

Employer **TA CENTER**

Celebrating 25 Years of the ADA: Leading Corporate Voices on the Value of Disability Inclusion

July 9, 2015

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



Celebrating 25 Years of the ADA: Leading Corporate Voices on the Value of Disability Inclusion



Darren Bates

National Project Director

Employer TA Center



Celebrating 25 Years of the ADA: Leading Corporate Voices on the Value of Disability Inclusion

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 managing AskEARN.org and supporting WRP.jobs

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Housekeeping

- Call: **415-655-0045**
 - Access code: **292 809 712#**
- Contact WebEx tech support at 1-866-229-3239
- Submit questions via Q&A window or via @AskEARN
- Tweet using hashtag [#AskEARN](#)
- Live captioning at the bottom right of screen
- 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

Celebrating 25 Years of the ADA: Leading Corporate Voices on the Value of Disability Inclusion

Audience Polling Question #1

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



Celebrating 25 Years of the ADA: Leading Corporate Voices on the Value of Disability Inclusion



Jennifer Sheehy

Acting Assistant Secretary of Labor for
Disability Employment Policy



ADA Timeline: Advancing Equal Access to Opportunity

<http://www.dol.gov/featured/ada/>

UNITED STATES DEPARTMENT OF LABOR

Advancing Equal Access to Opportunity

Signed into law in 1990, the Americans with Disabilities Act (ADA) is civil rights legislation that works to increase the inclusion of people with disabilities in all aspects of community life, including employment. At the U.S. Department of Labor, we are committed to delivering on the promise of the ADA, not only for today's workers with disabilities, but also future generations.

Disability & Employment: A Timeline

Commemorating 25 Years of the Americans with Disabilities Act

JUNE 2, 1920
The Smith-Fess Act

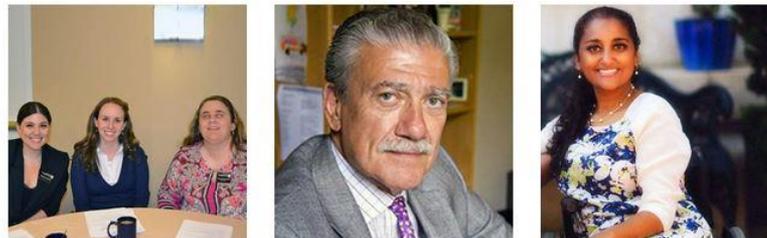
1920 1921 1922 1923 1924 1925 1926 1927

The Smith-Fess Act

An alternate view of the Americans with Disabilities Act 25th Anniversary Timeline is available

WORKER STORIES

The Americans with Disabilities Act works to open doors of opportunity for America's more than 50 million people with disabilities—including in the workplace.



ADA Calendar of Events

- July 16 — An Evening of Comedy with Josh Blue, ADA Celebration Opening Performance, The John F. Kennedy Center for the Performing Arts Millennium Stage
- July 20 – August 14 — Americans with Disabilities Act, 1990-2015 Exhibition, National Museum of American History. Exhibit will include highlights from the history of accessible transportation from the U.S. Department of Transportation.
- July 20 – 21 — Lex Frieden will host a meeting of disability experts at the U.S. Access Board headquarters.
- July 21 — American Sign Language Storytellers Night, The John F. Kennedy Center for the Performing Arts Millennium Stage.
- July 21 — U.S. Department of Labor: Secretary Tom Perez conversation with Senator Tom Harkin
- July 22 — American Association of People with Disabilities (AAPD) Justice for All Awards Ceremony & Rooftop Reception
- July 23 — The U.S. Equal Employment Opportunity Commission (EEOC) and the U.S. Access Board will host a joint celebration of the ADA anniversary and the enforcement efforts of both agencies. Location TBD.
- July 23 — Michael Cleveland & Flamekeeper, The John F. Kennedy Center for the Performing Arts Millennium Stage
- July 23 – 24 — National Council on Disability Quarterly Meeting, to be held at the U.S. Access Board headquarters. \
- July 24 — The U.S. Department of Education will host a ADA 25th Anniversary Celebration at the Department's headquarters (400 Maryland Ave. SW).
- July 24 – 26 — Smithsonian's Festival ADA: 25 Years of Disability Civil Rights
- July 25 — Disability Film Festival, National Museum of American History
- July 25 — National Dance Day: Dance for Everybody, The John F. Kennedy Center for the Performing Arts Millennium Stage
- July 26 — ADA25 Legacy Bus & Disability Rights Museum on Wheels arrives in Washington, DC, Madison Drive on Mall side of the National Museum of American History grounds
- July 26 — Jean Kennedy Smith Series: Disability + Culture, The John F. Kennedy Center for the Performing Arts
- July 26 — Celebration Concert, The John F. Kennedy Center for the Performing Arts



A full listing of events is available at
<https://www.disability.gov/newsroom/ada25/>

A Framework for Disability Inclusion



Business Strategy
A FRAMEWORK FOR DISABILITY INCLUSION

WANT TO TAP INTO THE THIRD LARGEST MARKET SEGMENT IN THE U.S.?
Any smart business would. As with any customer segment, one of the best ways to do so is to ensure it is represented in your workforce.

Interestingly, this demographic isn't a particular race, gender or age group. It's people with disabilities. The size of this population—54 million strong—surpasses Hispanics, African Americans and Asian Americans, as well as Generation X and teens. Add in their families and friends, and the estimated purchasing power grows exponentially.

By proactively employing people with disabilities, businesses can gain a better understanding of how to meet the needs of this important and expanding customer base. What's more, research shows that consumers both with and without disabilities favor businesses that employ people with disabilities.

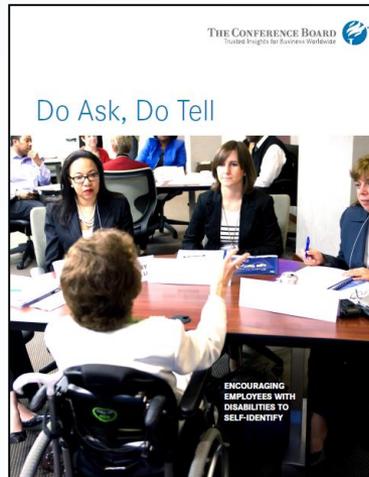
But while research shows that a workplace inclusive of people with disabilities is good for business, not all employers know how to effectively employ such individuals. To help, the U.S. Department of Labor's Office of Disability Employment Policy (ODEP) has developed **Business Strategies that Work: A Framework for Disability Inclusion**—a compilation of promising policies and practices for recruiting, hiring, retaining and advancing qualified individuals with disabilities.

[http://www.dhs.gov/e-verify/topics/Employers.htm](#)



Do Ask Do Tell

- 2014 survey by the Conference Board, the Employer TA Center and Cornell University.
- Survey of 98 companies exploring challenges to and strategies for encouraging disability disclosure.



Employer Assistance and Resource Network AskEARN.org

The screenshot shows the AskEARN.org website. At the top, there is a blue header with the AskEARN logo on the left, which includes the text "AskEARN" and "Employer Assistance and Resource Network". To the right of the logo is a circular icon with three stylized figures and the text "Recruit WRP Students". Further right is a search bar with the text "Search:" and a "Go!" button. Above the search bar are social media icons for Facebook, LinkedIn, Twitter, YouTube, and a "FedLink" icon. The main content area features a central heading: "Resources to help employers recruit, hire, retain and advance individuals with disabilities". Below this heading are five colored boxes representing different resource categories: "Diversity Goals" (orange), "Recruitment & Hiring" (yellow), "Supervision & Management" (green), "Inclusive Workplaces" (teal), and "Disability Laws" (purple). Each box contains a brief description of the resource. Below these boxes is a navigation bar with links for "Business Strategies", "Federal Employers", "Federal Contractors", and "State Governments". At the bottom of the page, there is a light blue footer section. On the left, there is a photo of a smiling man and the text "Subscribe to our Newsletter and Updates" with input fields for "Name" and "Email" and a "SUBMIT" button. On the right, there is a "Questions?" section with the text "Call us toll-free at 1-855-275-3276: 1-855-AskEARN" and three buttons: "Ask a Question Online", "Request Employer Training", and "Recruit WRP Students".

Job Accommodation Network AskJAN.org

ADA LIBRARY PUBLICATIONS AND RESOURCES SEARCH ACCOMMODATIONS DATABASE A-Z OF DISABILITIES AND ACCOMMODATIONS NEWS

JAN

Job Accommodation Network

Hot Topics How to Use this Site

JAN en Español Print this Page A A A Text Size

ASK JAN

If you have a question about workplace accommodations or the Americans with Disabilities Act (ADA) and related legislation, we can help.

MEET TENIKA

Connect with JAN

(800)526-7234 (Voice) (877)781-9403 (TTY)

- Email JAN
- Subscribe to Newsletters
- Share Through Your Social Networks
- Newsletter
- Live Help
- Link to Us
- Webcasts

FOR EMPLOYERS

- Private Employers
- Federal Employers
- State & Local Government

FOR INDIVIDUALS

- Employees
- Job Seekers
- Entrepreneurs

FOR OTHERS

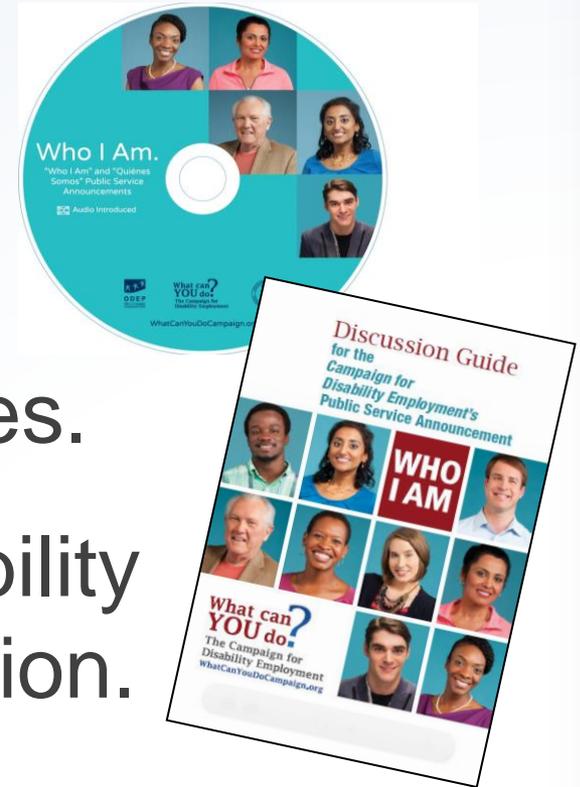
- Rehabilitation & Medical Professionals
- Union Representatives
- Attorneys & Legal Representatives

About JAN ▾ Frequently Asked Questions ▾ Training ▾

http://askjan.org/index.html

WhatCanYouDoCampaign.org

- Nine people with disabilities sharing careers and life stories.
- Can be used to discuss disability disclosure and self-identification.



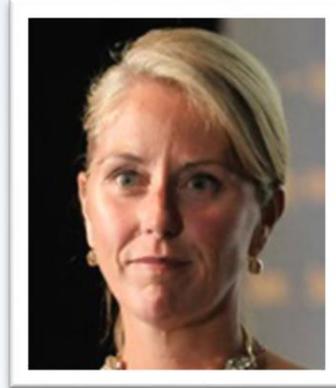
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Audience Polling Question #2

Who are you?



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Jill Houghton

Executive Director

U.S. Business Leadership Network





USBLN BUSINESSSM LEADERSHIP NETWORK

DRIVING SUCCESS THROUGH **DISABILITY INCLUSION**



- Business-to-Business network
- Success through Disability Inclusion
 - Workplace
 - Supply Chain
 - Marketplace



AAPD



USBLN BUSINESSSM
LEADERSHIP
NETWORK

DRIVING SUCCESS THROUGH DISABILITY INCLUSION

DEI **DISABILITYSM**
EQUALITY
I N D E X

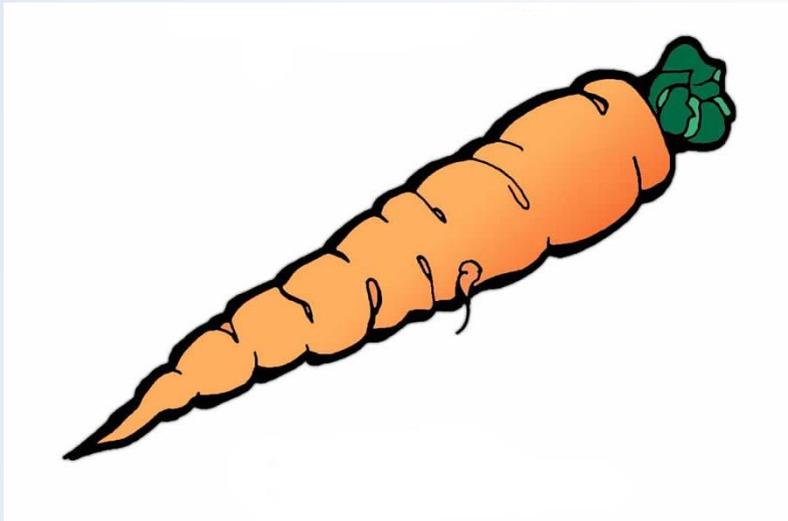
Benchmarking Inclusion Practices

What's the "DEI"?

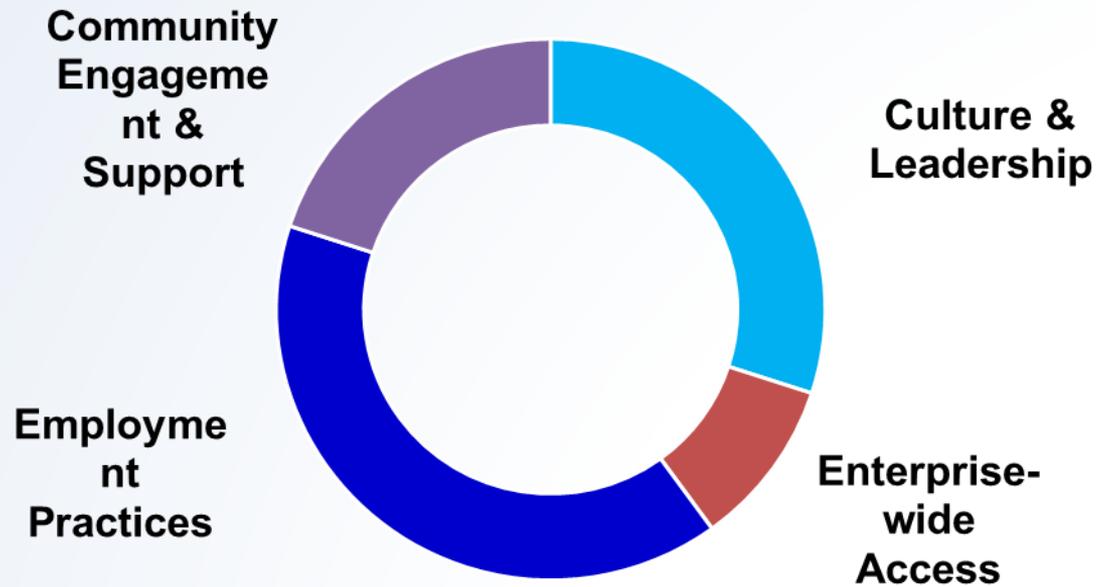
www.disabilityequalityindex.org



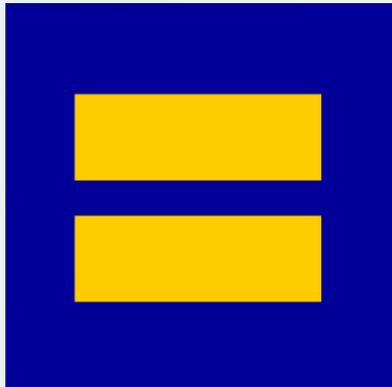
What's the "DEI"?



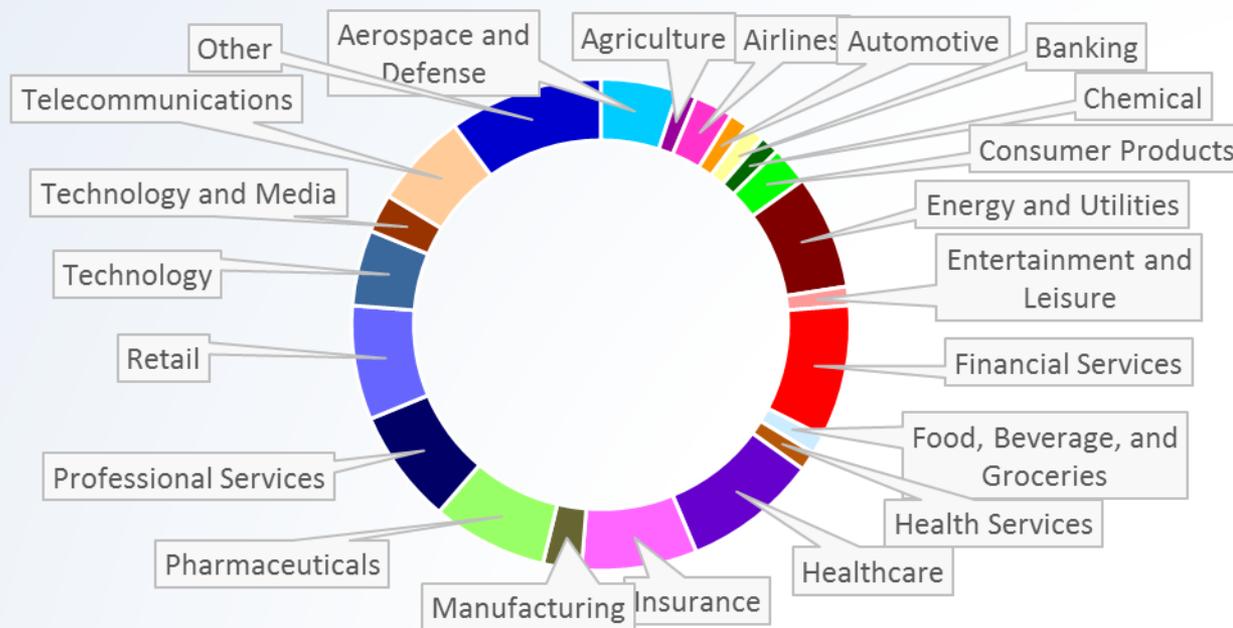
What does the DEI measure?



How does it work?



Year One Participation



Year One Results



DEI BEST PLACES TO WORK 2014SM

DISABILITY EQUALITY INDEX



JPMORGAN CHASE & CO.



90 – Point Companies

American Airlines 

Anthem[®]

 Blue Cross
Blue Shield
Blue Care Network
of Michigan

 CardinalHealth


Cigna[®]



 **CVS**Health

Goldman
Sachs



 **MERCK**

sodexo 

UNITED 

80 – Point Companies



www.USBLNAnnualConference.org



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Audience Polling Question #3

**Have you included
disability in your
diversity program?**



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Lori Golden

Abilities Strategy Leader

Americas People Team

Ernst & Young, LLP

EY was founded because of disabilities...



Photo of billboard showing three EY people; one has a walker, one uses a wheelchair

We've found four keys to building an abilities-inclusive organization:

- Messaging our commitment; showcasing success
- Educating everyone and integrating into everything we do
- Providing the tools and environment to excel
- Planning for professional development and career growth

Message the commitment; model success

- 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, fitness and ergonomics



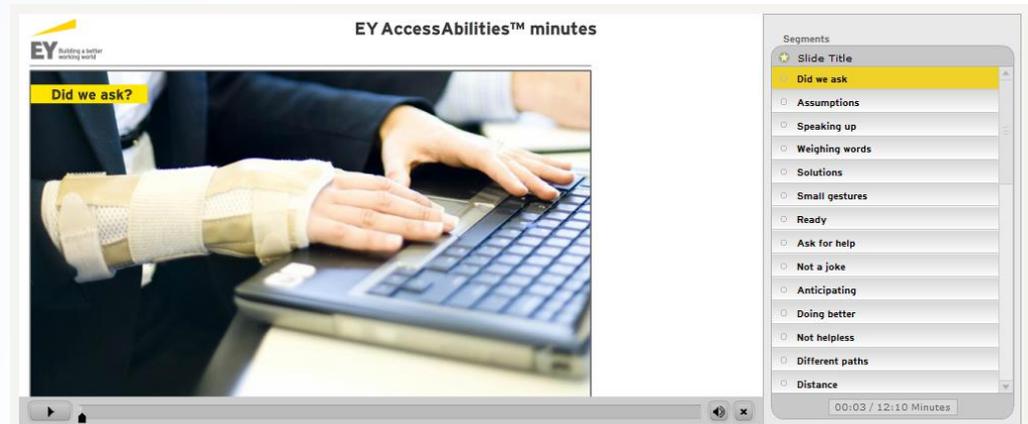
Photo of three EY people working together, one with a walker

Educate everyone in integrated ways

- Offer targeted training for key groups – e.g., recruiters, field HR, managers, meeting planners, technology staff
- Build awareness through events, communications, posters, videos, social media, materials and tools
- Offer a wide range of resources internally and on ey.com
- Share with clients and the market and then share those stories internally
- Contribute to the community; highlight that internally and invite involvement

... and videos that tell stories

- AccessAbilities video – our people discuss working with differing abilities and how each of us can be more inclusive.
- AccessAbilities “minutes” – EY people share true stories about working with differing abilities to teach what and what not to do.



Screen shot of AccessAbilities minutes story

We create handbooks on special topics

...

Getting support, supporting others offers guidance on non-visible disabilities.

- ▶ Explains work adjustments, i.e., accommodations
- ▶ Discusses disclosure and building relationships
- ▶ Addresses concerns of people with differing abilities, colleagues, human resources and managers
- ▶ Shares real stories and advice



Photo of handbook cover showing two professionals talking

... and posters to get people thinking in new ways



Two posters showing EY people with and without disabilities



Provide everything it takes to excel

- Focus on work adjustments and accessibility, including technology, e.g., captioning, and the built environment, e.g., wheelthroughs, measuring door weights
- Promote safety and productivity, e.g., emergency response plans, office ergonomics
- Bring professionals together in networks to help address challenges and enlarge the impact
 - AccessAbilities and Champions
 - Parents Network
 - Caregivers Circle

Plan for professional and career growth

- Talent development is everyone's business.
 - Every EY person has a career counselor and counseling families.
 - Everyone is rated on giving feedback and developing colleagues.
 - Everyone prepares experiential and formal learning plans.
- Supporting diverse abilities is a team effort.
 - Coaching and mentoring
 - Consulting
 - Networking internally and externally

We're also committed to reaching outside of EY

- Share practices through USBLN, Circle of Champions, EARN, NBDC, PEAT, JAN
- Sponsor COSD; create tools for job-seekers, Career Link, ASTEP, school to work transition programs, Disability Mentoring Days
- Helped found Disability Owned Business Enterprise Certification; Entrepreneurship Boot Camp for Veterans' with Disabilities – Families; EY IVMF Fellowships
- Participate in innovation - research, learning events, Disability Equality Index; Diverse Abilities Leadership Summit; America's Disability Rights Museum on Wheels



Disability Equality Index logo

What lessons have we learned?

- To change the culture, change the conversation
- Educate everyone in many ways – training isn't enough
- Embed abilities inclusiveness into everything you do
- Plan for career success, not just retention



Photo of three EY people, one with a walker

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Questions for Panelists



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Visit us at
DOL.gov/ODEP
AskEARN.org