



Creating a Culture of Disability Inclusion

**Practical Solutions for Improving the Numbers of
Employees that Self- Identify**

Agenda

- **Develop of a holistic Disability Inclusion strategy**
- **Build a culture that encourages engagement at all levels**
- **Understand the components of a successful internal Self – ID campaign**
- **Learn how to develop a reputation as a disability-friendly organization to attract people with disabilities**



Panelists

- **Martha Artiles, EVP, C5 Consulting**
- **Simon Dermer, Managing Director and Co-Founder, Essential Accessibility**
- **Marina Williams, Director, Global Diversity and Inclusion, Equal Opportunity Programs, Lockheed Martin**





Martha Artiles

**EVP,
C5 Consulting**



SALSA
Strategy, Access, & Leadership in San Antonio



What's the Difference

Self- Identification (Self-ID)

- Invitation required for federal contractors
- Collected for data and analysis

Self-Disclosure

- Not required by regulations
- Required only when requesting an accommodation
- Personal decision for individuals with non-apparent disabilities

Voluntary Self-Identification of Disability

Form CC-305
OMB Control Number 1250-0005
Expires 1/31/2020
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Why are you being asked to complete this form?

Because we do business with the government, we must reach out to, hire, and provide equal opportunity to qualified people with disabilities.¹ To help us measure how well we are doing, we are asking you to tell us if you have a disability or if you ever had a disability. Completing this form is voluntary, but we hope that you will choose to fill it out. If you are applying for a job, any answer you give will be kept private and will not be used against you in any way.

If you already work for us, your answer will not be used against you in any way. Because a person may become disabled at any time, we are required to ask all of our employees to update their information every five years. You may voluntarily self-identify as having a disability on this form without fear of any punishment because you did not identify as having a disability earlier.

How do I know if I have a disability?

You are considered to have a disability if you have a physical or mental impairment or medical condition that substantially limits a major life activity, or if you have a history or record of such an impairment or medical condition.

Disabilities include, but are not limited to:

• Blindness	• Autism	• Bipolar disorder	• Post-traumatic stress disorder (PTSD)
• Deafness	• Cerebral palsy	• Major depression	• Obsessive compulsive disorder
• Cancer	• HIV/AIDS	• Multiple sclerosis (MS)	• Impairments requiring the use of a wheelchair
• Diabetes	• Schizophrenia	• Missing limbs or partially missing limbs	• Intellectual disability (previously called mental retardation)
• Epilepsy	• Muscular dystrophy		

Please check one of the boxes below:

YES, I HAVE A DISABILITY (or previously had a disability)

NO, I DON'T HAVE A DISABILITY

I DON'T WISH TO ANSWER

Your Name Today's Date

Benefits to the Workplace and Workforce

- Supports organizational efforts
- Competitive and diverse workforce
- Affirms current presence
- Encouragement for others
- Maintains compliance
 - ADA, ADAAA, EEO and Section 503 for federal contractors
- Promotes diversity among other demographics



Understanding Self - ID

- **Barriers to Self-ID:**

- **Feels unwelcome**
- **Fear of negative consequence**
- **Unaware of Section 503 requirements**
- **Unsure of benefit to employer**
- **Lack of confidentiality**

- **What Encourages?**

- **Disability friendly and inclusive workplace and workforce**
- **Core values, principles, and commitment to diversity/disability**



Creating a Self-ID Campaign



Senior Leadership

- Commitment
- Funding

Assemble Team

- Compliance/HR
- Communications
- ERG's

Current State

- Current %
- Goal

Creating a Self-ID Campaign



Create Campaign

- Voice of employee
- Successes/awards
- Org. importance

Distribution

- Internal
- External

Execute/
Monitor

- Timing
- Check results
- Accommodation requests
- Highlight success

Barriers to Self-Disclosure

- Fear of being stigmatized or discriminated
- No need for accommodation
- Don't realize they have a disability
- No personal gain
- Risk being fired
- Unsupportive supervisor/workplace
- Concern for confidentiality

- For individuals who had a non-apparent disability, study reports:
 - 10% - immediate negative consequence
 - 25% - longer term negative consequence



Factors that Encourage Self-Disclosure

- Disability in diversity statement
 - Active disability recruiting
 - Accommodations team
 - Required training
 - Success stories
 - Supportive supervisor
 - Benefits
- Community involvement



Key Factor that Encourages Self-Disclosure

Culture!

- Demonstrate disability inclusion as a core principle
- Instill disability inclusion and education internally
- Create internal environment without focusing on the disability



People with Disability Strategy

Infrastructure and Operations

Education and Development

Branding and Recruitment

Engagement and Inclusion

Strategic Partnerships



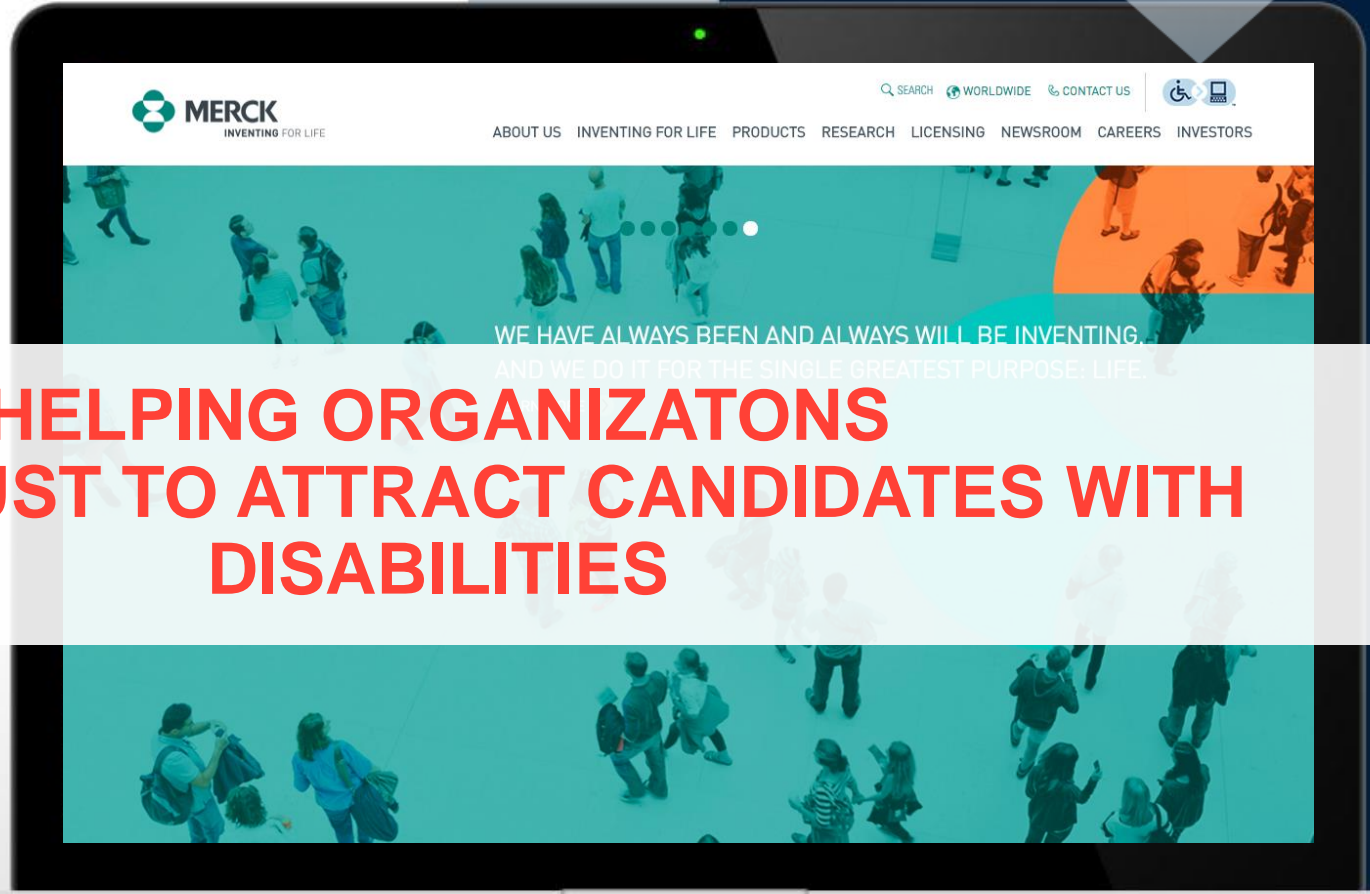


Simon Dermer

**Managing Director and Co-Founder,
eSSENTIAL Accessibility**



eSSENTIAL
ACCESSIBILITY.



HELPING ORGANIZATIONS BUILD TRUST TO ATTRACT CANDIDATES WITH DISABILITIES

**WORKFORCE
PARTICIPATION FOR
WORKING AGE
PEOPLE WITH
DISABILITIES IS 31.6%**

**PARTICIPATION FOR
INDIVIDUALS WITHOUT
DISABILITIES IS 76.5%**



**THE SECTION 503
REGULATIONS
ESTABLISHED A 7%
UTILIZATION GOAL FOR
EMPLOYMENT OF
QUALIFIED INDIVIDUALS
WITH DISABILITIES FOR
EACH JOB GROUP IN
THE CONTRACTOR'S
WORKFORCE**



**THE REGULATIONS
WENT INTO EFFECT
MARCH 24, 2014**

**NEW CONTRACTORS
ARE REQUIRED TO
SUBMIT AN AAP
WITHIN 120 DAYS OF
CONTRACT
COMMENCEMENT**





OVERCOMING THE SELF-IDENTIFICATION HURDLE

UNDERSTANDING INDIVIDUALS WITH DISABILITIES



People who are blind or have low vision or photosensitivity may rely on assistive technology, such as screen readers to engage with companies online. If a website isn't designed and developed properly, the individual isn't able to use their screen reader to interpret what's on the screen.



People who are deaf, or have hearing loss may have trouble understanding audio or video files that haven't been properly captioned and don't have an audio description.

UNDERSTANDING INDIVIDUALS WITH DISABILITIES



People with physical disabilities such as spinal chord injury, multiple sclerosis, cerebral palsy, Parkinson's disease, stroke and arthritis may require keyboard and/or mouse replacement tools to engage with organizations online. Without these tools, the digital world may still be inaccessible.

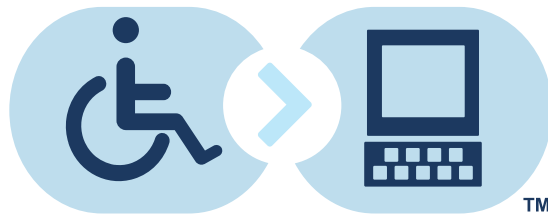


People who are non-verbal or use only sign language cannot use voice recognition software to engage with organizations digitally.



PROJECTING A DISABILITY-FRIENDLY DIGITAL PRESENCE

Before an organization can get an IWD to self-identify, it's imperative to attract and build trust with people with disabilities by implementing the following strategies:



Create a welcoming digital environment for people of all abilities



Offer assistive technology for free to individuals who need it



Make it easy for individuals with disabilities to find information about your hiring policies

REASONABLE ACCOMMODATION

Organizations should also be making every effort to ensure that individuals with physical disabilities have equal access to information and communication technologies (this extends to the use of electronic and online job application systems) by doing the following:



Technology, such as screen readers, for people with vision disabilities



Technology such as keyboard and mouse replacement solutions for people with physical disabilities



Video captioning, audio descriptions and accessible PDFs





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CASE STUDY: MERCK



CHANNEL FOR PEOPLE WITH DISABILITIES

When people click on the eSSENTIAL Accessibility icon on Merck's homepage, they are guided to a welcoming landing page where they can:



Download free assistive technology for people with physical disabilities



Explore career opportunities



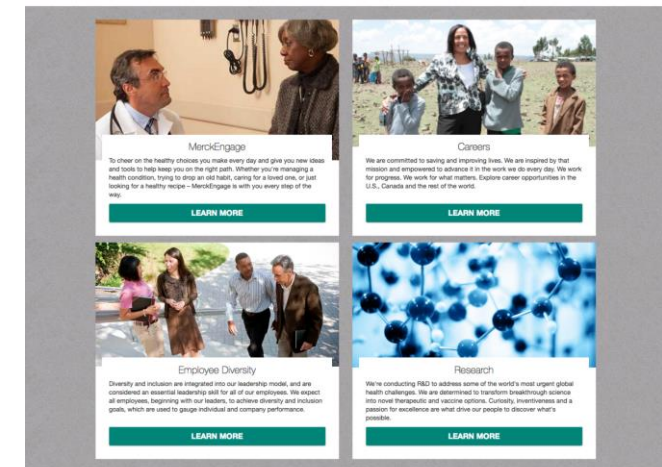
Learn more about initiatives and special programs for people with disabilities



We are inspired by a shared vision and mission to save and improve lives. We are committed to being the premier, research-intensive biopharmaceutical company and are dedicated to providing leading innovations and solutions for today and the future. Our core values are driven by a desire to improve life, achieve scientific excellence, operate with the highest standards of integrity, expand access to our products and employ a diverse workforce that values collaboration.

"At Merck we believe there is strength in differences. Our ability to continue delivering on our mission of saving and improving lives around the world relies on having globally and locally diverse teams of talented employees at all levels. Their varied skills, experiences, backgrounds and cultural perspectives help us better understand the needs of diverse customers, healthcare providers and patients who ultimately use our products. That's why we are deeply committed to fostering an inclusive environment that embraces different perspectives and values the contributions of each individual."

- Kenneth C. Frazier, Chairman and CEO, Merck.



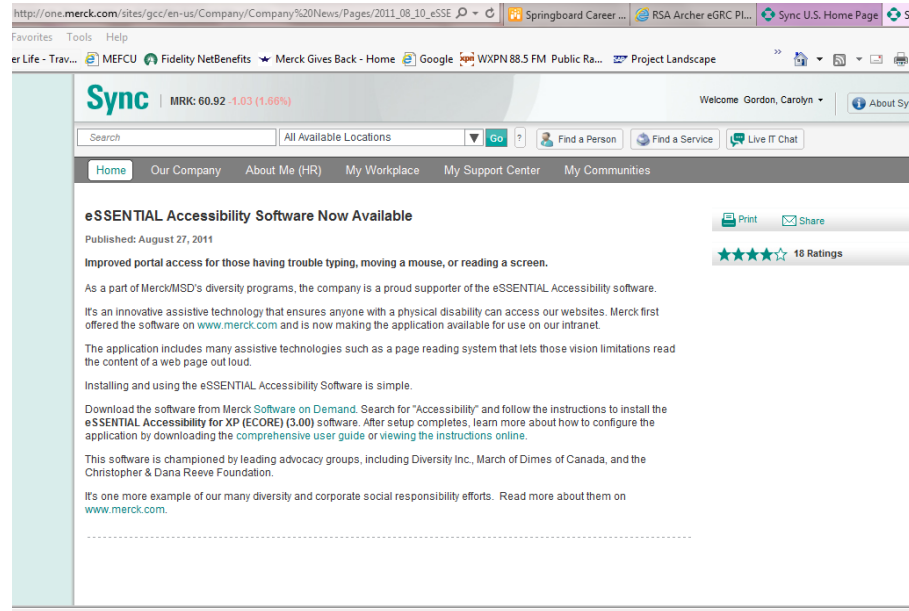
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INTERNAL EMPLOYEE PORTAL

In addition to projecting an inclusive and disability-friendly presence on their external site, Merck developed a program for their internal employee portal that:



Features assistive technology for individuals with physical disabilities



Spotlights Merck's diversity and inclusion initiatives



Highlights the importance of accessibility in their corporate culture

KEY TAKEAWAYS

- Organizations can overcome the self-identification hurdle by building trust with this segment of the labor force.
- In addition to ensuring that all digital properties (including electronic and online job application systems) are accessible, organizations should provide assistive technology for applicants with physical disabilities.
- Organizations such as DiversityInc and National Organization on Disability (NOD) help set the benchmark for inclusion and diversity within companies, and offer resources to help you improve your recruitment efforts and talent management.



LET'S START A CONVERSATION





Marina Williams

**Director, Global Diversity and Inclusion, Equal
Opportunity Programs,
Lockheed Martin**

Resources - Organizations

- U.S. Department of Labor, Office of Disability Employment Policy (ODEP) - www.dol.gov/odep
- The Job Accommodation Network (JAN) - www.askjan.org
- Employer Assistance and Resource Network on Disability Inclusion - www.askearn.org
- National Organization on Disability (NOD) - www.nod.org
- GettingHired - www.gettinghired.com
- US Business Leadership Network - www.usbln.org



Resources - Publications

- **Do Ask, Do Tell (Conference Board)**
- **National Collaborative on Workplace and Disability (NCWD)**
- **Job Accommodation: Disclosure**
- **ODEP: Youth, Disclosure, and the Workplace Why, When, What, and How**
- **Cornell/AAPD Study: Emerging Employment Issues for People with Disabilities**



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