



ADAPTING TO THE ENVIRONMENT.  
HOW ONE ORGANIZATION  
MAXIMIZED OPPORTUNITY.

September 2018

# Today's Speaker



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- Dina Casalapro, Managing Director
  - Community Options Enterprises, Inc.

# Stories from the Field Contest



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- Contest to obtain stories that:
  - highlight a strategy that was used to improve the financial position of disability CBO.
  - are relevant and replicable to disability CBOs navigating a changing environment.
  - demonstrates a positive impact on the persons served.
  - demonstrates a positive impact on the administration and/or delivery of the CBOs services.
  - improves the delivery and accessibility of the CBOs services to a diverse range of inquirers.



Stories.  
Connect.  
People.

# Highlight successful business practices working with or for...



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- Managed care
- Private pay
- Health systems
- Cities, counties or municipalities
- Other Community Based Organizations
- Universities
- Any other organization that helped to improve the operations or financial performance of your business

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# Community Options Enterprises, Inc.

# Community Options, Inc. History & Mission



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- **Mission:** To develop housing and employment supports for persons with disabilities
- Founded in 1989 by President & CEO Robert Stack



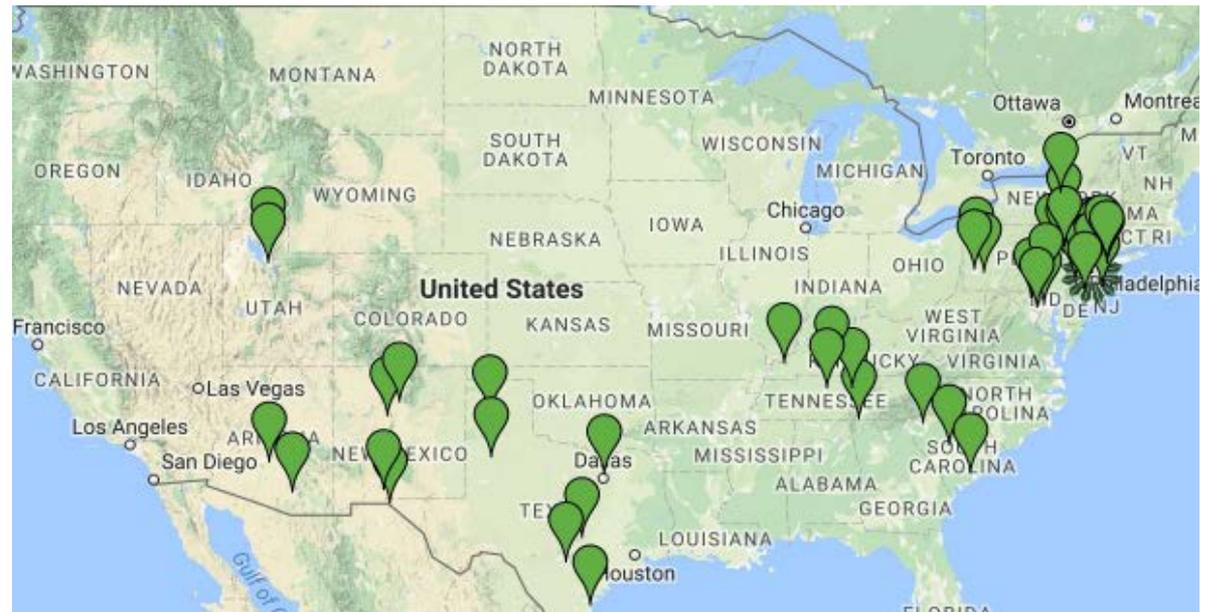
Community Options first office in Bordentown, NJ

# Service Locations

- 50 locations across 11 states
- Serving over 3,500 individuals with disabilities.

## States of Operation:

New Jersey • New York  
Pennsylvania •  
Maryland  
Kentucky • Tennessee  
South Carolina • Texas  
New Mexico • Arizona  
Utah



# Key Programs

## ■ Residential Services:

- 508 homes nationwide

## ■ Employment Services:

- **Supported Employment:**  
887 individuals nationwide
- **Transition Programs:**  
NJ, PA, SC, and TN
- **Social Enterprises**



# Community Options Enterprises, Inc.



## ■ Daily Plan It

- 2 locations in Princeton, NJ
- Moorestown, NJ
- Morristown, NJ

## ■ Vaseful Flowers & Gifts

- Edison, NJ
- New location opening in Princeton, NJ in early 2019

## ■ Presents of Mind

- Flanders, NJ



Flowers & Gifts

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# The Daily Plan It



- **40 adults with I/DD** are employed across NJ, earning minimum wage or better
- **70 businesses** across NJ utilize luxury executive office rentals and virtual office packages
- Self-sustaining enterprise



# How did we begin?

## Environmental Scan



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- The First Daily Plan It was established in 1997 in Princeton, NJ. Since the creation of the first Daily Plan It three additional have been created in NJ because of the level of success that was found in having this model.

# Need in the Community

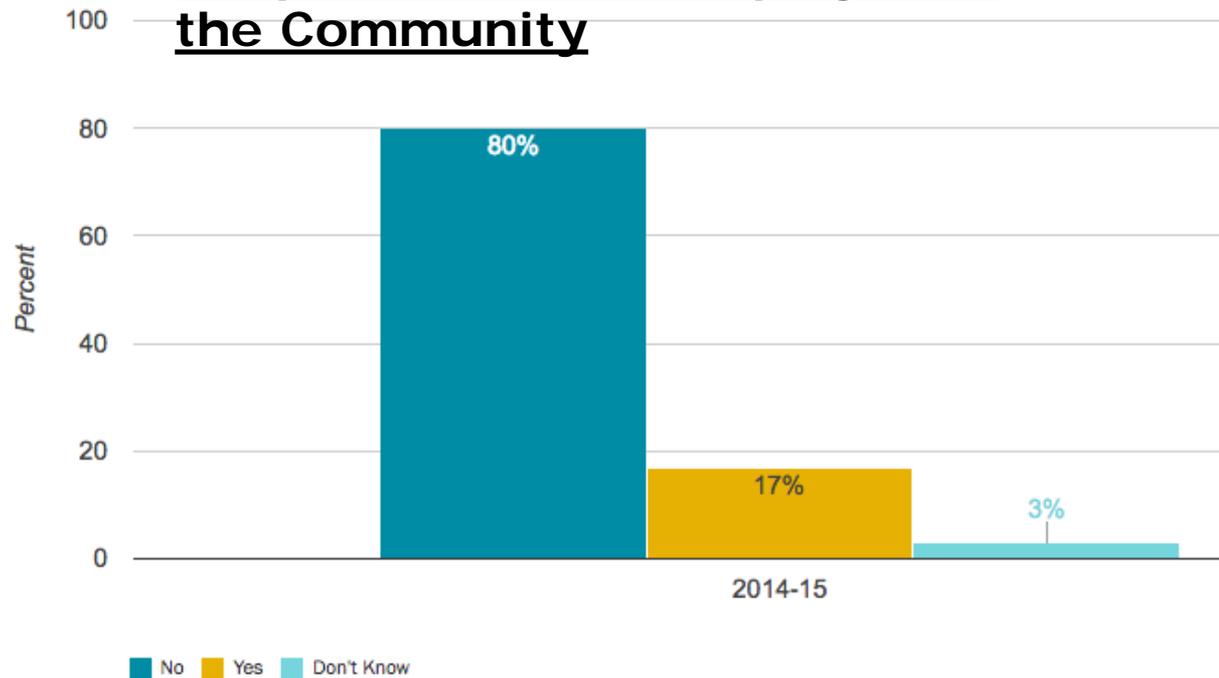


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- The Daily Plan It was created as there were limited opportunities for individuals with disabilities in the community to obtain a paid position and learn a new skill. In 1997 there were many individuals that had disabilities and were unemployed.

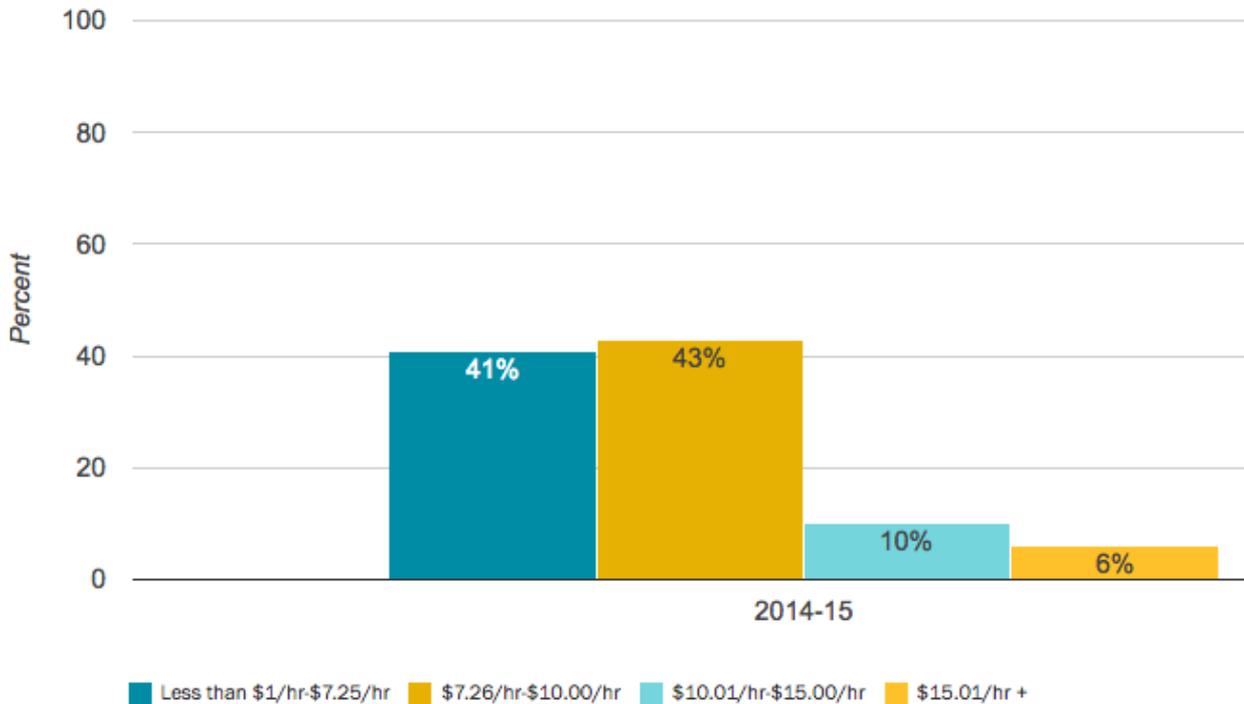
# Why the Daily Plan It?

## People with I/DD Employed in the Community



# Why the Daily Plan It?

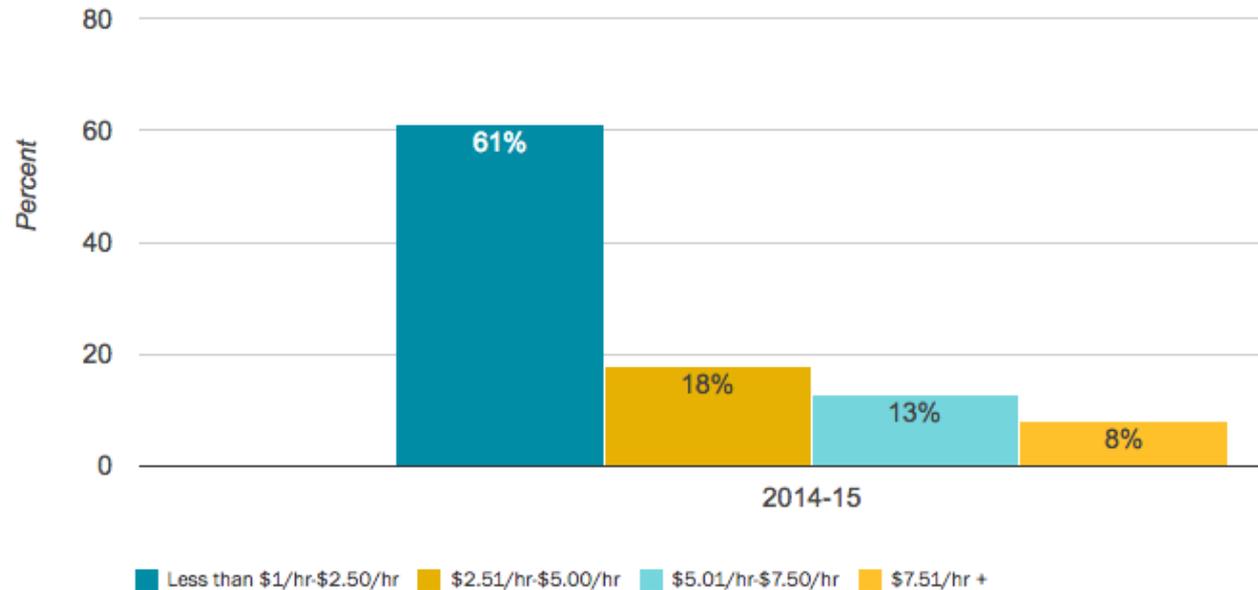
## Hourly Wage of People with I/DD Employed in the Community



# Why the Daily Plan It?

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## Hourly Wage of People with I/DD Employed in a Facility-Based Job



National Core Indicators. Chart Generator 2014-15. National Association of State Directors of Developmental Disabilities Services and Human Services Research Institute. Retrieved on 07/25/2018 from the National Core Indicators Website: <http://www.nationalcoreindicators.org/charts/>.

# Need for those we serve



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- In our residential programs the individuals we were serving were also in need of jobs. With the increasing number of residents that were moving into the homes, Community Options needed to create employment to help the residents as well as the community referrals.

- In June of 2017, the Bureau of Labor Statistics reported that less than 18% of people with a disability were employed, more than three times the unemployment rate of non-disabled citizens.

# Changes to the Workforce



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- As the workforce moves from offices to remote locations, it also diminishes the number possible opportunities for those with disabilities, especially talented and motivated people with Developmental Disabilities and autism, who rely on the support that a social and interactive work environment provide.

- The Bureau of Labor Statistics estimates that of the days they worked, 38% of people in management, business, financial and other professional occupations did some or all their work from home. Working remotely is and has been a growing trend for the past decade, as more businesses and industries recognize the benefits, such as lower operating costs and higher employee engagement

# The Daily Plan It

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- Our Daily Plan It businesses are a symbiotic solution to two workforce challenges. They are staffed by employees with disabilities, creating opportunities not only for gainful employment but also for networking and future career options, and are equipped with all the facilities and services that a professional working remotely may need.

# Benefits to Consumers



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- The individuals that attend the program receive daily training on tools that they can use when out on a work site. This program allows them to add the Daily Plan It as a job they have obtained but also as skills they are able to complete out in the field.

# Alignment with Mission



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- The Daily Plan It is a stepping stone into true supported employment. The individuals that attend are paid minimum wage or better and are trained on completing work tasks such as but not limited to cleaning, mailing, printing, receptionist, copying etc.

# Adapting Knowledge to Current Need



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- The research based information that we found was that the current individuals we were serving in our day programs were in need of a model that could assist them to learn employment skills and build a resume.

# Services for Consumers



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- The training that we provide through the Daily Plan It for the individuals is:
  1. Resume/cover letter building
  2. Vocational skill building
  3. Communication skill building
  4. On the job intensive training-job coach is present with employees at all times.

**“He absolutely loves the program and never wants to miss a day.”**

–Regina M. (sibling of Daily Plan It employee)

**“As an attorney who does special needs planning & guardianships, this mission is near and dear to my heart.”**

– Rekha Rao, Esq. (Tenant)

# Alignment with Company Goals



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- Community Options needed a business model that was sustainable and provided job training in many different areas.

# Business Goals with Outcomes for Clients



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- Part of the Daily Plan It business model is that we have a program that runs within a business. Each location has tenants that rent out office space within the building and we provide cleaning, maintenance, copying, receptionist services etc. The tenants pay rent which allows us to pay the individuals for the time they work each day.

# Diversified Revenue Sources



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- Physical and virtual office tenants
- Local Donors
- Government Contracts:
  - New Jersey Division of Developmental Disabilities
  - New Jersey Division of Vocational Rehabilitation Services

# Mutual Benefits



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- The businesses that run in the office spaces that are rented typically also ask the individuals that work to help with additional tasks as well. It helps give the tenants the additional services they need to run their businesses and allows us to pay the individuals through the rent they pay each month to Community Options.

# Success!



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- At all four of our Daily Plan It locations there is not one open office space to rent. When a tenant vacates typically we have a list of additional tenants interested and fill the open office space within a week or less. This is important as the offices need to continue to be rented out so that the business model can continue to run as such.

# Client Outcomes



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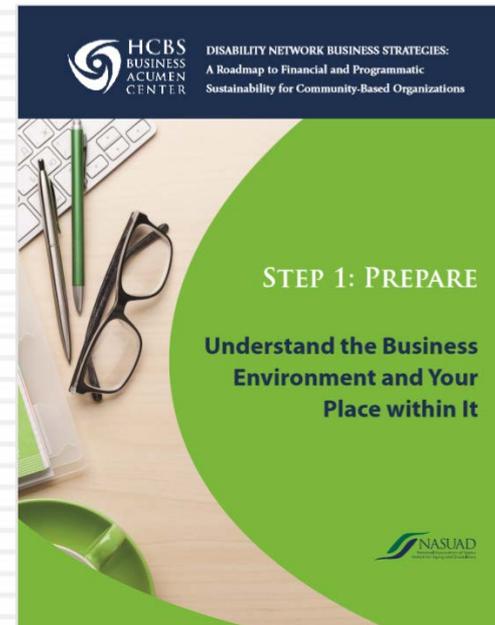
- Community Options continues to strive to help all individuals supported find the right placement to obtain and maintain a paid position. The Daily Plan It being the stepping stone into an open field of possibilities.

# Contact Information

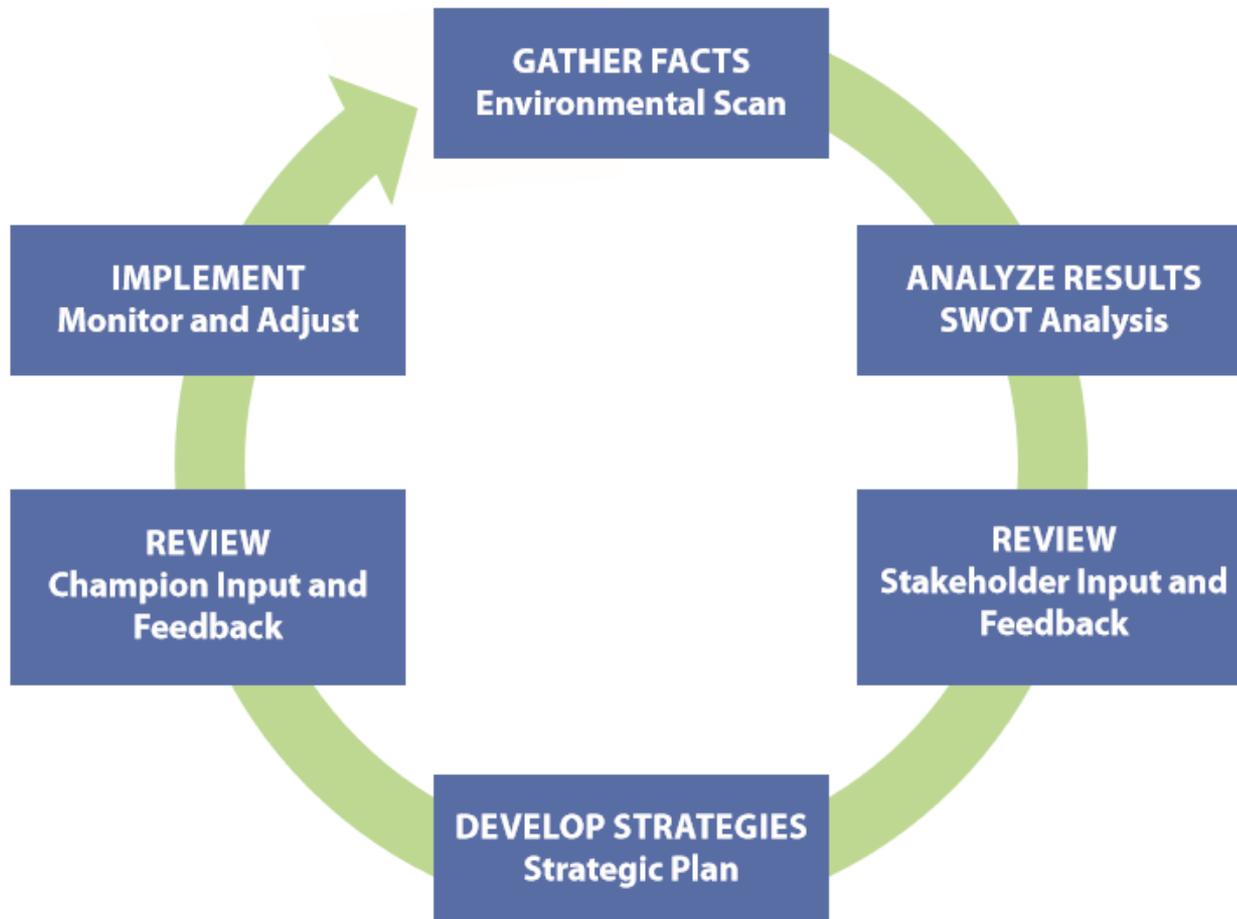
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- **Name:** Dina Casalapro, Managing Director of Community Options Enterprises, Inc.
- **Phone:** (973) 897-1430
- **Email:** [dina.casalapro@comop.org](mailto:dina.casalapro@comop.org)

# Environmental Scan

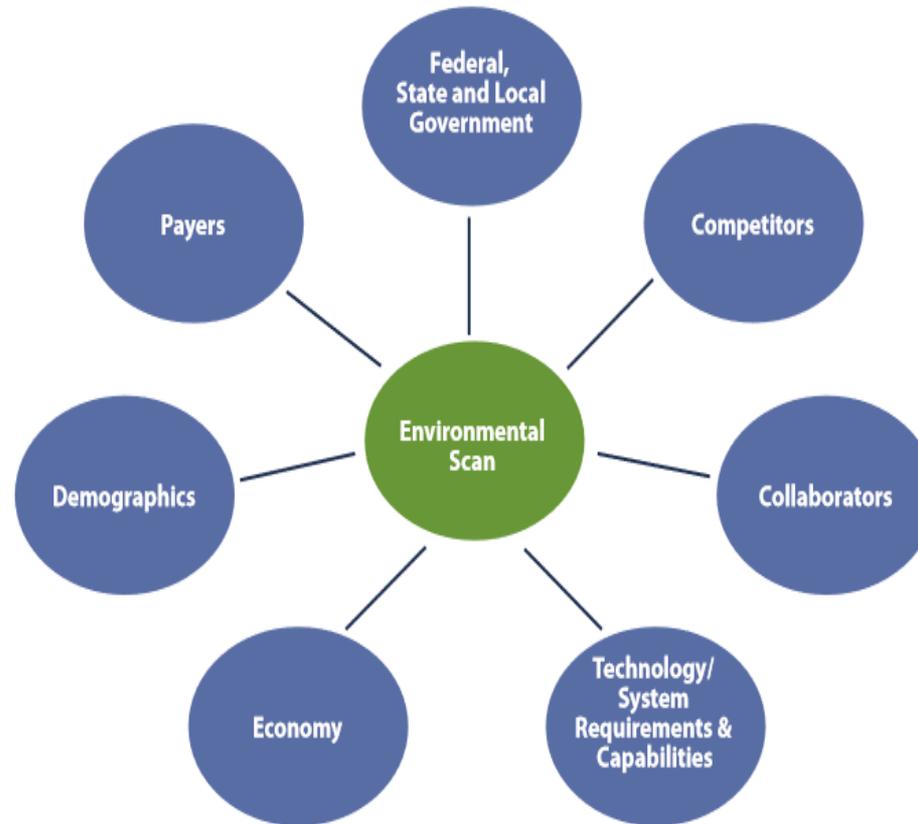


# Strategic Planning for Continuous Improvement



# Environmental Scan

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Past Trends

Current Trends

Emerging Trends

# Environmental Scan Template



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	Past Trends	Current Trends	Emerging Trends
Federal, State and Local Government			
Payers			
Competitors			
Collaborators			
Demographics			
Economy			
Technology/System Requirements and Capabilities			

# Disability Network Business Strategies: A Roadmap to Financial and Programmatic Sustainability for Community-Based Organizations

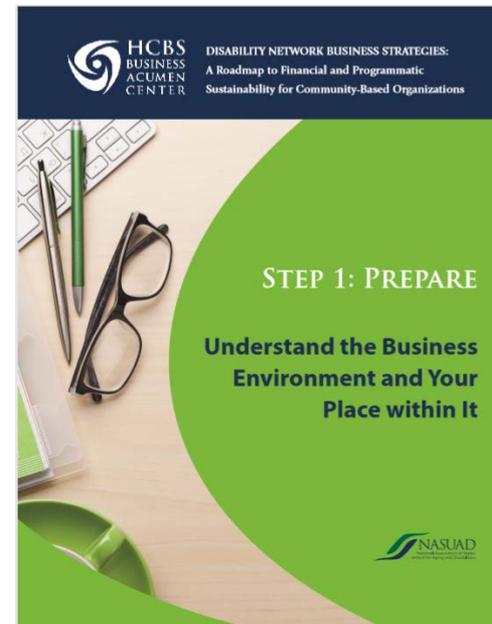


## Step 1: Prepare

Understand the Business Environment and Your Place Within It

<http://nasuad.org/sites/nasuad/files/BACStep1Prepare.pdf>

- Organization Vision
- Environmental Scan
- SWOT Analysis
- Champion Development



# Thank You!



[hcbsbusinessacumen.org](http://hcbsbusinessacumen.org)



For more information, please visit: [www.hcbsbusinessacumen.org](http://www.hcbsbusinessacumen.org)

E-mail: [businessacumen@nasuad.org](mailto:businessacumen@nasuad.org)

Or Call: 202.898.2583