



CASE 2023
Training Offerings:
Your Partner in Professional
Development



What we will discuss today ...

- Key terminology + our approach
- Current professional development opportunities
- Micro-credentials
- Our L & D team – who can best help you

Key terms + Our Approach

Key Terms

Asynchronous – independent study, on demand (24/7)

Synchronous – parts of the program are completed at scheduled times with others

Facilitated – led by knowledgeable instructor

Micro-credential – verifiable format of a learning achievement

Our Approach

Learning is self-directed and connected to real world application

Learning can be enhanced by accessing social networks and using technology

Learners understand new concepts based on prior knowledge

We learn complicated strategies by connecting with others

Core Certificate Programs

Supported Employment Essentials

- Deeper dive into information and strategies that promote full workplace inclusion, socially and economically, for persons who experience disability.
- Highlights relevant competency frameworks that guide the work of SES and federal and provincial/territorial legislation.
- Explores strength-based discovery process and strategies to strengthen employer relations and find the best fit. e.g., job customization, job proposals.
- 8 weeks – Approx. 45 hours, \$550 or \$500 for CASE members.

Developed in partnership with the Mental Health Commission of Canada.



Job Development

- Focuses on developing and implementing an adaptive selling approach grounded in current marketing trends and best practices in marketing and supported employment.
- Explores the ethical and legal landscape of job development, along with solution-focused and strength-based communication strategies.
- Highlights employment supports e.g., job analysis and how to develop an impactful and targeted marketing approach (and accompanying materials).
- 8 weeks – Approx. 45 hours, \$550 or \$500 for CASE members

Developed in partnership with a team of Employment Specialists across Canada.





"The material presented was exactly what I was hoping to find; it and the instructors, answered any questions I had about how to connect, develop and maintain partnerships with new employers. The business terminology I learned to use has increased my confidence to approach and discuss what my role is as a Job Developer and how a business owner or manager would benefit from developing a partnership with our Supported Employment Program. "

– Elizabeth Clarke, Pathways to Independence ON

Digital Literacy for Instructors

- Developed in partnership with the University of Fraser Valley with additional support from Community Futures South Fraser, Community Futures Ventures, and the Entrepreneurs with Disabilities Program.
- Focuses on basic digital knowledge, and a foundational understanding of online communication, working with the cloud and Word, Excel and Google.
- Promotes critical thinking about online safety, ways to leverage social media for employment-related purposes and other strategies for applying for work online.
- Graduates can host learning group on the CASE portal, tech support, and registration.



The Solution-Focused Career Practitioner

- Fosters a foundational understanding of the solution-focused approach, tools and techniques, that align with the employment journey.
- Centres around CASE's signature framework that aligns with the career development process.
- Collaborative learning experience – partner work and daily application with clients.
- 5 weeks – Approx. 25 hours, \$450 or \$400 for CASE members

Developed in partnership with Employment Specialists across Canada.





“This course offers **practical techniques** to enhance the work we already do as Employment Services staff. It provides an opportunity to **learn, develop and practice skills** that allow your **clients**, employers and staff to **identify their own solutions or resources for today's concerns**. Some of the great takeaways include: **practical and applicable examples** to use within our daily delivery of services, **connecting with a new network of peers** and **ongoing support from the instructor and CASE team** (who made this course very user friendly).”

– Kelli Wales, YMCA Cape Breton, Nova Scotia Works, Employment Services Centre.



Asynchronous, On-demand Courses



**All of our
courses...**

Asynchronous

Once you have been enrolled or registered, you can access and complete the content 24/7 at your own pace.

Fully Supported

Learners have access to help articles, live tech support 9:00 am – 4:30 pm PCT, technical support ticket system & more!

Micro-credentials

Successful completion of the course will result in the learner obtaining a micro-credential (certificate and/or digital badge) that can be shared across social media platforms, on resumes, websites etc.

Accessible Communications (Employer)

Value-added offering for employers you work with! Jam packed with tips and strategies to share when working with employers.

Focuses on:

- **Why** employers need to plan for accessibility.
- **How** universal design (UD) can shape their thinking and approach.
- **How** to create change through simple strategies and tips.

One-hour, downloadable resources e.g., links to accessibility legislation for each province/territory.

Development was sponsored by MentorAbility Canada.



Guiding Principles for a Great Fit

Designed to pave the way to inclusion and explore best fit (employers).

This course provides:

- an introduction to supported employment,
- an understanding of how diversity and inclusion can improve business performance,
- an overview of guiding principles to ensure a great employment fit, and
- access to resources, tools, and disability related information.

One-hour, downloadable resources *including a DEI Checklist to explore a businesses' diversity/equity/inclusion practices.*

Development was sponsored by MentorAbility Canada.



The Nature of Innovation

This course provides:

- an exploration of innovation within the context of supported employment services,
- highlights different types of innovation,
- frames key considerations for organizations e.g., culture, planning, and
- provides a brief introduction to the value and role of Theory of Change when looking to innovate a product, service, system or industry.

One-hour, downloadable resources *including a Theory of Change planning chart.*

Development was sponsored by the CASE Innovation Lab.



Wellness While Working-at-Home

This course:

- explores key terms e.g., wellness, well-being, work/family conflict, boundaries, etc.
 - highlights considerations and benefits of this type of working environment for both the employer and employee,
 - shares proven strategies to increase a sense of well-being, and
 - offers a Wellness Plan template to help facilitate proactive and positive conversation between employees and employers.
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- Will be available mid-April to the public at a reasonable cost to support wellness in the employment service sector.





Our Learning & Development Team

Belinda Deenik

Director of Learning and Development

- Partnerships
- Accessibility
- Content or Speaking Requests

Ashley Hammond

National Trainer/Enrollment
Coordinator

- Explore PD options/needs
- Enroll in a program or course

Albert Ho

Technical Support

- Technical assistance with learning portal

Jon Wicks

Instructional Design

CASE micro-credentials:

- micro-credentials offer a combination of certificates and digital badges that can be shared across social media platforms and portfolios, resumes, websites, email signatures etc.
- Digital badges offer a visual representation of the achievement and are portable and easy to verify.
- They connect metadata on the learner, our CASE organization and the criteria for each course or program.



Job Development Certificate Program

Congratulations on completing the online Job Development Certificate Program. This eight-week program required 40 hours for completion of the online curriculum and participation in weekly learning webinars. By successfully completing this program you have demonstrated:

- an understanding of the philosophy of supported employment and the benefits of a diverse and inclusive workforce;
- an awareness of relevant marketing terminology and strategies;
- the ability to complete a job or task analysis and facilitate a conversation with an employer around the value of job analysis in ensuring right fit;
- the ability to market job seekers in alignment with their knowledge, skills, and attributes, as well as in alignment with the needs of the employer; and
- the experience of developing targeted marketing materials.



Visit supportedemployment.ca/conference for more information!

2ND | WORLD
Supported Employment
CONFERENCE

**INCLUSION
WORKS!**

June 6-8, 2023

VANCOUVER, BRITISH COLUMBIA

2^E | CONGRÈS
MONDIAL sur le
soutien à l'emploi

**L'INCLUSION
FONCTIONNE!**

Du 6 au 8 juin 2023

VANCOUVER, COLOMBIE-BRITANNIQUE



Canadian Association for
Supported Employment



- In the spring of 2023, the CASE Innovation Lab will launch a second call for proposals for transformative supported employment project ideas.

Focus areas for the funding include:

- Enhanced employment opportunities/participation,
- New transformative technologies,
- New trends in employment supports (Apps/paid internships etc.),
- Public education and awareness, and
- Engaging underserved / equity-deserving populations.



Thank You!

#LearnWithCase
learn@supportedemployment.ca