



Leading Corporate Disability Inclusion Practices

June 30, 2011

NETAC

National Technical Assistance, Policy, and Research Center
for Employers on Employment of People with Disabilities

EARN

Employer Assistance and Resource Network

QUALCOMM®



Recruiting and Hiring Veterans

Michelle Maybaum

Director Employee Relations & Accommodations

USBLN | June 2011





The world leader in next-gen mobile technologies

Celebrating 25 years of driving the evolution of wireless communications

S&P 100 / S&P 500 / Fortune 500

World's largest fabless semiconductor company, #1 in wireless

Fortune Best Company to Work For 13-years-in-a-row

2011 San Diego Meritorious Support for Veterans Award Winner



Agenda

- Engaging Your Workforce
- Recruiting Initiatives
- Outreach Efforts
- Partnerships with the Military



“We are committed to continuing to reach out to veterans and it’s not just because it’s the right thing to do, but because they are among the best and the brightest, most committed people in America’s workforce. They are the kind of people that we want to have on our team.”

Dr. Paul E. Jacobs

Chairman of the Board and Chief Executive Officer
Qualcomm

Engage Your Workforce

- Mil-Vets Employee Resource Group
 - Veterans Day Ceremony
 - Memorial Wall & Ceremony
 - Quarterly Hails
 - Team Building
 - Volunteer Events
 - Military Updates (i.e., Vets benefits, networking events)



Engage Your Workforce

- Livin' the Qlife Festival
 - Mil-Vets
 - Mission Continues
missioncontinues.org
- *Into the Fire* event
www.hadtobe.com
- Wreaths Across America
www.wreathsacrossamerica.org



Recruiting Initiatives

- Internal
 - Staffing Specialist
 - Former Army Recruiter
 - Military Employee Referral Program
 - Supplier Diversity
- External
 - Military Job Fairs
[Web search: veterans job fairs](#)
 - Virtual Career Fairs
www.milicruit.com
 - Military-Focused Networking Events
www.va.gov

Partnerships with the Military

- Wounded Warrior Project
 - Operation Warfighter
- PaYS Program

Wounded Warrior Project

- Not just about employment – placing Wounded Warriors in supportive work settings outside of the hospital environment **positively impacts the recuperation process**
- Many participants have indicated that Operation Warfighter (OWF), as well as activity, **restored a sense of normalcy** and **eased the transition** back to work
- Many agencies have hired Wounded Warriors into permanent positions as the “graduate” from OWF and transition out of the military

Wounded Warrior Project

| WW Project Objectives | Qualcomm Objectives |
|--|---|
| - Unpaid internships leading to full time positions | - Corporate Assimilation Program* - Paid Temporary Employee* |
| - Still undergoing medical treatment/ counseling | - Flexible, part-time hours to allow for appointments |
| - Technical development - Professional development - Career Search | - On-the-job training & assignments to provide practical work experience - Professional development - Career Search |
| - Camaraderie and Cohesion | - Teambuilding and Networking Events - Mil-Vet Peer Mentor* |
| - Employee Assistance Program | - Employee Assistance Program |

Qualcomm WW Program Details

- 11 week Corporate Assimilation Program
- 10 Wounded Warrior Participants
- 10 Mil-Vet Mentors



Qualcomm WW Program Details

- Employment & Hiring Workshops
- Weekly Meetings
 - Connect with mentors
 - Open forum with HR
 - Networking
 - Practice interviewing
- Memorial Wall Ceremony
- Teambuilding and Networking
- Executive Breakfast
- Volunteer Project
- Commencement Ceremony



Qualcomm WW Program Outcomes

- Of the 10 wounded warrior participants:
 - 2 received job offers and left the program early
 - 1 left the program due to medical needs
 - 4 are currently interviewing at Qualcomm
 - 3 left the program with:
 - Practical work experience
 - Professional resume
 - Improved interviewing skills
 - Confidence in ability to find & be successful in a civilian job
- Qualcomm future commitment
 - Offer the program twice a year
 - Double participation to include 20 wounded warriors in the fall
- Wounded Warrior Program contact

www.woundedwarriorproject.org
Cmdr. George J. Byrd III – george.byrd@navy.mil

Army PaYS Program

- **Partnership for Youth Success**
 - Strategic partnership between the US Army and a cross section of corporations, companies and public sector agencies providing America's youth with an opportunity to serve their country while they prepare for their future
 - Guaranteed opportunities for the transitioning soldier to interview with select business partners after their service
 - Provides businesses with a motivated, experienced and qualified workforce
- **Contacts**
 - www.armypays.com



» Thank you!

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Fully Including People with Disabilities in Your Diversity Strategies

Merck Presentation for USBLN Webinar

Deborah Dagit, VP and Chief Diversity Officer
June 30, 2011

Merck is Committed to the Best Opportunities in the Healthcare Business

**Focused Integrated
Effort on Greatest
Growth Opportunities**

**Emerging
Markets**

Biologics

Vaccines

**Expanded and
Strengthened
Franchises**

Cardiovascular

**Diabetes/
Obesity**

**Bone/Immunology
Respiratory/
Dermatology**

Oncology

**Neurosciences/
Ophthalmology**

**Infectious
Diseases**

Mature Brands

**Women's
Health/
Endocrine**

**Complementary
Businesses**

Animal Health

**Consumer
Health Care**

Strong, Established Brands Across Numerous Categories



Definitions of Inclusion & Diversity

Inclusion:

Providing a sense of belonging to all members of the organization so that they feel welcomed, respected and valued to the point where they can contribute their best work

Diversity Management:

A strategy and an ability to get the best from the diverse mix of people important to the success of an organization

Within the U.S., People with Disabilities are the Largest Diverse Market

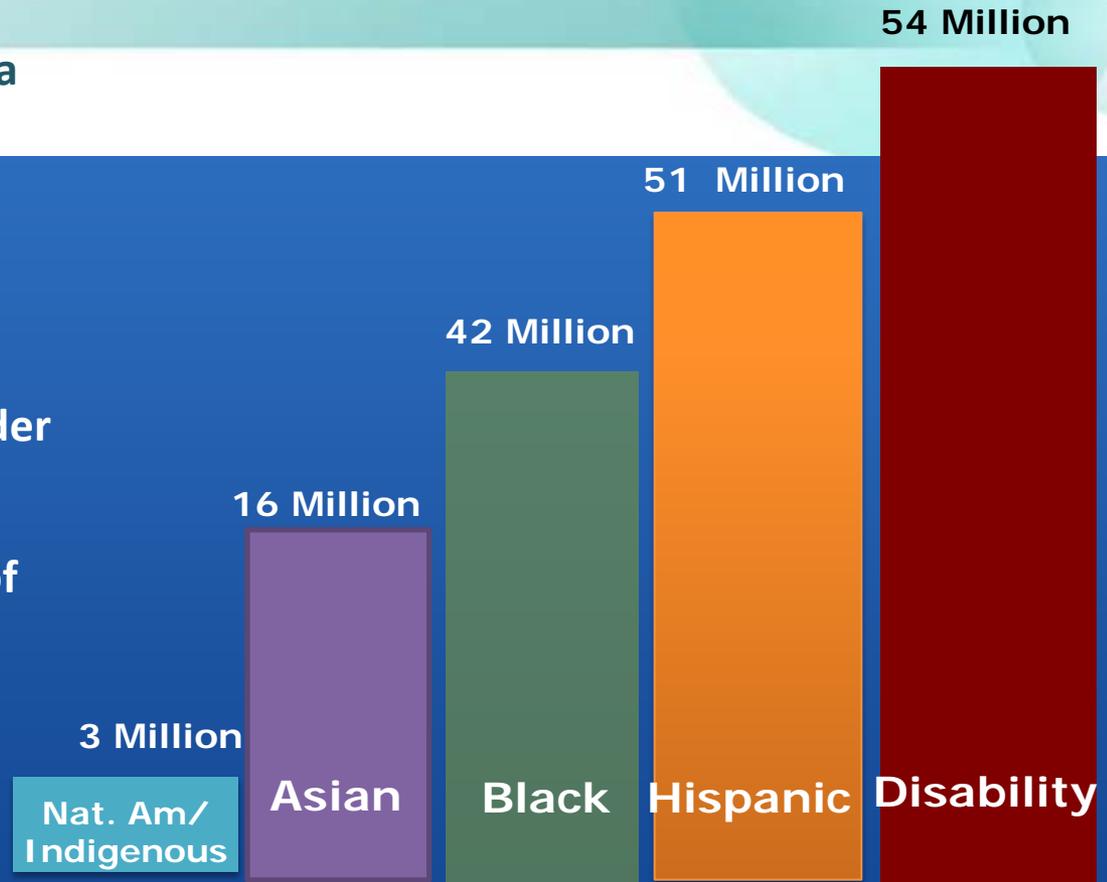
- 54 million people in the U.S. have a disability

- 30% of the nation's 69.6 million families have at least one member with a disability

- 50% of Americans 65 years and older have a disability

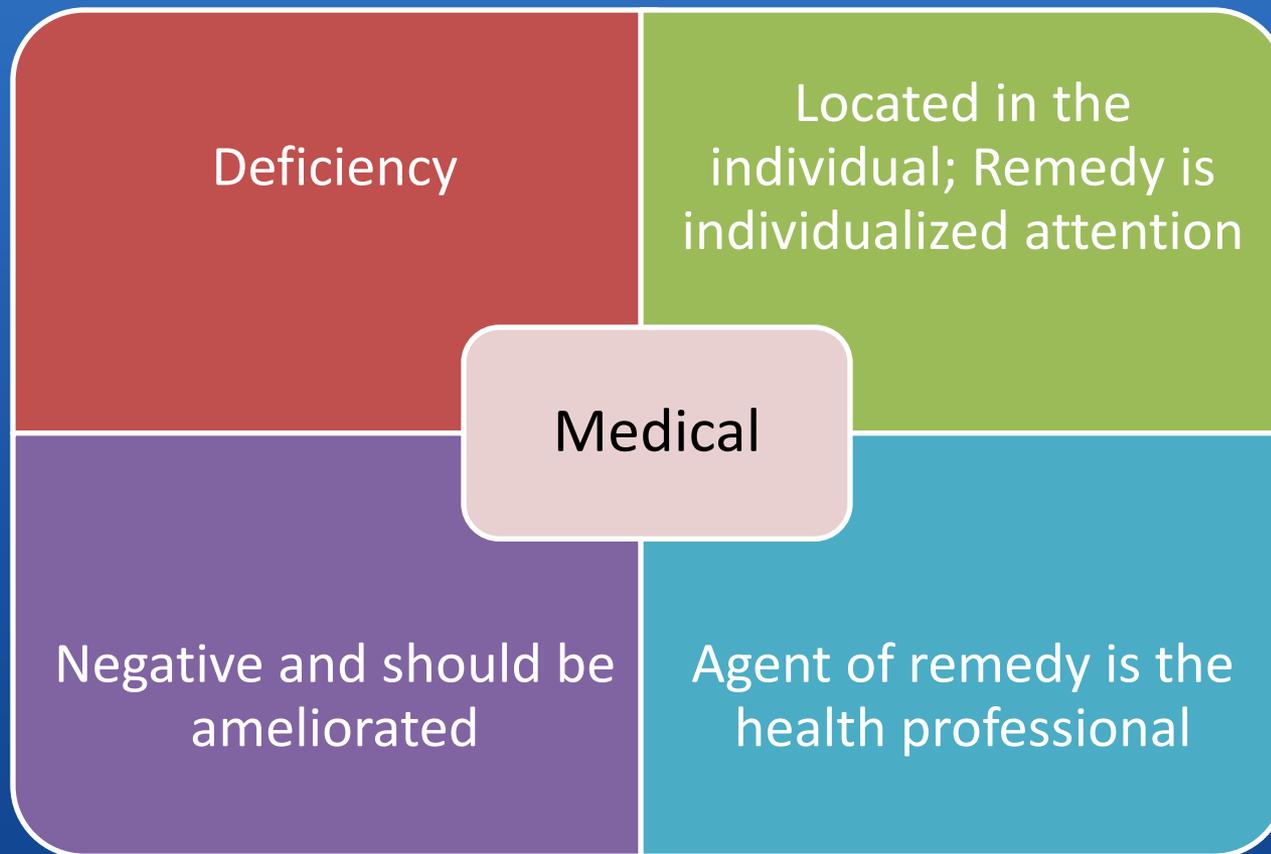
- In the next 10 years, the number of Americans over 50 will increase by 40%

- 61% of people with disabilities are of working age

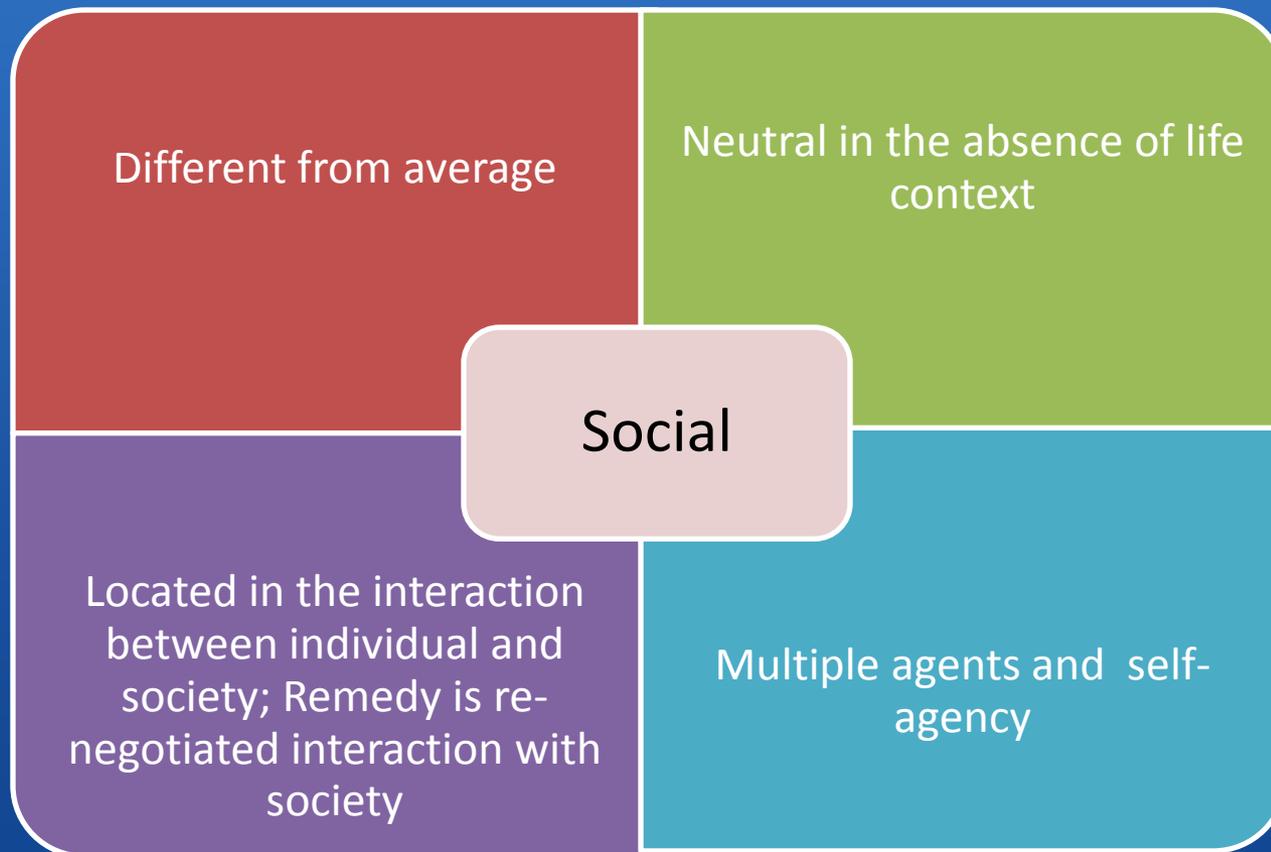


With reasonable accommodations, many people with disabilities can make significant contributions to the business and in the workplace

Medical Model of Disability



Social Model of Disability



Two Models of Disability: A Contrast

| Medical Model | Social Model |
|--|--|
| Disability is a deficiency or abnormality | Disability is a difference from average |
| Being disabled is negative | Being disabled, in itself, is neutral |
| Disability is in the person | Disability is in the relationship between the person and society |
| The solution for disability-related problems is cure | The solution is changing the relationship between the person and society |
| The expert is the professional | The expert can be: <ul style="list-style-type: none">- the person- an advocate- anyone who changes the social relationship |

Limitations ≠ Inferior Work

I may have strengths that compensate for or offset the limitation

The limitation may be linked to a simultaneous strength

The limitation provides a new perspective that supports out-of-the-box thinking

Living life with limits hones skills and values that enrich one's work

The inclusion of disability sets a tone that improves the work environment for all

Sourcing and Recruiting of PWD

- **Strategic Partnerships:**



- Targeted marketing with PWD community through enhanced employment branding initiatives internally and externally
- Formal on-boarding check-in process with PWD hires (30, 60 and 90 day check-in with new hires)
- Specific PWD recruiting goals for each division

Workplace EnAblement Leverages the Power of Inclusion to Maximize Employee Productivity

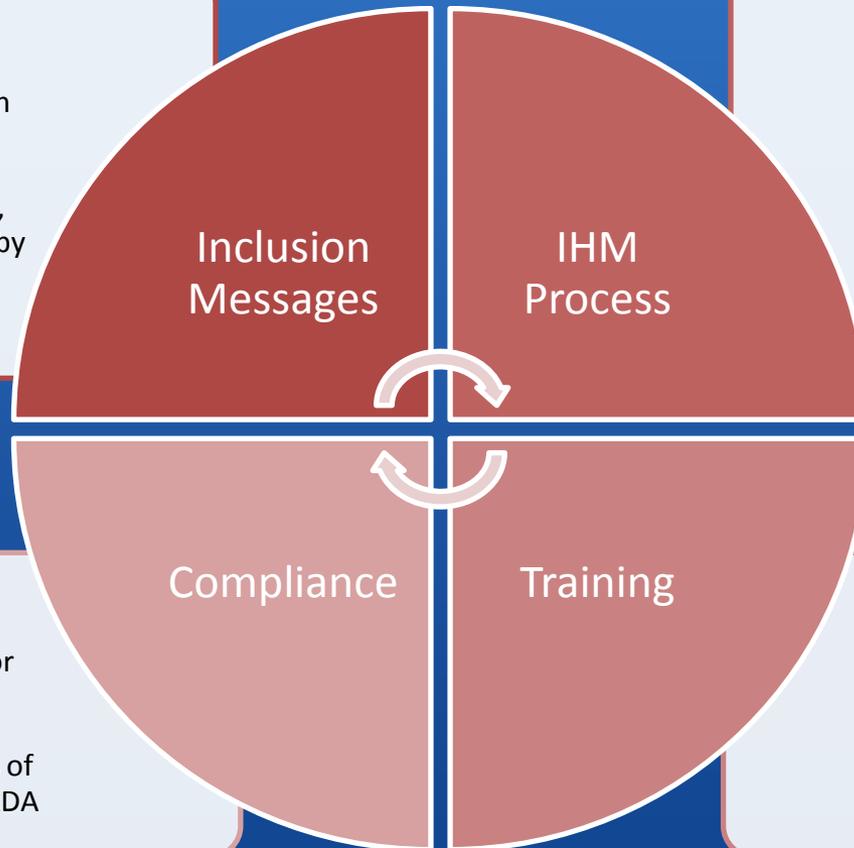
- Provides a supportive, productive, and flexible work environment for employees with hidden and visible disabilities
- Supports compliance with regulations while positively impacting return to work goals
- Enhances Merck's reputation as an employer of choice



The Program is Comprised of 4 Key Pillars

- Ensuring Inclusionary messages are linked in communication to employees with hidden and visible disabilities and key stakeholders (HR leaders, managers, allies) and supported by workplace accommodations and work life support

- Leveraging new, business transformative processes with embedded resources for employees who desire workplace enablement tools



- Designing program for employees with disabilities with the external requirements of agencies such as the ADA and OFCCP in mind

- Providing training and education to support Merck workplace enhancement goals

Manager Training

Introduction: About the Program

Module 1 Your concerns & challenges

Module 2 It's about talent

Module 3 Why does disability inclusiveness matter at Merck?

Module 4 It's also about the law: Overview of the ADA AA

Module 5 Disability in the Workplace: Cultural Competence

Module 6 Working with real-live cases

Module 7 Re-visiting your concerns

Closing: Implementing the Just-in-Time Toolkit for Merck Managers



Integration of PWD into Company Life

- Inclusive meetings and travel resources
- Accessible buildings (including cafeterias, conference rooms and offsite meeting venues)
- Development Opportunities (classroom and virtual)
- Employee Business Briefings (closed captioning)
- Employee Resource Groups
- Work/life Resources and tools
- External reputation initiatives
- Supplier Diversity

Communications Built around an Organizing Principle:

“Finally. A Company that ‘Gets’ Me.”

Now more than ever, employees with visible and hidden disabilities will feel like full, engaged team members – able to contribute to Merck at the highest level of their individual capabilities.



Desired reaction

“Merck is always there for me...They know that I am not defined by a disability, but by the contributions I am able to make to my team’s goals...I want the personalized support and control that the Workplace EnAblement program offers me.”

Diversity & Inclusion Execution Plan: Merck Allies for Disability

Recruiting, Retention, Development

- Enhance diversity of candidate pools
- Build leadership skills of employees with disabilities
- Make our commitment to D&I visible, sustained and authentic through community outreach and strategic alliances
- Support the Merck brand both internally and externally
- Enhance Merck's reputation as a top employer of choice among best-in-class talent



Business Impact

- Collaborate with Merck leaders to enhance targeted communications and partnerships
- Engage diverse population in clinical trials and support greater health awareness on the unique perspectives of people with disabilities
- Enlist support of ERG as a source of business insights
- Develop mentoring opportunities, supplier diversity programs, disability compliance initiatives and manager toolkits

ERGs are a vital source of competitive advantage in recruiting, developing, and retaining top talent at all levels throughout Merck. This will help Merck to become the most trusted and valued healthcare company to the diverse people of the world.

Merck Global Diversity & Inclusion Mission

Be the #1 trusted and valued diverse
health care partner for all the people of
the world



Thank You.

Innovation and Access: Rethink Possible

June 30, 2011

Susan Mazrui

Director, Global Public Policy

AT&T Services, Inc.



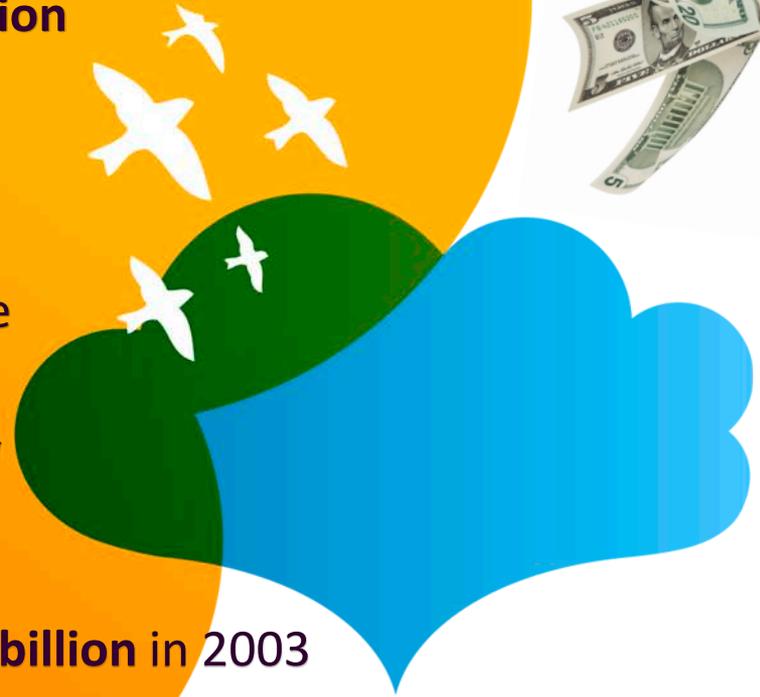
Market Opportunities

People with Disabilities:

- make up a group of more than **54 million** in the U.S.
- control over **\$220 billion** in annual discretionary spending
- are covered by Federal and most State government rules that **require** the procurement of accessible technology

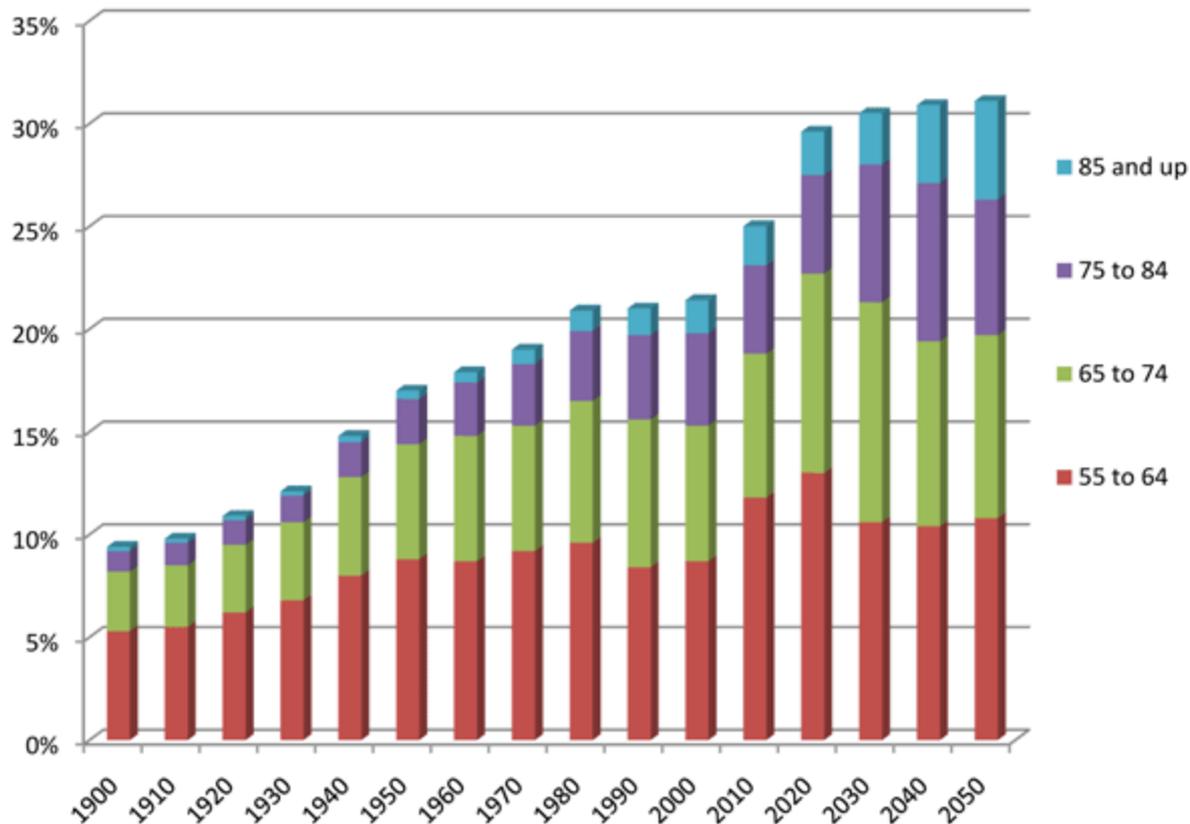
Mature Adults:

- over the age of 50 spent nearly **\$400 billion** in 2003
- are the **ONLY** wireless segment with market penetration **growth potential**
- are **2.8 times more loyal** to their wireless carriers than the youth market



Age & Disability Demographic Trends

The Growing Mature Adult Population
Past, Present & Future



Beginning Jan. 1, 2011, the rate of Americans turning 65 will be approximately **10,000 per day**. This pattern is expected to continue for the next **19 years**.

The **rate of disability** increases with age. Additionally, there is an influx of returning **disabled veterans** who have survived war-related injuries.

Innovation and Access

iPhone 4™

VISION

- Braille display support
- Screenreading with voiceover
- Zoom and Magnify
- White on black for higher contrast

DEAF AND HARD OF HEARING

- AT&T VL5 (VRS)
- AT&T AIM Relay
- Closed Captioning
- Mono Audio
- Audible, visible, vibrating alerts
- Visual voicemail
- TTY Support



Innovation Makes Aging a Breeze...



- **EZ to see!** Large, bright screen, text and number keys that illuminate
- **EZ to use!** Phone menu displayed in a list for easy selection
- **EZ to call!** Three one-touch buttons to dial frequently called numbers
- **EZ to share!** Dedicated camera and speaker phone buttons
- **EZ to hear!** Ear speaker designed to work with hearing aids
- **EZ to hold!** Comfortable and stylish design
- **EZ to do more!** High-quality camera that can record video



Pantech Ease

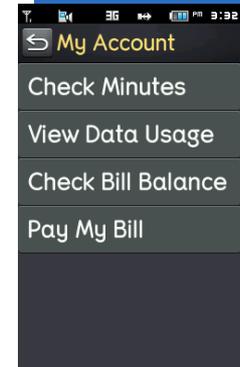
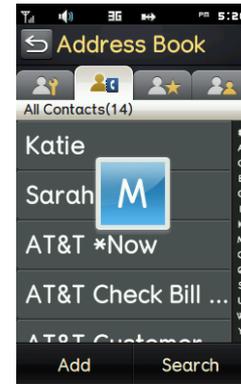


General Use

Quick Contact Key – Quickly call or text important contacts or access voicemail.

AT&T Address Book - Synchronize your contacts between your phone and an online Address book

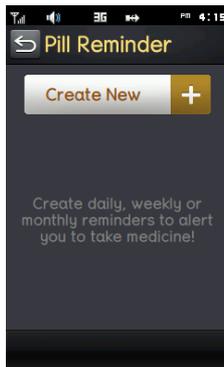
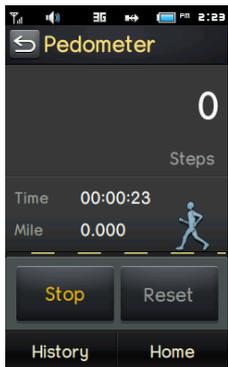
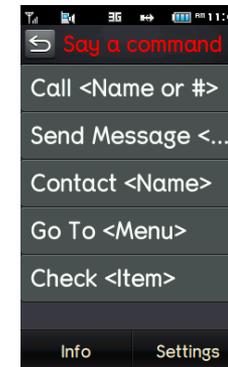
My Account – quick access to bill balance, data and minutes usage information



Voice Activation

Say a Command – make a call, address a text message or open an application with your voice

Voice Mode – dictate text messages with your voice (training required)



Target Specific

Readout Mode – audibly announces callers, text message senders and reads text messages aloud

Pedometer – tracks your steps and get 7 days history

Pill Reminder – create daily, weekly or monthly reminders to take medicine



The AT&T Commitment

At AT&T, accessibility is more than a word - it's a pledge to provide products and services our customers need.

❖ **AT&T Advisory Panel on Access & Aging (AAPAA)**

❖ **AT&T Expert Team on Access and Aging**

- **Creative Experience Team (web design)**
- **AT&T Human Factors Lab**
- **Diversity**
- **Customer Care**
- **Public Policy**
- **Marketing**
- **Citizenship and Sustainability**

Public Policy and Human Resources

Enhances Citizenship and Sustainability

- Being inclusive of disability and aging supports internal diversity.
- Innovation in technology helps students learn and builds strong communities.

Supports Public Relations and Regulatory Relief

- Leadership in disability efforts improves reputation as a responsible partner in all arenas.
- AT&T gains support for regulatory positions from 3rd parties. This is especially important as more rules related to disability are being enacted.

Improves Talent Attraction and Retention

- Providing accessible technology allows AT&T to recruit from underutilized population base.
- Access to technology increases employee retention.



Accessibility , Innovation and Sustainability at AT&T

“Accessibility, Innovation and Sustainability at **AT&T**” by G3ict (the Global Initiative for Inclusive Information and Communications Technology) <http://g3ict.com/>

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