

Employment Network Marketing: It's All About Relationships

May 6, 2026

Thank you for joining today's webinar!
We will begin at 1 p.m. ET
You will not hear audio or see captions until we begin.

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AGENDA

Employment Network Marketing: It's All About Relationships

Logistics and Introductions

Ticket Evaluation Update

Q&A Session

EN Marketing: It's All About Relationships

Panel Discussion

Q&A Session

Logistics

- TPM is recording and capturing the transcript from today's meeting and will make it available on the Your Ticket to Work website at [EN Essentials Learning Events](#).
- Please feel free to ask a question in the MS Teams chat section.
- Closed Captioning is available for participants who join using the MS Teams Application or by using the closed captions link provided in the GovDelivery email announcement for today's call.
 - To turn on Closed Captions in MS Teams, go to the three ellipses at the top of the MS Teams window; click on "More"; scroll down the list to "Language and Speech" then click on "Turn on live captions."
 - When using the link option, paste the link in the browser and it will open a separate window to view closed captions.
- Per the Ticket Program Agreement (Part III, Section 11 subsection I), ENs are not permitted to record this meeting nor capture the transcript.

Introductions

MODERATOR

Derek Shields, *Senior EN Development and Training Manager
Ticket Program Manager (TPM)*

SPEAKERS and PANELISTS

Ellie Stinnett, *Economist, Social Security Administration,
Office of Disability Policy*

Alyssa Tease, *National Manager of Absence Management
Services, Genex Services*

Magali De Jesús, *Ticket to Work Program Supervisor,
Alianza Municipal de Servicios Integrados Inc. (AMSI)*

Orlando Rivera, *Assistant Administrator for Strategic
Communications, AMSI*



Ticket Evaluation Update



Ticket to Work Survey and Interviews

- SSA is evaluating the Ticket to Work program to help SSA understand best practices and identify potential improvements.
- **Survey:** Mathematica will email a link to the survey from ttwevaluation@mathematica-mpr.com to the Program Contact at each EN (and will provide a \$40 gift card for completion of the survey). Each EN will also receive a letter in the mail about the survey.
- The letter will also include a link to the survey.
- Please add the above email address to your “Safe Senders” list or check your spam folders for this email once the survey is live.
- **Interviews:** Mathematica will contact Ticketholders by mail and phone inviting them to be interviewed (and will provide a \$40 gift card for completion).
- **Please complete the survey and encourage your clients to participate in the interviews, if contacted.**
- For questions: Eleanor.Stinnett@ssa.gov and Seth.Hartig@ssa.gov.

Questions

- Please feel free to ask a question in the MS Teams chat section.
- If joining via phone and you wish to ask a question:
 - Press *5 to raise your hand and we will unmute your phone.
 - Press *6 to speak.
- If joining via MS Teams and you wish to ask a question aloud:
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- Please limit questions to one per participant.
- **You may send additional questions to:**
Eleanor.Stinnett@ssa.gov and Seth.Hartig@ssa.gov.



EN Marketing: It's All About Relationships



Marketing Relationships

- Forming relationships with stakeholders, related government agencies, and organizations with similar interests can significantly expand your reach, resources, and impact. You can:
 - Leverage shared audiences, strengths, and capabilities.
 - Expand funding, service options, and employment opportunities.
 - Contribute to a Ticketholder's initial and ongoing employment success over the continuum of disability or employment services.



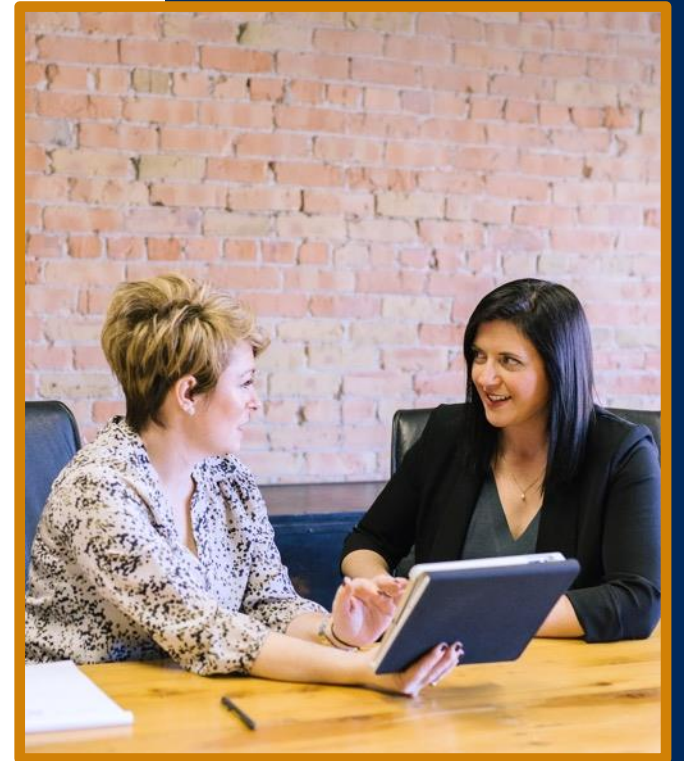
Selecting Partners

- Identify partners that allow you to access new audiences and resources.
- Look for alignment in mission, values, and target communities.
- Consider ways that collaboration will result in mutual benefit.
- Analyze results of collaborative efforts for expanding reach and improving results.



Examples

- Work with another organization to offer a new service to complement the needs of a Ticketholder, such as benefits counseling or on-the-job training.
- Market your free services to other disability organizations (not ENs) to provide ongoing support to Ticketholders who are on track to receive SGA earnings.
- Combine your expertise with another entity to meet requirements for a grant proposal or funding opportunity.
- Join with multiple stakeholders to plan and implement an event, job fair, or media campaign.



EN Strategies to Engage with Ticketholders and Partners



Genex Services

- **Genex Services LLC** is a large managed care organization that specializes in disability management and Workers' Compensation services.
 - Founded in 1978
 - Headquartered in Wayne, Pennsylvania
- **Genex Services LLC** also provides:
 - A specialized Social Security unit that helps beneficiaries navigate the SSDI application and approval process
 - Return-to-work services for SSDI beneficiaries



Genex Services Employment Network

- **Genex Services** became a national EN in 2021 for several strategic and mission-aligned reasons:
 - Financial incentives
 - Alignment with existing services
 - Business development opportunities
 - Strategic positioning
 - Mission fulfillment:
 - Helping people return to work and achieve self-sufficiency, addressing both medical and employment needs.



Genex Services Relationships

Genex Services has grown Ticket to Work Program services through partnerships and collaboration:

- **Insurance carrier relationships**
 - Leveraged existing relationships with disability insurance carriers
 - Created referral pathways from long-term disability claims to Ticket to Work
- **Government collaborations**
 - Worked with state VR agencies
 - Relationships with local Social Security offices



Genex Services Marketing

- **Targeted Outreach**
 - Direct marketing to SSDI/SSI beneficiaries.
 - Personalized based on disability type and work history.
- **Digital Presence**
 - Developed specialized web resources for Ticket to Work.
- **Educational Approach**
 - Hosted webinars about the Ticket Program and Work Incentives.
 - Published guides addressing common concerns.
- **Multi-Channel Communication**
 - Reach-out campaigns to nurture potential participants.



Genex Services Key Takeaways

- ✓ **Complementary expertise:** Disability management teams already possess skills
- ✓ **Leveraging existing infrastructure:** Staff, systems, and processes
- ✓ **Continuum of services:** Serving clients transitioning from disability to employment
- ✓ **Streamlined onboarding:** Quick response to inquiries and efficient intake processes
- ✓ **Tracking performance:** Measures marketing effectiveness and conversion rates from different referral sources



AMSI

- **Alianza Municipal de Servicios Integrados Inc. (AMSI)** is a nonprofit organization offering employment and training services in Puerto Rico since 1991.
- **AMSI** is a Local Area Workforce Agency:
 - Offering programs under the Workforce Innovation & Opportunity Act (WIOA)
 - Serving youth, adults, veterans, and SSDI recipients
 - Offering recruitment services for employers



AMSI Employment Network

- Employment Network since 2006
- Headquarters in Caguas, Puerto Rico
- In-person services in Puerto Rico and US Virgin Islands
- 1,218 Tickets assigned
- Geographic service area:
 - Puerto Rico (78 municipalities)
 - US Virgin Islands (3 islands)



AMSI Marketing Strategy

1. Route Initiative

Local events with 78 municipalities increase alliances with nonprofit organizations, local government, and American Job Centers.

2. Testimonial Video Campaigns

Real-life testimonials are relatable to potential clients.

3. Social Media and Live Feeds

Facebook and Instagram reach potential clients via relatives, friends, and communities.



AMSI Marketing Strategy Continued

4. Weekly Radio Programs

Local and regional radio stations connect to different sectors and populations.

5. Media Tour

Diverse channels (print, online, tv, radio) result in massive coverage in different timeslots.

6. Call Center

Strategic outreach involves direct contact through emails and phone calls.

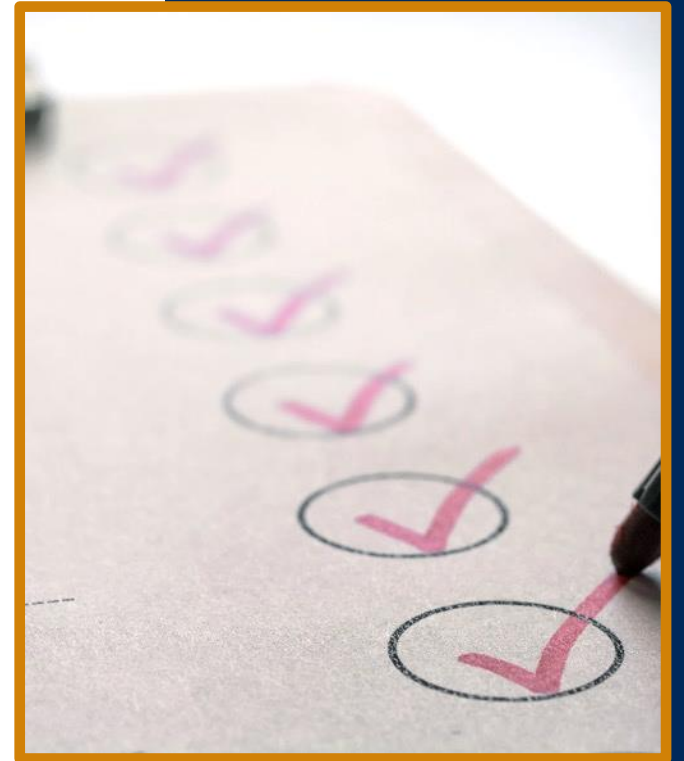
7. Service

Great service leads to referrals from both participants and employers.



AMSI Key Takeaways

- ✓ **Community collaboration** drives engagement.
- ✓ **Real stories** inspire real action.
- ✓ **Consistency** is key in media outreach.
- ✓ **Personalized** outreach yields results.
- ✓ Relationship marketing drives **IMPACT**.



Panel Discussion



Questions



Questions

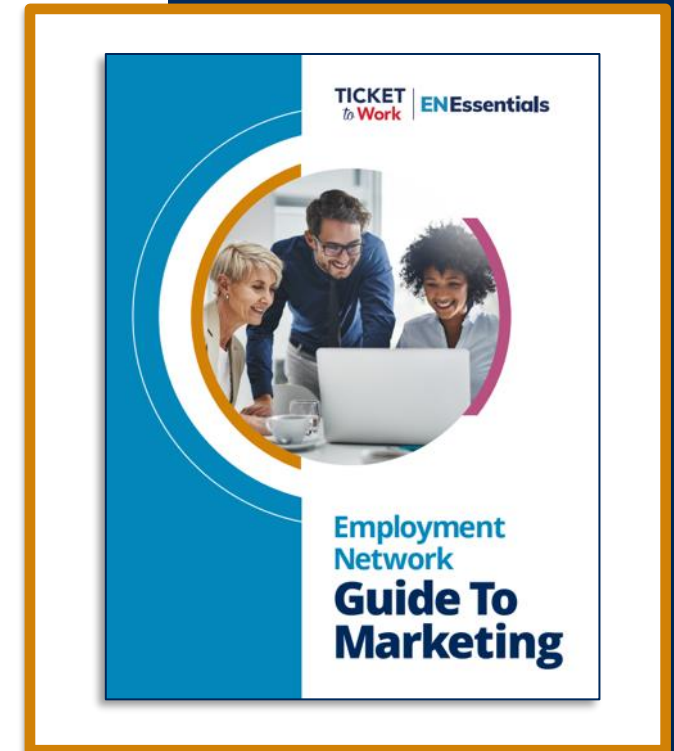
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 - Please state your first name, EN name, and ask your question.
- Please limit questions to one per participant.

You may send additional questions or comments to:
ENOperations@ssa.gov.



Resources

- **Employment Network Guide to Marketing and Workbook:**
 - [Employment Network Guide to Marketing](#)
 - [Employment Network Guide to Marketing Workbook](#)
- **EN Foundations marketing-related training modules:**
 - [Employment Network \(EN\) Marketing Part 1: Research and Planning](#)
 - [Employment Network \(EN\) Marketing Part 2: Marketing Strategies to Promote Your EN](#)



Thank You

Ellie Stinnett, *Economist, Social Security Administration, Office of Disability Policy*

Alyssa Tease, *National Manager of Absence Management Services, Genex Services*

Magali De Jesús, *Ticket to Work Program Supervisor, AMSI*

Orlando Rivera, *Assistant Administrator for Strategic Communications, AMSI*



UPCOMING EVENTS

May 27: WISE Webinar

June 16: All EN Call

[2026 Calendar of Events](#)

Send an email to the EN Development and Training Department at ENOperations@ssa.gov with feedback, recommendations or ideas for future EN Essentials events.