submitting someone else's work as your own), you will be dropped from the certification process without any refund and will lose the opportunity to seek further certification from MG&A.

For participants pursuing Job Development certification, you might use terms within negotiables and terms within the Concept Portfolio that are similar as the ones presented in your sample. This is permissible as long as the narrative defining the concepts for the terms are in your own words and if you notify your Mentor of this action. Participants from the same agency pursuing certification will be allowed to create one set of essential selling points to be used by everyone in the agency in the development of the Concept Portfolio. However, the use of one complete Concept Portfolio by everyone in an agency is not allowed without discussion and permission from MGA. Each participant must be able to explain each page of the Concept Portfolio in their own words.

### **A Suggested Timeline**

The following timeline for Job Development activities can be used in planning your activities, these times are estimates.

- |                                                          |             |
|----------------------------------------------------------|-------------|
| 1. Watching Webinars                                     | 5 hours     |
| 2. Developing selling points, sweeteners, and hole cards | 2-3 hours   |
| 3. Developing the Concept Portfolio:                     | 4-5 hours   |
| 4. Developing a script                                   | 2 hour      |
| 5. Practicing Employer Needs and Benefits Analysis:      | 5-7 hours   |
| 6. Role-Playing Presentation (includes practice time):   | 5 hours     |
| 7. Making Employer Contacts and Presentations:           | 15 hours    |
| Total time:                                              | 38-42 hours |

Please sign the last page of this handbook and send to your Mentor to indicate your understanding of the requirements of this certification and your responsibilities in meeting these requirements.



Job Development Signature Page

Please Sign:

As an individual applying for certification in Job Development from Marc Gold & Associates, I have read and understand the requirements for certification and my responsibilities involved.

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Printed Name of Individual

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Individual's Agency

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Signature of Individual

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Date



# Appendix



## TIPS FOR SUCCESSFUL COMPLETION OF CERTIFICATION

**Start early:** Begin to identify a Learning Partner when you submit your registration form for certification. Your Learning Partner should be someone who has an interest in obtaining employment. If the Learning Partner is school-age, expect to meet with the building principal and the Director of Special Education to gain entrée into the schools. We suggest you do this early in the process as you might have to undergo a background check.

**Explain the Process:** Ensure that your Learning Partner and the family understand the process and will commit to the entire process. This assists in completion of certification in a timely manner and avoids delays in having to identify a new Learning Partner mid-process and having to start over.

**Pay attention to the webinars:** There is a lot of information in the webinars that is meant to help you understand and be prepared for the certification process.

**Write descriptively:** Avoid the use of evaluative and subjective words. Some words to avoid include: can, will, able, often, enjoys, likes, loves, etc. Writing descriptively can be challenging; however, your Mentor will guide you through this process.

**Job Development Activity Log:** Your Activity Log is set up to outline all the tasks and activities that must be completed during the certification process. Please ensure that you are completing at least the minimum requirements in each section. Please complete your activity log as you go through the process. Do not wait until the end to complete this document.

**Block out time:** Upon beginning the certification process, it may seem like 20 weeks is a lot of time to complete all the requirements of certification. The allotted time for completion is sufficient, however, there will be other demands (work, life, etc.) that you experience while going through certification. If you don't specifically block out time to complete all your requirements, you will soon find that you have not completed certification within the timeframe and will run the risk of not becoming certified. Also, keep in mind that your Learning Partner is someone who has expressed an interest in obtaining employment. You want to remain aware of the fact that how you spend your time will have an impact on this person.

**Use your Mentor for support:** If you are unsure how to proceed or how to write something you've observed, contact your Mentor to seek support.



**Photographs and Videos:** Videos and/or photos are required throughout the certification process. Please take time to ensure videos and photos represent your Learning Partner/Learning Partner in a respectful manner. It should be clear who the Learning Partner is and the photo should be related to a task/interest/job related to the Learning Partner or to jobs already secured by your agency. If you are going to enlarge the photo, stretch it from the corner so as not to distort the photo.

**During Job Development Certification:** You will not have as much contact with your Learning Partner as you do in the discovery certification. However, you will be making job contacts and presentations on his/her behalf, so keep in touch with him/her on a regular basis. Some of the activities you will pursue will involve the information you learned during discovery, be sure to let your Learning Partner know how you are using it.

**Self-learning:** You are assigned a Mentor for this process who will help keep you on track. Your Mentor will establish timelines and due dates for assignments. It is up to you to stay focused and make sure you complete your work on time. Adult learning can be challenging if you don't prepare yourself and remain organized. Your Mentor isn't responsible for reminding you of deadlines and following up to ensure your work is completed. Most Mentors, however will check in to see how you are doing.

**Quality:** It is important for MG&A to maintain the integrity of the certification process. Certification is based on a combination of completing all required tasks as well as meeting MG&A quality standards.

**Communication:** Respond to emails and participate in conference calls. You should always feel comfortable talking to your Mentor about any issue impacting your progress, such as confusion over content, illness, etc. Mentors are there to support and guide you. Let your Mentor know what you need