

EMPLOYMENT IN RURAL AREAS

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“Employment” in your community may look different
than it does in a college town.

Typical Barriers in Rural Areas

- Lack of obvious jobs
- Declining industries
- No public transportation
- Minimal places for students to perform work experiences
- Few employment vendors to develop and support jobs

Community membership looks different in a small town.

- Many people commute to work or school,
- Or are self employed,
- Everyone knows everyone else,
- People with and without disabilities need to be creative to live in rural areas and earn a living,
- A great place to network & use social capital!

Business might look different in a small town



Plants grown from native seeds; Terlingua TX



Self-Serve Honor System





Self-Employment: varmint control, raising birds for sale...

What do people do for work and income in your town?

- Ranching
- Agriculture
- Tourism
- Hunting
- Home-based business



In small towns it is easier to network



- Is networking built into staff job descriptions?
- Do you hire people who are connected?
- Do you research connections as part of Discovery?
- Is your agency & job seeker engaged in community functions?

Economic Capital & Social Capital

- Where do you spend money?
- Where does your agency spend money?
- Where does the job seeker and their family spend money?
- Where do you spend time and who do you know?
- Leverage your connections

Social Capital

- Who does your family sell your beef to?
 - Who works on your ranch?
 - Where do you buy your feed?
 - Where do you shop in town?
 - Who does your school do business with?
 - What about members of your school board?
-
- Mine the supply chain and use your connections

Where everyone knows your name...



The traditional path to employment...

Ad Classified Ads

The image displays a dense grid of classified advertisements from a newspaper. The ads are organized into columns and rows, with some featuring bold headlines and others using smaller text. The overall layout is dense and typical of a traditional print classified section. The ads cover a wide range of categories, including job openings, services, and general notices. Some ads are highlighted with colored borders or larger fonts to attract attention. The text is mostly in English, with some ads mentioning specific locations or companies. The overall impression is one of a busy, traditional marketplace for finding employment and services.

Job Development

- ▶ Myth of the Labor Market
- ▶ Are we Developing or Finding?
- ▶ Jobs really Are Not Hidden: Social Capital
- ▶ Employers are Almost Always Hiring
- ▶ Discovery Drives Employment Development
- ▶ Avoid the Dream Job Trap
- ▶ Artisanal non-Retail Business

Big Sign Syndrome

- Large businesses have:
 - a Human Resources department
 - More structured hiring processes
 - More commitment to job descriptions
 - More applicants for each job



Strategies to Tap into The Hidden Job Market:

- We avoid Big Sign Syndrome
- We Stop Retail Job Development in Both Senses...
- We Get to Know our Communities
- We Recognize that there's a Lot of Commerce even in the Smallest Communities
- We Create Opportunities thru Economic Development
- We quit going where Every Other Job Developer Goes!

Customized Employment

According to US/DOL:

Customized employment means individualizing the employment relationship between employees and employers in ways that meet the needs of both.

It is based on an individualized determination of the strengths, needs, and interests of the person with a disability, and is also designed to meet the specific needs of the employer.

Unbundling demand

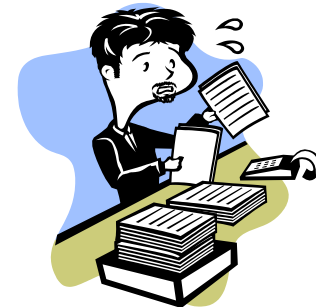
Employers have typically met needs by bundling demands into job descriptions.

Job seekers with complex lives often don't have the “whole package” to offer.

Customized Employment allows employers to “unbundle” demand and to take advantage of discrete competencies.

Employer Needs Analysis

All workplaces have unmet needs, even when fully staffed, but particularly in difficult economic times



Employer Needs/Benefits Analysis

Unmet Workplace Needs:

This area focuses on tasks that need to get done but are not getting done in the way the employer would like. It also can include tasks that have not been performed but need to be.

Tasks Better Performed by Others:

This area focuses on aspects of jobs that might better be performed by others at a lower pay grade. This option can directly save money for employers.

Specific Benefit/Productivity:

This area focuses on workplace needs for additional productivity in specific tasks. It must be matched with the job seeker's specific competencies.

Employer Needs Analysis

Employers can turn each unmet need into a task.

2. Assisting receptionist during heavy calling

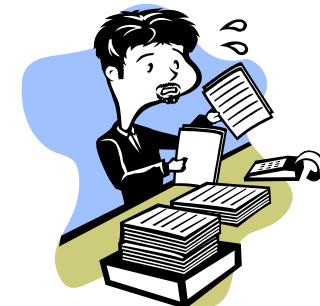


1. Excess data entry

5. Relieving employees during break



4. Augmenting low producing employees



3. Performing episodic duties: collating for meeting

Employer Needs Analysis: Employee/task focus

Target employees performing job tasks to identify possible areas that might need additional support:

- Episodic duties
- Tasks better performed by others at a lower pay grade
- Tasks needing additional production assistance
- Back-ups/Bottlenecks
- Material/tool supply
- Interruptions
- Wasted motions

Employer Needs Analysis: Environmental focus

Notice non-task related issues:

- Unattended materials/documents
- Waste/scrap materials
- Consistent errors
- Misplaced materials/goods
- Dusty, broken, dirty goods/materials
- Missed opportunities
- Unsafe or unsightly conditions

Employer Needs Analysis: Customer focus

As appropriate, focus on customers who use the business

- Customers waiting
- Customers confused
- Customers needing specific information
- Customers angry or with complaints
- Customers needing assistance

Small Business is frequently under capitalized

- Is there a service that would increase the businesses revenue, sales, profit?
- Is there a tool or piece of equipment that the owner would like but can't afford?
- Weaving resource ownership into job development;
- Computer tutoring at the day care center, embroidery machine, horse.

Florence, MT

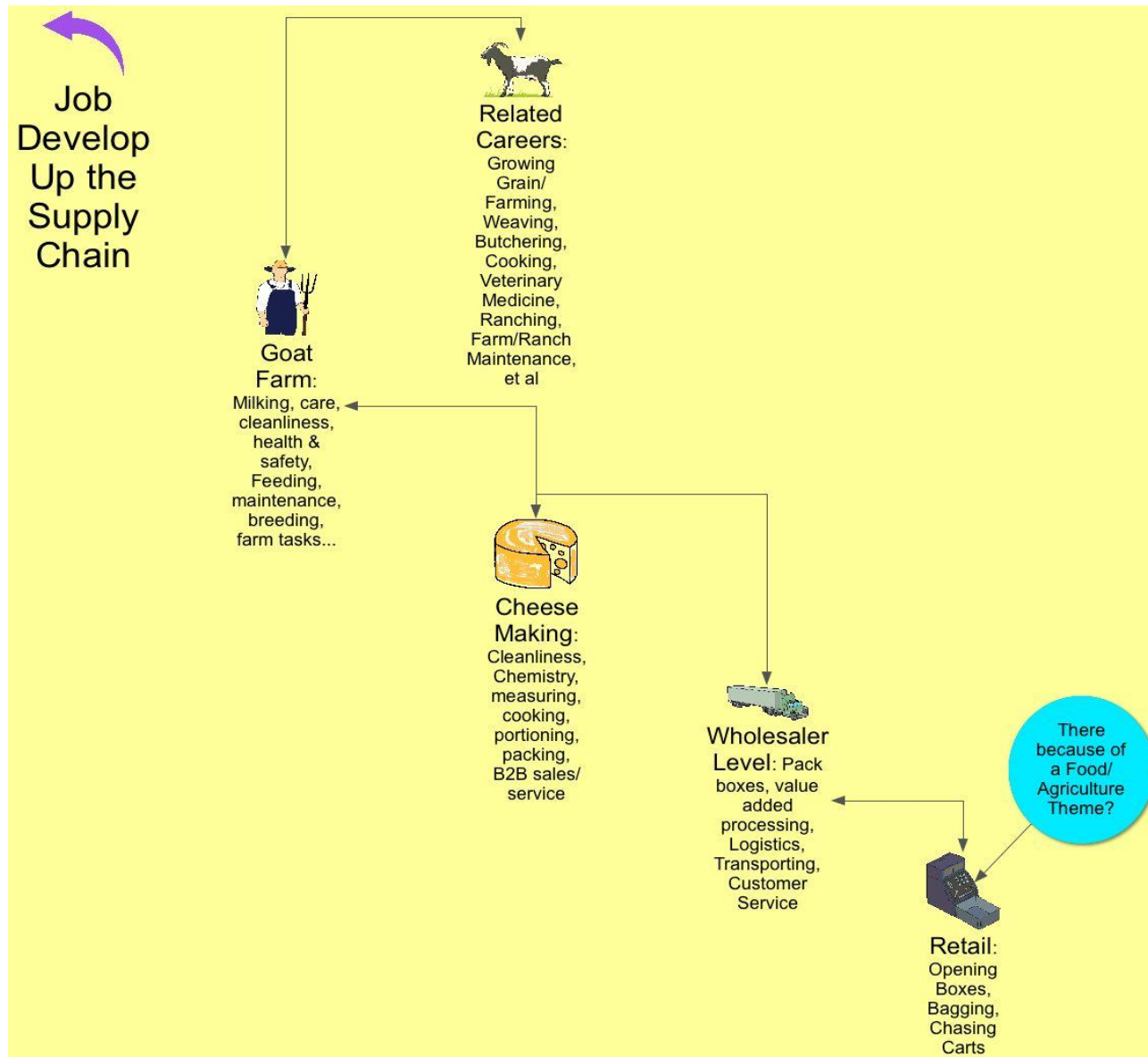
Self-Employment

- Cabinet maker
- Concrete laborer
- Contract trucker
- Accountant
- Rancher
- Race horse breeder
- Teach classes via internet
- Plumber
- Sawmill
- Dog trainer/breeder

Types of Employment

- Employment might be wage employment or
- Self-employment:
- Providing a service,
- Business within a business,
- Resource ownership,
- Contract labor

JOB DEVELOP UP THE SUPPLY CHAIN:



[HTTP://EMPLOYMENTFIRST](http://EMPLOYMENTFIRST)
[GEORGIA.ORG/VIDEOS.ASPX](http://EMPLOYMENTFIRST)

WHAT ABOUT YOUTH?

How do you set the expectation of Work for
Everyone in rural areas?

How do youth in your community gain work experience and learn a work ethic?

- 4-H
- Participating in the family business
- Raising livestock
- Moving irrigation pipe
- Mucking stalls
- Stacking hay
- School-based service learning

The questions that you need to ask and answer are different

- Labor Market

- Is the person ready?
- What skills does our local labor market need?
- How do this job seeker's skills compare to these job descriptions and openings?

- Customized

- Do we understand the individual's ideal conditions of employment?
- What are their contributions?
- Tasks and skills?
- Who are their connections?

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