

Quarterly All Employment Network (EN) Call

August 18, 2020 • 1:00 – 2:30 p.m. ET

Quarterly All EN Call Call Agenda

1. Introductions and Social Security updates
2. EN updates and reminders
3. Service Provider Foundations Training
4. Social media initiatives
5. Outreach update
6. Questions

UPDATE

EN Updates and Reminders

EN Updates and Reminders

Submitting Personally Identifiable Information (PII) For Payments Questions

Approved methods:

- Email: Work Case (WC) number to ENPaymentsHelp@yourtickettowork.ssa.gov
- Fax: 703.893.4020
- Mail: P.O. Box 1433, Alexandria, VA 22313
- Call the Payments Help Desk: 1.866.949.9687
 - Monday through Friday, 9 a.m. – 5 p.m. ET

EN Updates and Reminders

Submitting PII for Services and Supports Reviews

- Preferred method and only electronic method: Government-to-Government Services Online (GSO)
- GSO accounts will be created in phases as ENs are selected for Reviews
- GSO is for Services and Supports Reviews only

EN Compliance

- The Annual Performance Outcome Report (APOR) identified various EN compliance issues:
 - Submitting home office requests
 - Meeting suitability requirements
 - Reporting staffing changes
- Social Security will reach out to specific ENs to resolve
- Email ENService@SSA.gov with questions

Reporting New EN Contacts

- Report staff changes within 24 hours:
 - Includes new or former employees, key points of contact (Signatory Authority, Program Contact, Ticketholder Contact, Payments Contact, Suitability Contact, Service Site Contacts and Portal Users)
- Failure to report staff contact changes may result in:
 - EN not receiving important notices requiring immediate action, which can lead to a cure notice and possible termination
 - EN may be removed from the Find Help EN directory
- To report changes in key points of contact:
 - Use TPA Change Form (Form 1374)
yourtickettowork.ssa.gov/resources/forms.html
 - Email ENService@SSA.gov

Suitability Clearance

- Suitability is required for all EN staff handling or accessing Ticketholder PII
 - ENs with staff turnover resulting in no suitable personnel will be placed on Hold for Ticket assignments and payments
 - Recommendation – obtain suitability clearance for more than 1 staff person

Service Provider Foundations Training

- Includes 14 topics delivered in 3 phases
- Mandatory for EN Program Contact, Ticketholder/Service Site Contact, Portal users, Payments Contact, and Suitability Contact
- New EN employees with these responsibilities must complete training:
 - Within 60 days after Social Security is notified of EN staff change
 - Before being activated/allowed to serve Ticketholders
- Topics required for each EN Key Contact are listed at yourtickettowork.ssa.gov/training-and-events/foundations-curriculum.html

Social Media Initiatives

Four-Phased Approach

- Pinpoint target audience — Reach individuals with disabilities who aren't working and who want to achieve financial independence.
- Uncover audience pain points — such as fear of bullying, ageism and confusion or misunderstanding of Ticket to Work Program features and expectations
- Convert audience to the website/Help Line — converted at more than 5x the industry average, increasing page values
- Integrate lessons learned from Facebook advertising with other outreach activities and products —user-friendly language and using images like those that perform well in ads

Social Media Initiatives

In October 2018, Ticket to Work began advertising on Facebook

- Average weekly page growth increased by 7,603% — from 7 likes to 550 likes
- Average number of people engaging with a post increased by 2,050% — from 2 to 3,903
- Average reach on Facebook increased by 1,262% — from 257 people to 3,500 people
- More than 7,000 shares noted from Facebook ads

Social Media Initiatives

New in 2020

- **Increased Page Value** – Google search is now consistently the first or second source of traffic to the website due to the authority the site has gained from the increased traffic on Facebook
- **Increased Legitimacy** – We have become a trusted source. Google recommended a Blog in April, resulting in 96,000 views in a single day
- **Google Call-only Ads** – Implemented Help Line ads in July

Outreach Updates

Social Media Initiatives

New in 2020 (Continued)

▪ Text Messaging

- TPM initiated an opt-in outreach campaign on July 13
 - Published blog about campaign
 - Sent GovDelivery about text campaign blog
 - Promoted on Social Media (Facebook, Twitter)
 - Promoted on Choose Work website
 - Promoted by the Help Line
 - Sent first text on July 15 (monthly texts)
- 721 subscribers as of August 10

Outreach Updates

New Resources

- Benefits Counseling and the Path to Employment
 - Share our newest fact sheet to highlight benefits counseling, a service you may offer: <https://choosework.ssa.gov/library/fact-sheet-benefits-counseling-and-the-path-to-employment>



Outreach Updates

Next WISE Webinar

- Topic: Ticket to Work and the Path to Employment
 - Introduction to the Ticket Program and service providers
- Date: Wednesday, August 26, 3:00-4:30 p.m. ET
- Presenter: Ray Cebula, Cornell University
- Register at choosework.ssa.gov/wise
- View previous webinars at WISE On Demand:
<https://choosework.ssa.gov/webinars-tutorials/webinar-archives/index.html>



Outreach Updates

Success Stories

- Follow-up with Larry!
 - <https://choosework.ssa.gov/library/larry-success-story-update>
- Johnny's Stepping Stone story
 - <https://choosework.ssa.gov/library/johnny-stepping-stone>



Outreach Updates

Success Stories

- ENs are always welcome to submit information about Success Story and Stepping Stone Story candidates.
- **Success Stories** feature individuals who have achieved financial independence with the help of the Ticket Program.
- **Stepping Stone Stories** feature individuals who have made a major step on the path to financial independence but have not yet eliminated their reliance on benefits.
- Send candidates for Stepping Stone and Success Stories to Stories@choosework.ssa.gov



Outreach Updates

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- Follow us on Twitter:
 - www.twitter.com/chooseworkssa
- Watch Ticket to Work Videos on YouTube:
 - www.youtube.com/choosework
- Follow us on LinkedIn:
 - www.linkedin.com/company/ticket-to-work

