

# *Employer Assistance and Resource Network* **On Disability Inclusion**

**Thank you for joining us for  
today's webinar.**

**We will begin  
momentarily...**



# *Employer Assistance and Resource Network* **On Disability Inclusion**

## **Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification**

February 18, 2016

Presented by the Employer Assistance and Resource Network on  
Disability Inclusion (EARN)



# **Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification**



## **Brett Sheats**

National Project Director

**EARN**



# **Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification**

***We Value You.***

*Your input, ideas, and comments are important to the  
EARN!*

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

*Thank you.*

# **Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification**

## **Employer Assistance and Resource Network on Disability Inclusion (EARN)**

- 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

# Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification

## Housekeeping

- Call: **415-655-0045**
  - Access code: **669 154 667#**
- Contact WebEx tech support at 1-866-229-3239
- Submit questions via Q&A window or via @AskEARN
- Tweet using #AskEARN
- Live captioning at the bottom right of screen
- Receive 1.5 HR General recertification credit hours through the HR Certification Institute (HRCI) (via email following the event)
- Having trouble posting to the Q&A? Email [AskEARN@viscardicenter.org](mailto:AskEARN@viscardicenter.org)
- Download slides at AskEARN.org
- An archived recording of the webinar will be posted to AskEARN.org within the week

# **Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification**

## Audience Assessment Question #1

**How would you rate your  
understanding of the *benefits*  
of self-identification of  
disability in the workplace?**



# **Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification**

## **Audience Assessment Question #2**

**How would you rate your  
knowledge of *strategies* to  
encourage employee self-  
identification?**



# **Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification**



**Shaun McGill**

Senior Policy Advisor

Office of Disability Employment Policy

U.S. Department of Labor



# **Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification**

## **Inclusive Culture**

- Ensure Inclusive imaging
- Establish an enterprise-wide team
- Engage employees and managers and identify bottlenecks

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## Inclusive Culture

- Include disability in diversity initiatives
- Include in internal and external policy statements
- Establish universal policies for productivity tools and workplace flexibility
- Understanding by mid-level managers and supervisors of roles and responsibilities
- Communicate to employees at all levels
- Establish an employee resource group

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## **Employee Resource Group**

Addressing the benefits of Employee Resource Groups (ERGs) in promoting a disability-inclusive work culture.

["Fostering Disability-Inclusive Workplaces Through Employee Resource Groups"](#)

# **Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification**

## **Audience Polling Question #1**

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



# Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification



## Kathleen Lee

Business Outreach Consultant

Yang-Tan Institute on Employment & Disability

Cornell University's Industrial & Labor  
Relations School

*K. Lisa Yang and Hock E. Tan*  
Institute on Employment and Disability



# Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification

## Importance of Disability Diversity & Disclosure for Employers

- Disability is Diversity
- Disability inclusion as a leadership capability
- Increased focus on disclosure for employers
  - ✓ Americans With Disabilities Act Amendment Act (ADAAA) – Expanded definition of disability
  - ✓ Federal Executive Order 13548 – Increasing Federal employment of individuals with disabilities
  - ✓ Section 503 of the Rehabilitation Act – Affirmative Action requirements for individuals with disabilities

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## Disability Disclosure in the Workplace: What Employers Should Know

- Research Survey that asked respondents a series of questions concerning disclosure issues
- Very Important factors for choosing to disclose a disability
- Very important factors for NOT choosing to disclose a disability
- Common themes that were shared by individuals with disabilities

*Emerging Employment Issues for People with Disabilities: Disability Disclosure, Leave as a Reasonable Accommodation, Use of Job Applicant Screeners* by Sarah von Schrader, Valerie Malzer, William Erickson, Susanne Bruyère. <http://digitalcommons.ilr.cornell.edu/edicollect/1288>

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## **Very Important Factors for Disclosing a Disability to an Employer:**

- Need for an accommodation
- Supportive supervisor relationship
- Disability friendly workplace
- Active disability recruiting
- Knowing of other successes
- Disability in diversity statement
- Company offers flexible work opportunities
- Belief in new opportunities
- Disability awareness training to all employees

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## **Very Important Factors When Deciding NOT to Disclose a Disability to an Employer:**

- Risk of being fired or not hired
- Employer may focus on disability
- Risk of losing health care
- Fear of limited opportunities
- Supervisor may not be supportive
- Risk of being treated differently
- No impact on job ability
- Desire for privacy

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## **Research Conclusions and Takeaways:**

- Important for employers to understand issues around disability disclosure
- Timing of disclosure and who they disclose to is important to candidates/employees with disabilities
- Supportive Workplaces: Progressive policies are not enough. Culture is key!
- Disability Identity – Many people do not identify themselves as part of the disability community
- Stigma associated with Disability and being viewed differently.

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## **Company Best Practices for Disability Inclusion and Self-Identification:**

- Gain senior leadership buy-in and sponsorship of disability-related initiatives
- Articulate a clear business case for why employing individuals with disabilities is important
- Place a face on disability by sharing the stories of employees with disabilities
- Increase disability competence for managers and employees

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## **Company Best Practices for Disability Inclusion and Self-Identification:**

- Target communication and messaging and explain why the company is asking those with disabilities to self-identify
- Communicate the potential benefits of self-identification and the WIIFM for employees with disabilities
- Provide multiple avenues for employees with disabilities to self-identify

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## **Company Best Practices for Disability Inclusion and Self-Identification:**

- Update website and marketing materials to convey strong commitment to disability inclusiveness. Share success stories!
- Understand and facilitate Workplace Accommodations; Centralized funding and process
- Host events or activities to increase disability awareness and challenge stereotypes
- Hold managers accountable for meeting disability inclusion goals

# **Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification**

## **Company Best Practices for Disability Inclusion and Self-Identification:**

- Promote apprenticeships and internships for candidates with disabilities
- Establish or improve access for people with disabilities to sponsors or mentors
- Offer development programs specifically for people with disabilities
- Review candidate experience for accessible online applications and onboarding processes

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## Audience Polling Question #2

**What is your role in your  
organization?**



# Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification



## Lori Golden

Abilities Strategy Leader, Americas Talent Team  
Ernst & Young, LLP



# **Do Ask, Do Tell: Tapping the Power of Disability Diversity & Encouraging Self-Identification**

Project an abilities-inclusive culture:

- Include people with diverse abilities in company images
- Include abilities mentions in leader messaging and firm communications
- Share success stories and highlight role models
- Leverage connections to other efforts, e.g., walks/rides for disability-related fundraisers

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Educate broadly and continually:

- Offer targeted training for key groups
- Build general awareness through events, communications, posters, videos, social media
- Offer a wide range of resources internally and externally
- Share with clients and then share those stories
- Contribute to the community, involve your people, celebrate successes

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## EY's three key principles around self ID

1. Holistic – multi-dimensional approach
2. Integrated – leverage existing processes
3. Positive – WIFM, not compliance

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## Holistic:

- Ask about abilities, veterans, ethnicity, orientation and adult and child caregiving status
- Create overall context – understanding demographics so firm can better support its people
- Same treatment of all categories, EEO required and not
- Imagery unifies...multicolored glass bottles

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## Integrated:

- Consistent tools and messages created for grass roots promotion
- Promoted by employee resource groups via stickers, talk tracks, email messaging
- PowerPoint presentation added to quarterly counseling family meetings

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## Positive:

- “I count” is affirmative, something to rally around
- Sharing who we are provides information the firm requires to better support our people’s needs
- Parenting/caregiving questions cross demographics, helping universalize and soften

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## **Questions for Panelists**



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