



# The New Ticket Express

## *PMRO 120-Day National Outreach, Partnership & Employment Network Recruitment Strategy*

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How Ticket to Work can and will be successful in every state.

The Social Security Administration's (SSA) Office of Employment Support Programs (OESP), in partnership with its Ticket to Work Program Manager for Recruitment and Outreach (PMRO), (CESSI Division of Axiom Resource Management, Inc.) is committed to increasing awareness of the New Ticket to Work Program throughout the country and in US territories. We are beginning an immediate national strategy to inform and educate a wide array of stakeholders.

Our Mission.

Increased awareness of the New Ticket to Work Program and a marked increase in the supply of Employment Networks (ENs) throughout the country.

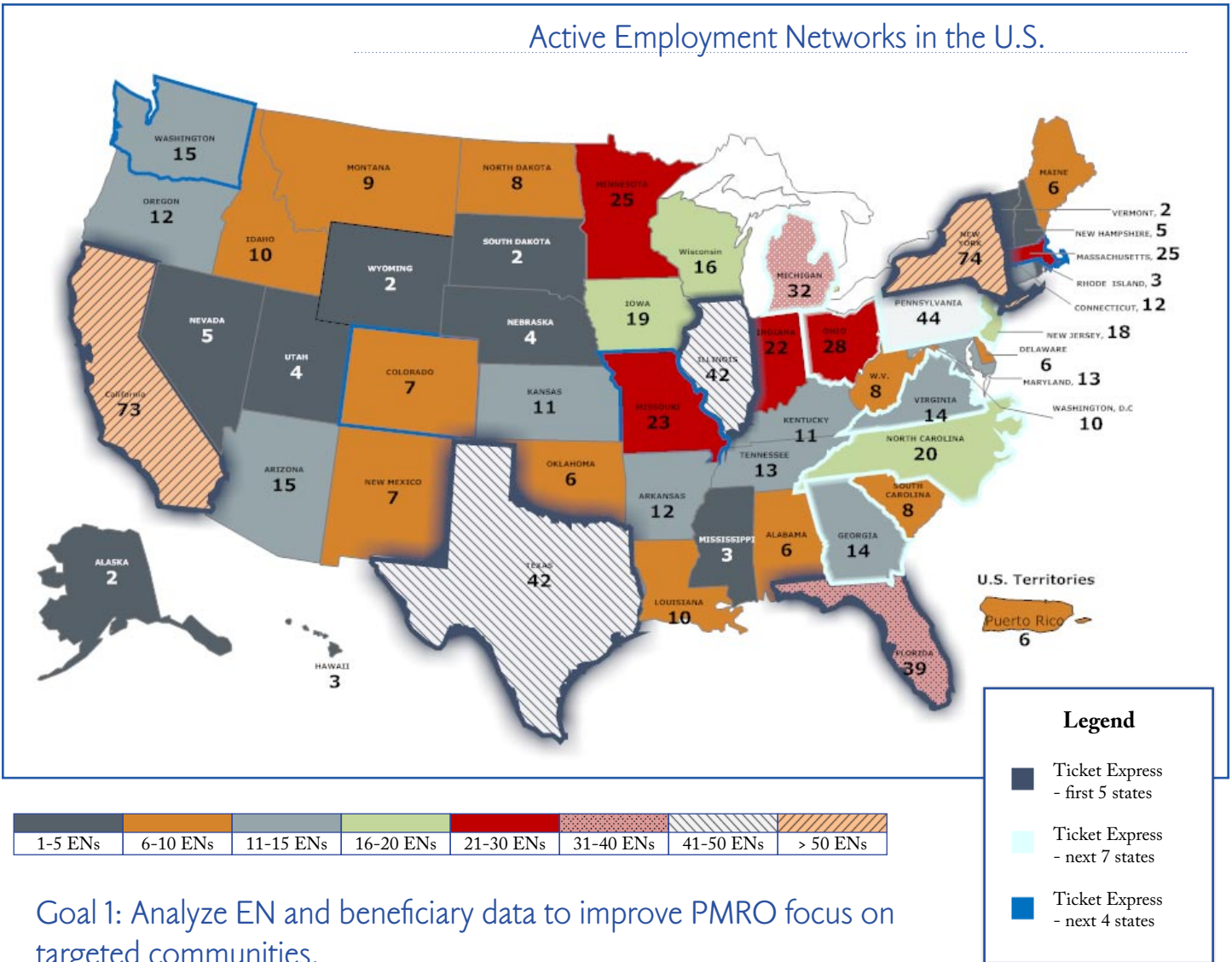
Our plan to achieve this mission:

1. Analyze EN and beneficiary data to improve PMRO focus on targeted communities.
2. Partner with service systems, associations and other qualified organizations and individuals to help spread the word about the New Ticket to Work and recruit new ENs – we can't be successful on our own.
3. Develop or enhance programs and models for spreading the word out about the New Ticket to Work and recruiting new ENs – and then train the new team on the tools and processes.
4. Develop a shared, longer term vision and strategic plan at the SSA Headquarters level using feedback from the New Ticket Express campaign.

This is a campaign based in the fundamental belief that the New Ticket to Work Program is an important national vehicle for change. Using this structure, we will use our core SSA/PMRO expertise to motivate beneficiaries with disabilities and to improve their opportunities for employment. This will be done by educating and energizing our beneficiaries and our partners across America about the possibilities of this program and about the opportunities that accompany employment.

The New Ticket Express Tour began in April 2008 in Phoenix, AZ and in approximately 120 days, by July 26th, we will have talked to, emailed, trained and changed the minds and mindsets of individuals and organizations in 16 states and in countless communities throughout the country about the Ticket to Work Program. This activity, in advance of the anniversary of the Americans with Disabilities Act and in concert with the release of the final New Ticket to Work regulations, will rightly position the new program to significantly increase the inventory of ENs and greatly improve our outreach to beneficiaries in 2008 and beyond.

## Active Employment Networks in the U.S.



### Goal 1: Analyze EN and beneficiary data to improve PMRO focus on targeted communities.

- Analyze concentration of ENs, including Active vs. Inactive, to determine targeted states and communities for recruiting ENs and performing beneficiary outreach.
- Analyze unemployment rates to determine regions or cities where focused outreach efforts should occur.
- Review average wages and annual outreach plans and use this information in Ticket to Work messaging.
- Analyze general population data and identify target states. Identify employment rates and link to delivery systems and partnership models. Focus on engagements in these states, but be flexible to accept other opportunities.

First 5 States	
California	36,553,215
Texas	23,904,380
New York	19,297,729
Florida	18,251,243
Illinois	12,852,548

Next 7 States	
Pennsylvania	12,432,792
Ohio	11,466,917
Michigan	10,071,822
Georgia	9,544,750
North Carolina	9,061,032
New Jersey	8,685,920
Virginia	7,712,091

Next 4 States	
Washington	6,468,424
Massachusetts	6,449,755
Missouri	5,878,415
Colorado	4,861,515

## Goal 2: Partner with service systems, associations, and other qualified organizations and individuals to get the word out about the New Ticket to Work and recruit new ENs – we can't be successful on our own.

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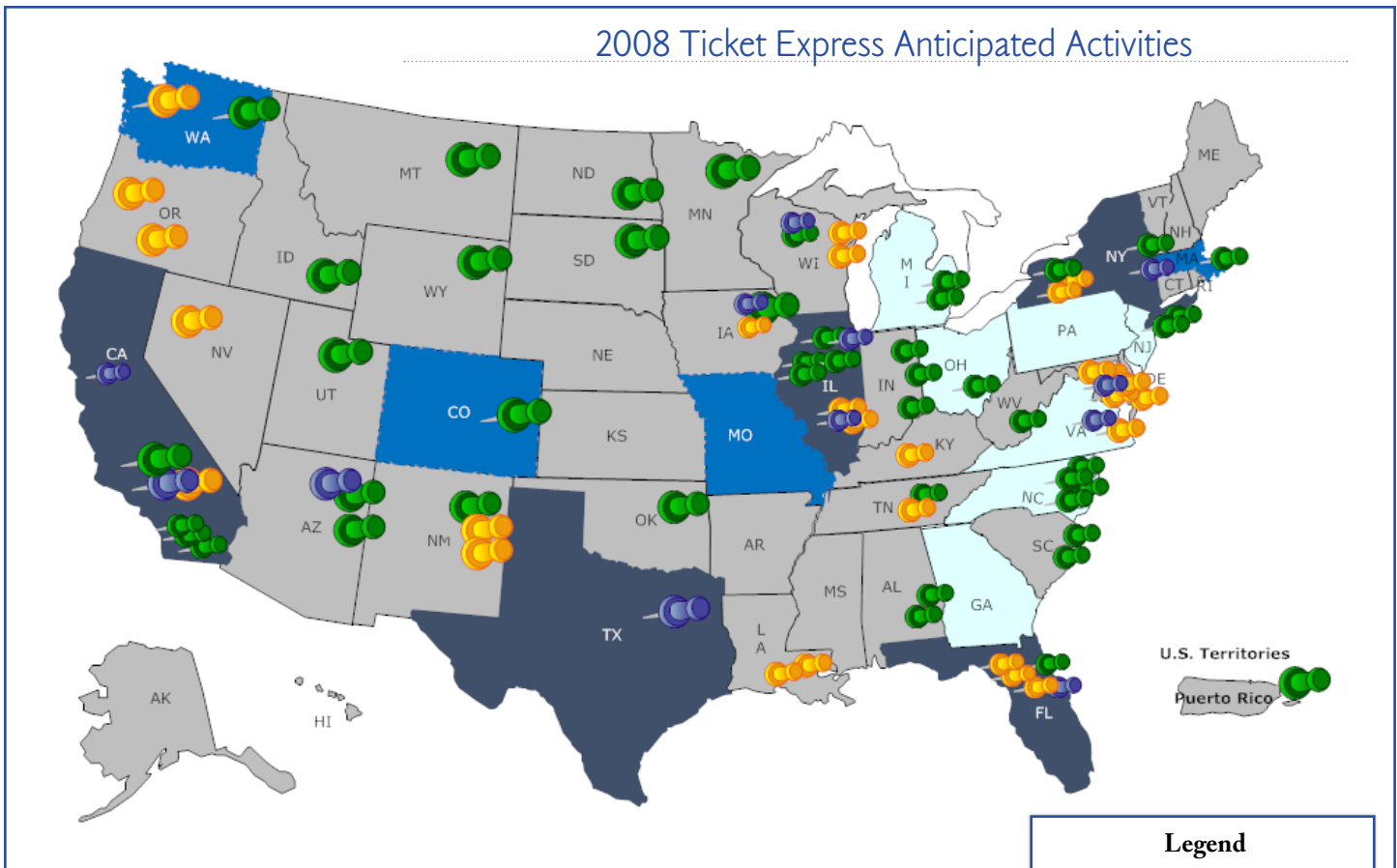
- Based on analysis, identify appropriate partners at every level and in both the private and public sectors to meet recruitment and outreach needs in those specific areas.
- Create Regional Outreach infrastructure that enables PMRO to engage in a push-pull, centrally-managed model to locate more partners. Push content out via the PMRO email lists and enable stakeholders to pull content from us via active websites, including the SSA Work Site and PMRO Website.
- Inform PMRO regional liaisons of activities in their region and integrate regional representatives.
- Organize and conduct state-wide partnership meetings (focused on public education about the New Ticket Program, Work Incentives, WIPA/WISE, EN recruitment, and beneficiary outreach).
- Have external representatives coordinate training at state organization meetings, such as:
  - State VR and/or Transition Meetings
  - State Mental Health Provider Meetings
  - State Governor's Disability Committee Meetings
  - State Workforce Development Meetings
  - APSE Meetings
  - DD Council Meetings
- Determine other partners to help relay the messages and training, such as:
  - SSA-OESP's 104 WIPAs and 57 P&A's
  - SSA-OESP's 57 AWICs in SSA Area Offices.
  - SSA's 10 Regional Ticket Coordinators
  - SSA's 40 PASS specialists

## Goal 3: Develop or enhance programs and models for spreading the word out about the New Ticket to Work and recruiting new ENs – and then train the new team on the tools and processes.

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- Develop or enhance marketing programs and communication vehicles to ensure the team has the tools needed to make a difference, including EN Recruitment Programs, WISE Events, Regional Teleconferences, Summits, Webinars produced by SSA/PMRO
- Develop the New Ticket Express Tour model for increasing impact of PMRO efforts while in a community:
  - The Engineer: Identify an Event Manager from PMRO for each activity.
  - The Advance Team: Establish the relationships, identify local partner who will champion Program after the Ticket Express leaves, and in general lays the tracks for a successful arrival.
  - The Engine: OESP Leadership (or PMRO designee in their absence) arrives in town for the keystone event: keynote or plenary sessions. The speech is about change and enabling people and programs.
  - The Cars: Provide the resources and vehicles to deliver the change. Tap into regional or local partners to participate on a panel to highlight coordination and multi-faceted support of the New Ticket Program, conduct an EN Recruitment Fair, or a WISE Event.
  - The Caboose: Finish the visit by leaving the toolkits behind with the new local champions to help them continue to conduct Ticket to Work recruitment and outreach activities as our partner. Provide them access to continual updates from SSA OESP.

## 2008 Ticket Express Anticipated Activities



- Conduct communications and marketing initiatives, including participation with national organizations and conferences, the New Ticket to Work Speakers' Bureau.
- Creation and publication of beneficiary success stories.
- Establish and utilize PMRO Communications Network, including new PMRO email lists, newsletters, and media outreach.

**Legend**

- Conferences & Events
- EN Recruitment Fair
- WISE Event
- Ticket Express - first 5 states
- Ticket Express - next 7 states
- Ticket Express - next 4 states

### Goal 4: Develop a shared, longer term vision and strategic plan at the SSA Headquarters level using feedback from the New Ticket Express campaign.

Our team will transition into a long-term program to engage more partners until every state has sufficient outreach efforts to recruit significant numbers of new ENs that can facilitate beneficiary outreach and improve beneficiary access to ENs, thereby increasing the overall success of the Ticket Program.

We will move beyond the first 16 states and we will reach into every corner of the country until every county knows about ENs and the New Ticket to Work Program.



CESSI Division of Axiom Resource Management, Inc.  
 Program Manager for Recruitment and Outreach  
[tickettowork@cessi.net](mailto:tickettowork@cessi.net)



Social Security Administration  
 Office of Employment Support Programs  
 SSA Pub. No. 63-033  
 May 2008