

TECHNICAL TRAINING AND READINESS UNIVERSITY FOR THE DISABLED

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The Need

TTRUD would have individualized programs that would allow people with all kinds of disabilities to be prepared for their job. The states with the highest rates of people claiming disability are West Virginia, Alabama, Arkansas, Kentucky and Mississippi. In these five states alone, the total amount of monthly benefits received is more than a billion dollars. Kentucky has the fifth lowest labor participation rate, but with the help of TTRUD, it could be one of the highest. If the program is successful, we hope to lower the rates of those claiming disability. There are already programs that help in the rehabilitation of the disabled. Our college is different because the program is designed to train people for jobs in the real world and give them the "on the job training" before the job even begins. We would partner with major corporations who are willing to pay for us to train people to for the jobs that they need done. While all other rehabilitation centers are just training people so they are able to live on their own, TTRUD is setting up these disabled individuals to carve themselves a future.

Demographics

TTRUD would target the top 5 states with the highest rates of those on disability, which is where our training facilities would be located. Only 35.2% of disabled Americans, aged 21-64, had a job in 2015. Since our goal is to help people not be dependent on disability, most of our demographic would be those currently on disability in America, but still have the ability to participate in the workforce.

Resources

The most important resources would be the teachers and programs. TTRUD would work with specialists to learn more about different disabilities and design programs individualized for our students. A facility with staff would also be obtainable with the proper funding. The most important component would be the corporations partnering with us and the funding required.

Technical Training and Readiness University (TTRUD) is a school for the disabled that would equip them with the 21st century skills needed for them to excel in the workforce. Skills include those such as technical skills, how to handle social encounters in the workplace, and basic training to be prepared to function for the job field they want to enter. To qualify, the applicant must be on disability, and would go through a thorough application process. TTRUD would be a non-profit organization and would rely mostly on donations, grants, and other government funding. We also plan to collaborate with any business or corporation that would like to hire any graduates of the program. In exchange for future workers, they would help fund TTRUD to keep the program alive. TTRUD's ultimate goal is to increase the nation's workforce while simultaneously decreasing the population's dependence on disability.



Possible Risks

The main risk for our program is a funding issue. We may be unable to receive government funding or grants, and companies may not want to donate in exchange for workers. Another concern is that even after the comprehensive application process, there may be individuals that will take advantage of the service we are offering. For example, some people may not need the training offered to get a job, but will still participate to work for one of our partnered corporations. There is a possibility that we will be understaffed and that the programs may not be significant enough to prepare them for their future employment.

Marketing

TTRUD would reach out to the general public to make everyone aware of our program and the positive change we hope to make on people's lives. This would be done by commercials, mailing pamphlets, advertisements online, and social media. We hope this would attract the attention of those who may be interested in donating or applying. If our program becomes successful, TTRUD would be honored to host seminars for those that may be interested in contributing or applying.

Funding

TTRUD would be funded mostly through the government as a non-profit/disability program. We would also receive funding from other companies who wish to hire our future graduates. As a non-profit, we will also rely on donations and grants. Companies who have hired graduates from our school will be eligible to get the Work Opportunity Tax Credit.



¹ Disability Employment. U.S. Office of Personnel Management. N.p., n.d. Web. 12 July 2017. <<https://www.opm.gov/policy-data-oversight/disability-employment/>>.
² Disability Statistics. N.p., n.d. Web. 10 July 2017. <<http://www.disabilitystatistics.org/reports/ocs.cfm?statiscr=2>>.
³ States With the Most Americans on Disability. 24wired.com. N.p., 15 July 2016. Web. 10 July 2017. <<http://24wired.com/special-report/2016/07/15/states-with-the-most-americans-on-disability-2/>>.
⁴ Services for Adults with Disabilities. Center for Parent Information and Resources. N.p., n.d. Web. 12 July 2017. <<http://www.parentcenterhub.org/parents/>>.
⁵ Small Business Self-Employed Topics. Tax Benefits for Businesses Who Have Employees with Disabilities. N.p., n.d. Web. 12 July 2017. <<https://www.irs.gov/businesses/small-businesses-self-employed/tax-benefits-for-businesses-who-have-employees-with-disabilities>>.
⁶ Workers with disabilities. CareerStep. N.p., 10 Nov. 2016. Web. 7 July 2017. <<http://www.careerstep.com/insights/workers-with-disabilities/>>.
⁷ Disabled traveler in a wheelchair. Digital Image. Dailymail.com. N.p., 25 Sept. 2013. Web. 12 July 2017. <http://dailymail.co.uk/194/2013/09/25/article-2430428-18399040000576-922_434422.jpg>.