**Demand Side Employment Initiative**

**Department Of Rehabilitation**

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**QUICK FACTS**

Employment Initiative Three Year Timeline

$10 Million Dollars

Areas:

* Business Incentives HR Support
* Work-based Learning
* Targeted Marketing Campaign

**BACKGROUND**

In the recently passed 2021-2022 state budget, the Department of Rehabilitation (DOR), and Department of Developmental Services received a one-time appropriation of $20 million dollars to collaborate and implement strategic initiatives to increase the employment of individuals with disabilities. The DOR has allocated $10 million dollars for its Demand Side Employment Initiative (DSEI), an employer incentive program that will provide resources, technical support and help with implementing equitable recruitment, training, and retention practices for employers who hire people with disabilities The DSEI funding will be distributed to small and medium-sized businesses through grants beginning in 2022 through 2024.

**DSEI ELEMENTS**

Business Incentives:

* Provide small and medium sized businesses with one-time grants to introduce and expand disability inclusive hiring practices.

Human Resources Support:

* Develop and implement inclusive hiring strategies for HR professionals.
* Create positive culture change in recruiting individuals with disabilities.

Work-based Learning Opportunities:

* Work with businesses to create new earn and learn opportunities i.e. apprenticeships, paid work experience or internships.

Marketing Campaign:

* Initiate a strategic multi-media marketing campaign that highlights the benefits of employing individuals with disabilities.
* Campaign messaging will include people with disabilities as a competitive consumer market for businesses.