



Innovation • **Capacity** • **Engagement**



2019-2020
Annual Report



Letter from the Chair

The 2019/20 fiscal year was one of continued growth and change. As we continue to navigate during these unprecedented times, the Ontario Disability Employment Network has remained resilient and creative.

This past year was filled with many great initiatives and accomplishments, some of which are highlighted in this report.

A priority for the Board of Directors in this coming year is undertaking and developing our Strategic Plan that will reflect the priorities and insights of our stakeholders.

As my term as Board Chair comes to an end, I want to thank the entire ODEN staff team and Board of Directors for their passion, commitment and expertise, and a very special thank you to our CEO, Jeannette Campbell for her unwavering support and leadership.

This year, more than any, we extend our gratitude to you, our membership, for your dedication, support and skill. Without you, all of our accomplishments and celebrations would not be possible.

Rosa Amicarelli



Letter from the CEO

In 2019/20 ODEN themed our work on the concept of “Theory to Practice”. It was the beginning of transformation in Employment Services, as the Provincial government steered the sector to a new method of contract management and oversight. That process moved from a theory to real system change and practice by the end of the fiscal year, with more change coming in 2021 and onwards.

The year drew to a close with unforeseen and unimaginable challenges that now impact every aspect of daily life. COVID-19 and the global pandemic has affected the way we interact, provide service, deliver interventions, and support the job seekers and businesses that rely on the expertise of you and your teams. What the pandemic has demonstrated is the incredible resilience, determination, professionalism, and passion that is our Employment Service Provider system in Ontario.

As we move into the future, theories and ideas for service delivery will be put to the test. Your ability to adapt and pivot, embrace technology, and develop new ways to support job seekers and businesses, is proving to be successful. The efforts, drive, and unwavering commitment from ODEN, the Board of Directors, and the membership, to increase employment outcomes for job seekers who have a disability has positively impacted lives, and contributed to the continuing recovery of the current economy.

With collaboration, standing together and supporting each other, we will collectively carry the sector through this era of change, and rise to any new challenges the future brings.

Thank you for all you are doing and will continue to do in the coming years.

Jeannette Campbell

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Vision

That all people who have a disability in Ontario have access to the labour force and the ability to achieve meaningful employment.

Mission

The Ontario Disability Employment Network is a professional body of employment service providers united to increase employment opportunities for people who have a disability.



Business Engagement

Businesses that promote diversity and inclusion are more successful. ODEN understands these benefits and works towards increasing the number of inclusive businesses in Ontario by providing a multitude of services including:

- **Business Case Presentation – Benefits of Inclusive Hiring**
- **Talent Acquisition Services**
 - Assessment of policies, procedures and job descriptions, recruitment planning and coaching
- **Disability Awareness and Confidence Training** for all levels of staff and management
- **Consulting Services**
 - Business visioning, mentorship program development, and procurement and supply chain education
 - Analysis, problem-solving and ongoing support



ODEN specializes in providing education, support, relationship building, and coordination with local employment service providers across the province. In 2019-20 ODEN introduced **55 new businesses** to the benefits of inclusive hiring, reaching over **972 business people**.

ODEN worked with businesses to assist them with their **hiring needs**. ODEN referred job openings to **82 employment service providers**, resulting in **256 people** who have a disability being hired at businesses throughout Ontario.

ODEN was engaged by 8 businesses to support and develop their **Diversity and Inclusion strategies** throughout the year.



Business Champions League



(l-r) Jeannette Campbell (CEO), Sean Callaghan (ODEN Champion), Mark Wafer (ODEN Champion), Sarah Nishimura (Mac-Weld Machining), Mayor Mike Bradley (ODEN Champion) and Rosa Amicarelli (Board Chair)

At ODEN, we believe strongly in the importance of recognizing the champions we encounter. They demonstrate the best in class for diverse and inclusive employment practices. The Business Champions League brings together these leaders to share their experiences with others, educating the private sector, and advocating alongside ODEN and the membership with government and

businesses. Each year employment service providers nominate local business leaders to the League, and existing Champions determine who to bring on.

In October 2019, **5 new Business Champions** were nominated by the membership and voted in by the League: Matthew Rees (ROCKWOOL), Lino Tesolin (Lowe's Canada), Sarah Nishimura (Mac-Weld Machining), Gynette Smith (Tim Hortons), and Chris Riediger (Tim Hortons).



Looking Forward...

- More businesses will be looking at alternative workplace structures
 - The talent pool of qualified candidates who have a disability is ready and waiting
- Business will focus on competitive advantages to remain sustainable
 - Diversity and Inclusion strategies are one way to achieve this
- ODEN is prepared to support businesses in the current economy, being able to provide virtual services



Building Capacity and Improving the Sector

By building capacity with employment service providers, educational institutions and those organizations that serve people who have a disability, the sector will continue to improve.

ODEN provides training, coaching and mentoring, consulting and planning support, and shares knowledge through speaking engagements and sharing of best practices across the province.

In 2019/20 ODEN provided **38 coaching and mentoring sessions** to organizations.

ODEN supported **4 organizations** throughout the year with their planning and strategy development work – leading to enhanced employment services and increased employment outcomes for their job seeking clients.

ODEN delivered **25 speaking engagements** where team members shared their knowledge with a variety of audiences. Overall, **667 participants were engaged**. The success of these events led to the enhancement of the current Partnership Guidebook and the development of two new Case Studies – Business Agency Partnership Case Study in Tourism and A High Performing Employment Agency – CL Sarnia-Lambton's Story.

ODEN Training Services

- **Employment Services Training** – professional development and capacity building training that provides employment service providers with a comprehensive course that covers all aspects of their services
- **Advanced Job Development Training** – for seasoned employment service professionals who work with job seekers and business clients
- **Advanced Job Coaching Training** – focused solely on best practices for successful job coaching
- **Employment Discovery Training** – a hands-on workshop that educates developmental service workers about the importance of employment for inclusion for people who have a disability



ODEN Regional Training – Hamilton, ON – March 10-12, 2020

- **Disability Awareness and Confidence Training for Employment Service Providers** – designed for front-line staff in Employment Service organizations that are new to supporting job seekers who have a disability
- **jobPath and Summer Employment Transitions** – an intensive training and curriculum kit for agencies and school boards providing a 6-week course that they can use to support job seekers of all ages
- **Connection Events** – facilitated learning exchange sessions hosted by ODEN
 - ▶ Topics in 2019/20 included:
 - The Proposal Process – how to respond to competitive RFP’s
 - Effective Networking online
 - Remote Work and Tech during COVID-19
 - What Businesses Want You to know as Agencies
 - The Partnership Guidebook

ODEN provided training to **12 agencies, totaling 304 participants.**

ODEN understands the impact that training, speaking engagements and networking opportunities have on the sector and will continue to provide these opportunities to employment service providers across the province.



Looking Forward...

- More providers will be looking for virtual training opportunities for staff
 - ▶ ODEN now provides all training opportunities on a virtual platform
- Providers are looking for ways to stay connected, continue learning and enhance services
 - ▶ ODEN Connection events will continue to provide these opportunities to stay connected and provide up-to-date information/knowledge to agencies quickly



Innovation and Promising Practice

Project Search



Project Search is a school-to-work transition program first introduced in Ontario at the 2017 ODEN conference, through a session delivered by SCE LifeWorks Inc. from Manitoba. Since then, ODEN has been working in partnership with the Toronto District School Board, Community Living Toronto, United Way Greater Toronto, Holland Bloorview Kids Rehabilitation Hospital, and University Health Network. In September 2019, we were proud to have 10 students in their final year of high school enter the first Toronto based Project Search classroom. This model of experiential learning, developed in the United States, provides classroom learning and intensive internships in a business setting for students in the special education stream. ODEN will continue to support the model, participating in steering committees, business advisory groups, and advocating for the development of additional sites across the province.

MentorAbility

MentorAbility is a national supported employment initiative, led by the Canadian Association for Supported Employment (CASE), that provides an opportunity for education and awareness to be shared between employers and people who have a disability in communities across Canada. This initiative offers a unique mentoring experience in which job seekers who have disabilities (Protégés) are matched with individual mentors (employers or business leaders) – to explore different career pathways and opportunities in their desired field of interest.



ODEN has partnered with March of Dimes Canada, and together we deliver the program for CASE in Ontario. In 2019-2020, **38 matches** were made between the mentors/businesses and protégés.

Innovation Award

Every year, ODEN members are invited to submit programs and projects that they identify as innovative and impactful. At the Rethinking Disability Conference, a judging panel is formed to award one member organization with the title of Innovator of the Year. At the 2019/20 Conference the award was earned by Array Services for their Inclusive Training Solutions. Array Services developed a technique to create accessible training tools that are intended for use by those who are Deaf, non-verbal, have learning disabilities and who speak English as a second language.



(l-r) Rosa Amicarelli (Board Chair), Kristen Harbott (Array Services), Tanya Duncan (Array Services), Amy Widdows (ODEN D&I Specialist)



Partnership Guidebook

At the close of 2018/19, ODEN published a Partnership Development resource for the Ministry of Children, Community and Social Services (MCCSS). This guidebook provides the rationale and benefits of partnering between organizations that deliver employment services to job seekers who have a disability. Included in the guide are all the tools needed to document, formalize, and measure the impact of your partnerships. Examples of client pathways and collaborations across funding streams demonstrate the power of partnerships in the employment service sector.

In 2019, ODEN delivered training to **45 MCCSS program supervisors and 73 employment service providers**

on how to use the Guidebook. The Guidebook was highlighted at the ODEN Conference by presenter Deb Russell in her session on Creating Great Agency Partnerships and she named the Guidebook as a useful resource to support collaboration in the sector. The guidebook will be updated annually with new examples of pathways.



Looking Forward...

ODEN will continue to promote innovation and best practices, with the goal of supporting employment service providers to enhance their programs and increase employment outcomes for people who have a disability.



Highlights - A Year in Review

Membership

Membership is very important to who we are. ODEN members contribute to the direction and work that we deliver in the sector. Membership continues to grow and 2019-2020 saw an **increase of 21%** from the previous year, bringing the **total number of organizations and businesses to 149**.

We will continue to grow the membership to include more employment service providers, ensuring that ODEN's voice represents organizations across Ontario.

Web Presence

Using our web and social media presence, ODEN continues to support multiple platforms for communicating with the non-profit and private sector. ODEN has seen an increase in the amount of time visitors are staying on the website.



60,654
page
views



2min 33
seconds
Average
length of visit



57,384



125,987



89,183

IMPRESSIONS

As a response to COVID-19, ODEN has created a new area of the website dedicated to providing resources and links to government websites for the most up to date information. We also launched a new ODEN Members Communication Group on LinkedIn, enabling members to share information and resources quickly and freely during the first few months of the pandemic.

RDC 2019

ODEN's Annual Rethinking Disability Conference (RDC) brings the sector together each October, allowing participants to gain knowledge, refresh skills, share best practices and connect with their colleagues from across the province.

Over the course of the two-day conference, **260 people participated in 19 learning sessions** that were offered.

"This is an event of primary importance to attend during the year if you want to remain current in the field of supported employment"

- RDC 2019 Participant

NDEAM

NDEAM 2019 was themed on Inclusive Hiring. Different sub-themes were highlighted each week.

- Week 1: Where's the talent, and how do I source it?
- Week 2: How to handle the recruiting process to make it more inclusive for people who have a disability
- Week 3: Harnessing the power of AI technology to make your workplace more inclusive
- Week 4: Creating a company culture of inclusion and demonstrating leadership in the organization
- Week 5: Making the on-boarding process for employees who have a disability successful for everyone involved

The 2019 campaign set a new benchmark. Highlights include:

- 5-part article series that was promoted through media and Chamber of Commerce locations across the province
- The development of an online, interactive Myth Quiz
- National live stream of our Business Panel and MentorAbility information session in partnership with the Canadian Association for Supported Employment (CASE)
- The development of an official NDEAM PR Toolkit for employment service providers
- NTEC's Accessible Park business themed nature trail event
- Mayoral proclamations secured
- Minister Todd Smith, MCCSS, emceed the Enhancing Hiring Practices to Maximize Business Performance Event - a 2019 Quinte Business Week event



3.8 million
people reached
during NDEAM
via media hits



(l-r) Back Row: J.C. Doyle, Dean Askin, Bob Vansickle, Lesley Ellis, Brian McKenzie. Front Row: Chris Guillemette, Danette Anthony, Amy Widdows, Sue Dafoe, Ingrid Muschta, Jeannette Campbell, Rosa Amicarelli.

2019-2020 Board of Directors

| | |
|------------|---|
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| Director | Ann Szabo , Toronto |

2019-2020 ODEN Staff

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|---|---------------------------|
| Chief Executive Officer | Jeannette Campbell |
| Business Services Manager | Sue Dafoe |
| Communication Strategist | Dean Askin |
| Diversity & Inclusion Specialist | Ingrid Muschta |
| Diversity & Inclusion Specialist | Amy Widdows |
| Diversity & Inclusion Specialist | Bob Vansickle |
| Diversity & Inclusion Specialist | J.C. Doyle |
| Administrative & Membership Coordinator | Lesley Ellis |



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