

Employer **TA CENTER**

Small Business & Disability Employment: Steps to Success

December 8, 2015

Presented by the National Employer Policy, Research and
Technical Assistance Center for Employers on the Employment of
People with Disabilities (Employer TA Center/EARN)



Small Business & Disability Employment: Steps to Success



Brett Sheats

National Project Director

Employer TA Center



Small Business & Disability Employment: Steps to Success

We Value You.

Your input, ideas, and comments are important to the Employer TA Center!

We appreciate your completion of the customer satisfaction survey of this webinar that will be sent to you via email.

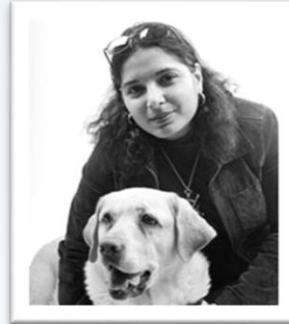
Thank you.

Small Business & Disability Employment: Steps to Success

Employer TA Center

- Resource for employers seeking to recruit, hire, retain and advance people with disabilities
- Addresses both public and private sectors
- Funded by ODEP under a cooperative agreement with The Viscardi Center
- Collaborative of partners with different perspectives
- Activities map to ODEP's priorities, including its role supporting WRP.jobs

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Day Al-Mohamed

Senior Policy Advisor

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- Call: **415-655-0045**
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- Having trouble posting to the Q&A? Email AskEARN@viscardicenter.org
- Download slides at AskEARN.org
- An archived recording of the webinar will be posted to AskEARN.org within the week

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Audience Polling Question #1

**What type of
organization do you
work for?**



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Small Businesses and Disability Diversity:

- Small businesses employ people with disabilities at a much lower rate than large businesses
- Small businesses need to know about the strong bottom line argument for inclusion
- By fostering a workplace inclusive of the skills and talents of people with disabilities, small businesses can make a *big* difference

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About the *Steps to Success*:

- Free, online tool for small businesses and business associations
- Outlines effective practices for increasing the workforce inclusion of people with disabilities
- Draws upon information gleaned from ODEP's Add Us In initiative

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Small Business & Disability Employment:
STEPS TO SUCCESS

ASKEARN ABOUT STEPS TO SUCCESS PRINT & CO-BRAND THIS TOOLKIT

Small Business & Disability Employment: STEPS TO SUCCESS

Steps
SMALL BUSINESSES
Can Take to Recruit and Retain
Qualified People with Disabilities

Steps
BUSINESS ASSOCIATIONS
Can Take to Help Employers Understand
the Value of Disability Diversity

A Pathway for Promoting Inclusive Workplaces

When it comes to doing business, a diverse team means more perspectives on how to confront challenges and achieve success. Although the term “diversity” is typically used in reference to differences in race or ethnicity, it actually encompasses an infinite range of experiences— including disability.

When it comes to ensuring a workplace inclusive of the skills and talents of people with disabilities, however, not all businesses may know where to start. *Small Business & Disability Employment: Steps to Success* provides a path, outlining effective strategies for recruiting and retaining qualified people with disabilities as well as ways business associations can help their members understand the value disability diversity adds to their workplaces and communities.

USBLN BUSINESS LEADERSHIP NETWORK
ON THE GO, WE’RE YOUR BUSINESS PARTNER

nglcc
National Gay & Lesbian
Chamber of Commerce

ODEP
Office of Disability
Employment

➔ STEPS SMALL BUSINESSES CAN TAKE TO RECRUIT AND RETAIN QUALIFIED PEOPLE WITH DISABILITIES

➔ STEPS BUSINESS ASSOCIATIONS CAN TAKE TO HELP EMPLOYERS UNDERSTAND THE VALUE OF DISABILITY DIVERSITY

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TOOLKIT > STEPS FOR SMALL BUSINESSES

EFFECTIVE EMPLOYMENT PRACTICES
Steps **Small Businesses** Can Take to Recruit and Retain Qualified People with Disabilities

Looking for a path to a disability-inclusive workplace? You've come to the right place! Whether you're just starting out or looking for ways to enhance already existing efforts, there are a number of steps you can take. Start your journey by checking them out, in any order.

- Internships & Mentoring
- Expressions of Commitment
- Partnerships
- Accommodations / Productivity Enhancements
- Workplace Flexibility / Customizing the Work Relationship
- Return-to-Work / Stay-at-Work Strategies
- Veteran Targeting
- Disability Inclusion Training
- Accessibility
- Transportation Considerations

Share Your Steps to Success!
If you are a small business and want to share your experiences recruiting or retaining people with disabilities, please [contact us](#).

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TOOLKIT > STEPS FOR BUSINESS ASSOCIATIONS

EFFECTIVE ENGAGEMENT PRACTICES
Steps **Business Associations** Can Take to Help Employers Understand the Value Disability Diversity Adds

Looking to increase small businesses' capacity to recruit and retain people with disabilities in your community? You've come to the right place! Whether you're just starting out or looking for ways to enhance already existing efforts, there are several steps you can take. Start your journey by checking them out, in any order.

- Partnerships
- Internship Programs
- Events
- Peer Leadership
- Leveraging Media

Share Your Steps to Success!
If you are a business association and want to share your experiences helping your members understand the value of disability diversity, please [contact us](#).

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Steps Small Businesses Can Take to Recruit and Retain People with Disabilities:

- Internships & Mentoring
- Expressions of Commitment to Disability Inclusion
- Recruitment Partnerships
- Accommodations/Productivity Enhancements
- Workforce Flexibility
- Return-to-Work/Stay-at-Work Strategies
- Veteran Targeting
- Disability Inclusion Training Accessibility
- Transportation Considerations

AskEARN.org/StepsToSuccess

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Audience Polling Question #2

**Are you a Member of a
Business Association?**



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Sam McClure

Senior Vice President

National Gay & Lesbian Chamber of Commerce



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Understanding the marketplace

- Speak the language of business
 - Avoid all government and compliance lingo!
 - Accept the motivation of the business owner and treat each employer as your client
 - Altruism is not a driver for business – stop expecting the business owner to serve your goals and objectives and learn to find your common goals!
 - Set expectations for potential hires. The best advocacy anyone can provide to a job seeker is to help each be fully prepared.
 - Send pre-screened candidates that have the right skills and the business owner will be your client forever.

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Questions for Panelists



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Aida Flores

President

Hispanic Business Foundation of Maryland



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Diversifying the Hispanic Workforce

- Unique partnership
 - Small business training & workforce development programs for youth
 - ADD US IN - Maryland: partnership between TransCen, Inc., Hispanic Business Foundation of Maryland, Hispanic Chamber of Commerce of Montgomery County, and WorkSource Montgomery
 - We connect talented youth with disabilities—focusing on Hispanic families in underserved neighborhoods, with local businesses looking to improve and diversify their workforce

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Diversifying the Hispanic Workforce

- Connecting business with talent
 - Strong relationship with talent/Getting to know our clients
 - We provide job matching and follow-along support for youth and employers
 - Create connections with the local community
 - Facilitate youth-employer mentoring
 - Provide employment services to businesses
 - Sponsorship of various Chamber of Commerce and business organization events

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Diversifying the Hispanic Workforce

- Engaging small businesses: Understanding business needs
 - Smart Networking
 - Understanding business needs
 - Creating awareness/Avoiding cultural barriers
 - Coaching/Assisting the adjustment process
 - Promoting small business growth and stronger community relationships

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Audience Polling Question #3

**Does your organization have
written expression of
commitment to workforce
diversity and inclusion?**



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Bonnie Osborn

Owner & Founder

WriteAway Communications Services



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Small Business Must Hire Strategically

- Staff = major, if not biggest, investment for small biz
- Making the right/wrong hire can make-or-break
- WriteAway: Small (2-4 employees), independent PR & marketing firm
- Business must interview, screen for desired qualities & skills
- Disability is secondary: What do you need to be successful at this job?

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Questions for Panelists



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Audience Polling Question #4

**Through what channel(s) do
you source employees?**



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