



Quarterly All Employment Network (EN) Call

May 25, 2021 • 1:00 – 2:30 p.m. ET

Quarterly All EN Call Call Agenda

1. Introductions and Social Security updates
2. Benefits Planning Query (BPQY) changes
3. EN updates and reminders
4. Employment Network business models
5. Outreach update
6. Questions



EN Business Models

Current EN Business Models

- Traditional EN
 - Provides employment services and other support services directly to the Ticketholder (TH)
 - Most ENs fall into this category
- Employer EN
 - Serves as the Ticketholder's employer OR
 - Serves as an employer agent
- Administrative EN (AEN)
 - Functions as an EN of record for Ticket assignments, payments, and administrative requirements
 - Ticketholder services are provided by provider affiliates

EN Business Models

Traditional EN

- Main Services:
 - Benefits counseling (If selected, you must submit the Work Incentive training certificate with the RFA.)
 - Career planning (see Part III—Section 1.A.3)
 - Entrepreneurship
 - Direct Job Placement (agreement with a pool of employers to place Ticketholders in jobs)
 - Job Placement Assistance (see Part III—Section 1.A.3)
 - Ongoing employment support/job retention (see Part III—Section 1.A.3)
 - Special language capability (including Braille services and sign language)
 - Transitional youth services
 - Veteran services
 - Virtual services (services delivered primarily online or by telephone)

EN Business Models

Employer EN

- A business model that includes serving as:
 - (1) the Ticketholder's employer (minimum requirement: one TH) OR
 - (2) an employer agent (i.e., being compensated by an employer via contract, agreement or other working arrangement to locate and place suitable job candidates)
- Available jobs should pay or are expected to pay wages at or above SSA's level of Substantial Gainful Activity (SGA)
 - SSA will evaluate compliance with this provision by determining periodically (at least annually) whether at least 80% of those employees achieved SGA-level earnings within 9 months following Ticket assignment

EN Business Models

Employer EN

- Main Services:
 - Employment, i.e., hiring assigned Ticketholders to work for EN or serving as an employer's agent (see Part III—Section 1.B.2.c. (3).ii)
 - Direct Job Placement (agreement with a pool of employers to place Ticketholders in jobs)
 - Job Placement Assistance (see Part III—Section 1.A.3)
 - Ongoing employment support/job retention (see Part III—Section 1.A.3)
 - Special language capability (including Braille services and sign language)
 - Transitional youth services
 - Veteran services
 - Virtual services (services delivered primarily online or by telephone)

Administrative EN

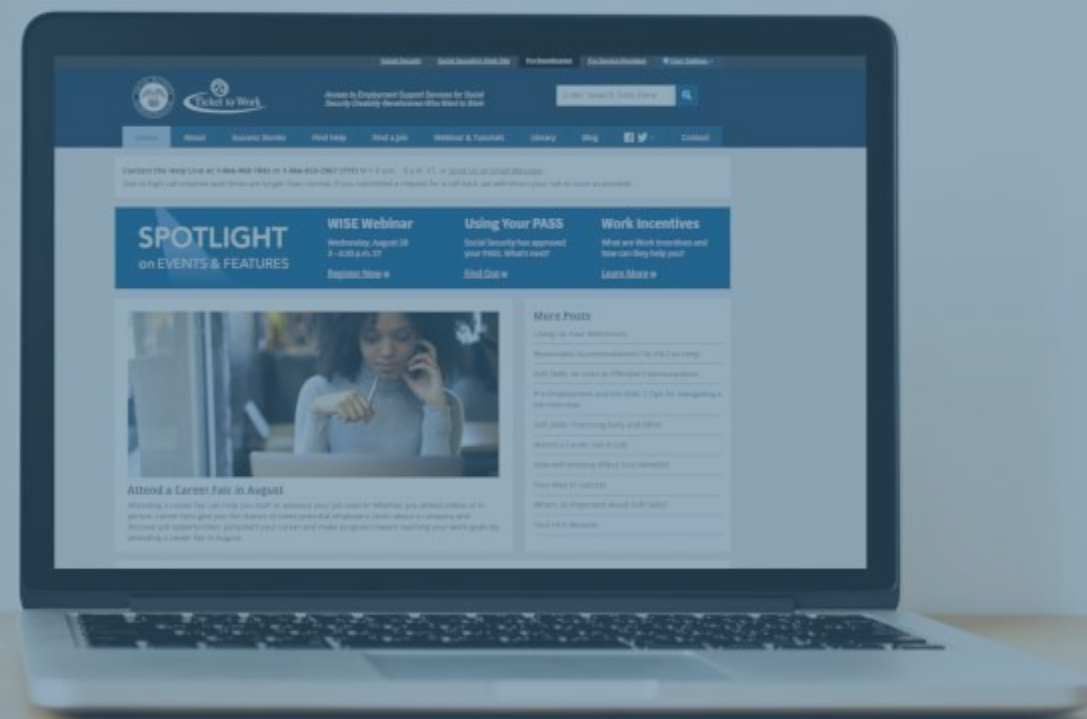
- An Administrative EN is an organization that functions as an **EN of record** for Ticket assignments, payments, and administrative requirements, **with actual Ticketholder services provided by provider affiliates**. An administrative EN may provide additional ongoing support services that provider affiliates do not provide.
- The EN of record is responsible and accountable for the actions of its provider affiliates in satisfying all requirements, terms, and conditions of the Ticket Program Agreement (TPA).
- The EN of record plus all provider affiliates' staff must have favorable suitability.

Administrative EN

- Main Services:
 - Benefits counseling (If selected, you must submit the Work Incentive training certificate with the RFA.)
 - Career planning (see Part III—Section 1.A.3)
 - Entrepreneurship
 - Direct Job Placement (agreement with a pool of employers to place Ticketholders in jobs)
 - Job Placement Assistance (see Part III—Section 1.A.3)
 - Ongoing employment support/job retention (see Part III—Section 1.A.3)
 - Special language capability (including Braille services and sign language)
 - Transitional youth services
 - Veteran services
 - Virtual services (services delivered primarily online or by telephone)

Multiple Business Models

- ENs may operate more than one business model
- For each business model operated, ENs must have separate:
 - EN names
 - Data Universal Numbering System (DUNS) numbers
 - System for Award Management (SAM) registrations
- ENs must apply to operate more than one business model
 - Complete Part III Section 1.B.2 and Part V of the EN RFA for each business model.
 - Submit to enservice@ssa.gov for approval.



Outreach Update



TICKET
to **Work**

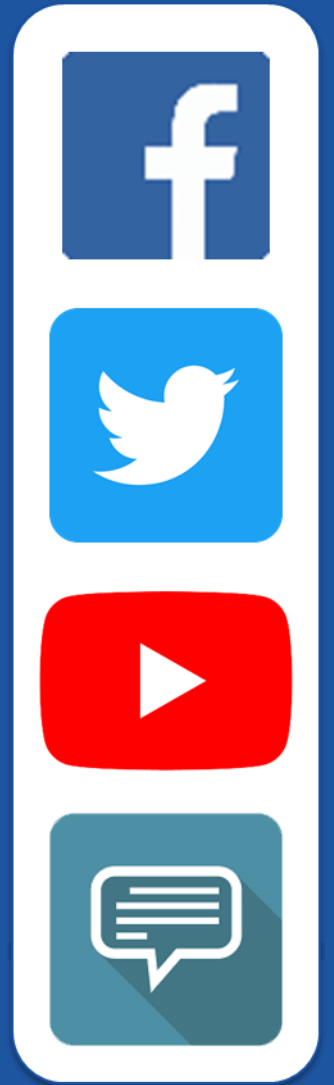


Ticket to Work Program Outreach

Social Media Advertising

Google Call-Only Ads

- Google ads drive traffic to the Help Line
- Several hundred ad recipients call the Help Line weekly
- On average, more than 85% of weekly callers are Ticketholders, meaning ads are reaching their target
- Ads target people searching for SSA-related terms such as “SSI benefits” and “how much Social Security can you make?”
- The text of the ads includes short mention (180 characters) of benefits and employment information



Social Media Advertising (continued)

Facebook Advertising

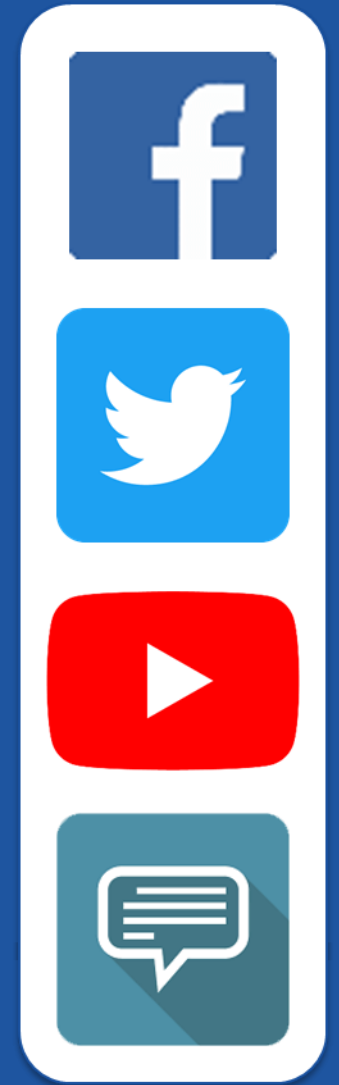
- Facebook ads drive traffic to the Choose Work website
- Since January 2021, ads sent 11,256 people to the website and generated 4,856 shares and 3,191 comments. Ads only reach users who have clicked or liked disability-related topics and pages in the past.
- Ads reached 323,017 people this quarter



Social Media Advertising (continued)

SMS (Text) Messaging

- TPM sends text messages once a month to people who have “opted-in”
- Messages drive traffic to different parts of the Choose Work website
- To date, 8,450 people have opted in
- The texts average an 18% click rate, which compares favorably to the industry average of 19%
- There is a low opt-out rate of 3.5%, indicating that people are engaged and eager to receive texts. This is largely due to the fact that they have to opt-in to receive texts



Choose Work Social Media

TPM schedules daily social media posts (Facebook and Twitter) to promote and highlight:

- Blog posts
- Ticket Program resources and fact sheets
- Work Incentive Seminar Event (WISE) webinars
- Success Stories
- Important Social Security updates
- Relevant information from other Federal Agencies

Choose Work! Blog Posts

TPM publishes a weekly blog post

- Recent popular blog topics include:
 - Annual Update “What’s New”
 - Monthly Career Fair blogs
 - “What You Need to Know About the Trial Work Period”
 - “Apprenticeships: Learn While You Earn”
 - “Avoid Overpayments with Prompt Wage Reporting”
- Average viewership for those topics was slightly above 6,000 views

TPM Outreach Fact Sheets

Ticket to Work fact sheets provide information about the Program and other Work Incentives.

- Recent publications include:
 - **Medicaid and Medicare Employment Supports**
 - Describes how income from a job will affect Medicare or Medicaid.
 - <https://choosework.ssa.gov/library/fact-sheet-medicare-and-medicaid-employment-supports>
 - **Trial Work Period**
 - Updated to include 2021 information
 - <https://choosework.ssa.gov/library/fact-sheet-trial-work-period-twp>



Fact Sheets (continued)

- **Virtual Service Delivery**
 - Highlights the experiences of some ENs who use remote service delivery to meet the needs of Ticketholders
<https://choosework.ssa.gov/Assets/cw/files/Library/2021/fact-sheet-virtual-service-delivery.pdf>
- **What is Social Security's Ticket to Work Program?**
 - Provides an overview of the Ticket Program.
 - Will be published in June



WISE Webinars

- WISE webinars are online events that explain the Ticket Program and Work Incentives through accessible learning opportunities
- Held on the fourth Wednesday of each month
- Average monthly attendance ranges from 400-600 depending on topic
- Recent WISE webinars have included:
 - February: “Expanding Your Job Search with Ticket to Work”
 - March: “Ticket to Work and the Path to Employment,”
 - April “Ticket to Work: Healthcare and the Path to Employment”
- Next WISE topic is “Working from Home with Ticket to Work” on May 26
- TPM sends sample social media posts for ENs to share every month

TPM Outreach

Success Stories

- ENs submit candidates for Success Story and Stepping Stone Stories
- **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

You can send candidates for stories to Stories@choosework.ssa.gov. Remember not to include any PII. Candidates will be vetted by Social Security.



TPM Outreach

Stay in Touch with Outreach

- Like us on Facebook:
 - www.facebook.com/choosework
- Follow us on Twitter:
 - <https://twitter.com/chooseworkSSA>
- Watch Ticket to Work Videos on YouTube:
 - www.youtube.com/choosework
- Subscribe to GovDelivery emails for public and service provider-specific updates:
 - https://public.govdelivery.com/accounts/USSSA/subscriber/new?qsp=USSSA_6
- Opt in to receive text messages. [Text TICKET to 474747](https://text.ticketto474747.com). Standard messaging rates may apply. You can opt out at anytime.



A group of five diverse people (three men and two women) are smiling and holding up large, colorful question marks. The background is a plain, light-colored wall. The overall image has a semi-transparent blue overlay.

Questions?

Dial ***1** to add yourself to the queue for questions

Dial ***2** to remove yourself from the queue if your question has already been answered