

The Center on Knowledge Translation for Employment Research (KTER), housed at the American Institutes for Research, presents

Business Outreach Training

Welcome and Overview

KTER•CENTER
Knowledge Translation for Employment Research



Purpose

- Apply knowledge brokering in vocational rehabilitation agency settings

Knowledge Brokering

Bridge research & practice¹



Purpose

- Apply knowledge brokering in vocational rehabilitation agency settings

Knowledge Brokering

Bridge research & practice¹



National Employment Team

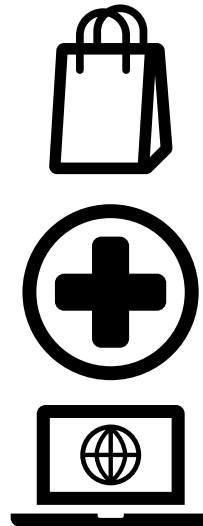
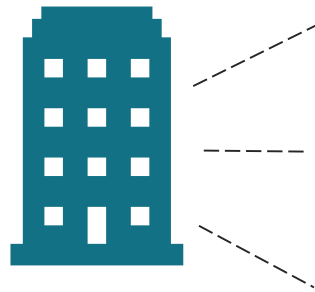
Single points of contact with businesses²



Purpose

- Apply knowledge brokering in vocational rehabilitation agency settings

Dual-customer approach



National Employment Team

Single points of contact with businesses²



Purpose

- Apply knowledge brokering in vocational rehabilitation agency settings

Knowledge Brokering

Bridge research & practice¹



National Employment Team

Single points of contact with businesses²



Background

Identify Informational Needs

- Survey of NET members
- Focus groups
 - NET members
 - Businesses

KTER•CENTER

Business Technical Working Group



Background

Conduct Scoping Review

- Identify and map evidence³
- Broad overview of a topic³

Topics:



Outreach/
communication



Assessing
business needs



Business metrics
(e.g., ROI)

Background

Develop Training

- Analysis and synthesis
 - Scoping review results
 - Practitioner insights
- Initially available to study participants only



Background

Conduct Study Intervention

- Follow-up calls with participating business consultants and businesses
- End-of-study data collection



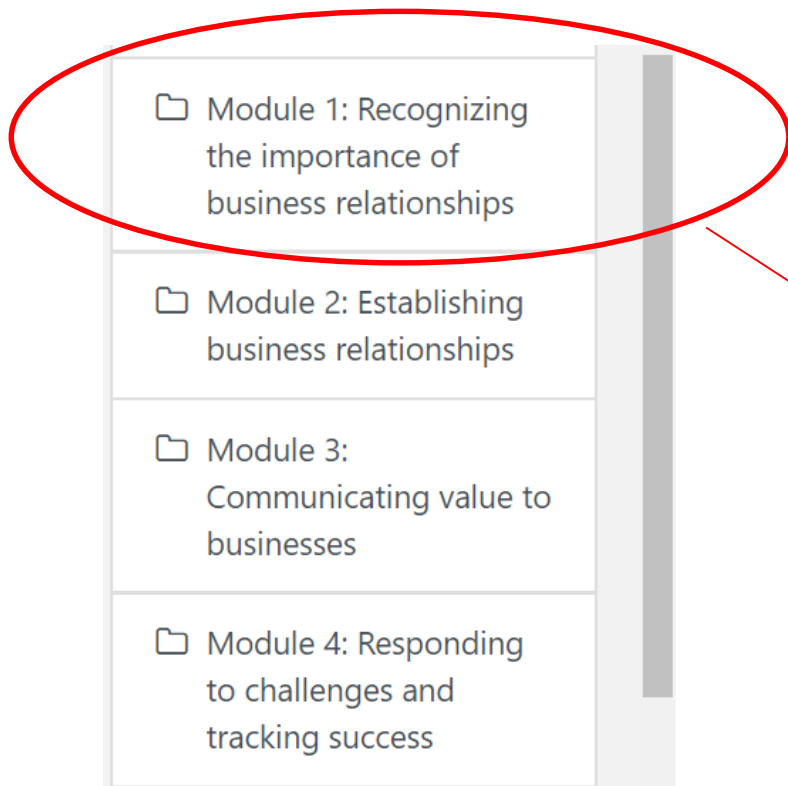
Training Modules

- **Module 1:** Recognizing the importance of business relationships
- **Module 2:** Establishing business relationships
- **Module 3:** Communicating value to businesses
- **Module 4:** Responding to challenges and tracking success



Navigating the Modules

- Select a module



- Read the introduction and follow the instructions to open the presentation materials.

Module 1: Recognizing the importance of business relationships

In Module 1, you will learn why relationships with businesses are important, why the VR established a dual customer strategy, and how legislation guides vocational rehabilitation agency interactions with businesses.

Please view the Introduction video located in the [Overview](#) section before beginning this module. After completion

Please view the Introduction video located in the [Overview](#) section before beginning this module. After completion

Thank you!

You are now ready to begin the training.

References

- ¹ Long, J. C., Cunningham, F. C., & Braithwaite, J. (2013). Bridges, brokers and boundary spanners in collaborative networks: A systematic review. *BMC Health Services Research*, 13, 158.
- ² Haines, K., Soldner, J. L., Zhang, L., Saint Laurent, M., Knabe, B., West-Evans, K., . . . Foley, S. (2018). Vocational rehabilitation and business relations: Preliminary indicators of state VR agency capacity. *Journal of Vocational Rehabilitation*, 48, 133–145.
- ³ Aromataris E., & Munn, Z. (Eds.). (2017). Joanna Briggs Institute reviewer’s manual. The University of Adelaide, South Australia: The Joanna Briggs Institute. Retrieved from <https://reviewersmanual.joannabriggs.org/>

 www.kter.org

 kter@air.org

 4700 Mueller Blvd, Austin, TX 78723

 800.266.1832

The contents of this presentation were developed under grant number 90DP0077 from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR). NIDILRR is a Center within the Administration for Community Living (ACL), Department of Health and Human Services (HHS). The contents of this presentation do not necessarily represent the policy of NIDILRR, ACL, HHS, and you should not assume endorsement by the Federal Government.