

Welcome and SSA Updates

Rob Pfaff (SSA)

Robert Pfaff welcomed everyone to the call, including new ENs, and provided the following updates:

Marketing program

The goal of the marketing program is to make beneficiaries more aware of the Ticket Program to increase Ticket assignments and Program participation. SSA sends participating ENs limited beneficiary contact information, including name, address, and phone number.

- Forty-Five (45) ENs currently participate in the marketing business process.
- SSA is adding more ENs and expects to onboard those interested by the end of the year.
- ENs must have the capacity to conduct outreach to over 5,000 beneficiaries and handle resulting Ticket assignments.

Calls with Regional Field Operations staff

SSA is hosting calls with regional offices to share information on topics related to Ticket to Work and employment support. SSA hosted the first call on July 22 with the Boston and Philadelphia regions. ORDES staff:

- Shared updates on research and demonstration projects and employment policy
- Announced the availability of the 2020 Red Book, posted at <https://www.ssa.gov/redbook/>
- Alerted regional staff about Ticket Program marketing and said that beneficiaries who inquire should be informed that the marketing is legitimate
- Informed staff about TPM's recently initiated a public social media opt-in campaign
 - Beneficiaries and other stakeholders who opt in will receive text messages about the Ticket program

EN updates and reminders

Patrice McLean (SSA)

Patrice McLean provided the following updates regarding new policy for transmitting Personally Identifiable Information (PII) and EN compliance:

Transmitting PII:

SSA sent a GovDelivery message to ENs in June about policy changes for transmitting PII. Effective July 1, SSA and TPM will not accept PII through e-mail, even if it is password protected or encrypted.

- Approved methods for submitting PII for payment questions include:
 - Email: Send 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
- Submitting PII for Services and Supports Reviews:
 - Government-to-Government Services Online (GSO) is the preferred and only electronic method
 - GSO accounts will be created in phases as ENs are selected for Reviews
 - GSO is for Services and Supports Reviews only

EN Compliance issues

SSA identified various EN compliance issues through the Annual Performance Outcome Report (APOR). SSA is reaching out to individual ENs about failure to:

- Submit home office requests
- Meet suitability requirements
- Report staffing changes

Reporting new EN contacts

ENs must report key staff changes within 24 hours. This includes Signatory Authority, Program Contact, Ticketholder Contact, Payments Contact, Suitability Contact, Service Site Contacts and Portal Users.

ENs who fail to report staff contact changes:

- May not receive important notices requiring immediate action, which can lead to a cure notice and possible termination
- May be removed from the Find Help directory

ENs should report changes in key points of contact using TPA Change Form (Form 1374) yourtickettowork.ssa.gov/resources/forms.html and send it to ENService@SSA.gov.

Suitability

Suitability is required for all EN staff handling or accessing Ticketholder PII. Please note:

- ENs with staff turnover resulting in no suitable personnel will be placed on hold for Ticket assignments and payments
- SSA recommends ENs to obtain suitability for more than 1 staff

Service Provider Foundations Training

Ana Morales (TPM)

Ana Morales reviewed the following EN requirements and reminders for completing Service Provider Foundations training:

- Fourteen (14) topics are delivered in 3 phases, using the Learning Management System (LMS).
- Training is mandatory for the 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 notifying Social Security of an EN staff change and 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.
- TPM monitors training progress of all trainees. Trainees should contact ENOperations@yourtickettowork@ssa.gov to request more time to complete training.
- ENs who do not complete required training may be placed on hold and removed from the Find Help directory.
- Training modules are on the website as refresher information ONLY.
- ENs should contact ENOperations@yourtickettowork@ssa.gov to enroll in training.

Ticket Program Social Media

Mario Loudermon (TPM)

Mario Loudermon informed ENs about Ticket Program social media strategies. TPM uses a 4-phased approach with social media strategies designed to:

- Reach individuals with disabilities who are not 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 the audience to the Choose Work website and Help Line
 - Audiences converted at more than 5 times the industry average
- Integrate user-friendly language and use images that perform well in ads

Facebook

In October 2018, Ticket to Work began advertising on Facebook with the following outcomes:

- 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 to 3,500 people
- More than 7,000 shares noted from Facebook ads

Google

Google search is now the first or second source of traffic to the website due to the authority the site has gained from the increased traffic on Facebook. We are gaining legitimacy and becoming a trusted source.

- Google recommended a blog in April, resulting in 96,000 views in a single day.
- Google Call-only Ads implemented in July connect the interested ad viewer with one click to the Help Line.
- More than 1,000 phone calls generated in the past week.

Text Messaging Campaign

TPM initiated SSA's opt-in outreach campaign on July 13 with a published blog,

GovDelivery message, and promotions using Facebook, Twitter, the Choose Work website and Help Line.

- The first monthly text was sent on July 15 and the next text will be sent on August 19
- 1,005 people have subscribed as of last week

Outreach update

Jayne Pendergraft (TPM)

New resources

TPM published a new fact sheet called “Benefits Counseling and the Path to Employment” at <https://choosework.ssa.gov/library/fact-sheet-benefits-counseling-and-the-path-to-employment>. The resource highlights benefits counseling, a service offered by many ENs.

August WISE Webinar

The next WISE webinar “Ticket to Work and the Path to Employment” is Wednesday, August 26, from 3:00-4:30 p.m. ET. The webinar offers an introduction to the Ticket Program and service providers.

- Register at choosework.ssa.gov/wise
- View previous webinars at WISE On Demand: <https://choosework.ssa.gov/webinars-tutorials/webinar-archives/index.html>

Two New Success Stories

“Larry’s Success Story Follow-Up” provides an update on Larry who has autism and continues to work and advance in his financial independence. Find it at <https://choosework.ssa.gov/library/larry-success-story-update>.

Johnny’s Stepping Stone story shares how Johnny was able to buy a home with the help of TTW and her local housing authority. Find it at <https://choosework.ssa.gov/library/johnny-stepping-stone>.

ENs are 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.

Questions/answers

A question and answer period followed, which is part of the call recording and transcript.

The following responds to questions received about the use of email and text messages for transmission of Personally Identifiable Information (PII):

ENs transmitting PII to Social Security and Ticket Program Manager (TPM):

Per the GovDelivery message sent on June 5, 2020, ENs are prohibited from sending PII by email to Social Security and TPM, even if it is encrypted. The only exception is when ENs submit documentation to the Center for Suitability and Personnel Security (CSPS) as part of the Suitability process.

ENs transmitting PII to other (non SSA/TPM) email addresses:

If EN employees are using the EN's own or any other non-SSA email system (e.g., Yahoo!, Gmail), they may send email messages transmitting PII only if the PII is entirely contained in an encrypted attachment. PII may NOT be in the body of the email itself or in an unencrypted attachment. This procedure applies when emailing PII from a non-SSA system to any email address. Unless specifically noted otherwise, the EN and its employees are expected to conduct business operations using the EN's own email system, i.e., in accordance with the foregoing rules for transmitting PII.

ENs text messaging with beneficiaries:

ENs are not permitted to send PII to beneficiaries/Ticketholders via text message. SSA does not govern what beneficiaries send to ENs via text message.

Please contact ENservice@ssa.gov with any questions.

Next call

The next Quarterly All EN Call is Tuesday, November 17, 2020, at 1 p.m. ET.

Transcript

The full transcript and audio from the Quarterly ALL EN Call are available at yourtickettowork.ssa.gov/web/ttw/events-archive.