Business as usual: How successful employers are looking beyond disability

Tom Webb, Office of Disability Services
TODAY’S AGENDA

Inter-ability?

Making the Case

Financial Impact

Tools

REVOLUTION

Q&A
Definition

Inter-
(prefix)
  between : among : together

Ability
(noun)
  the power or skill to do something

The Inter-ability Workforce can be defined as the people without disabilities and people with disabilities engaged in or available for work.
Inter-ability Workforce

Workers without Disabilities

Management

Customers

Workers with Disabilities
LET ME TELL YOU A STORY

“During the two world wars, deaf people found jobs in industries throughout the country. In Akron, Ohio, the Goodyear and Firestone tire and rubber companies recruited hundreds of deaf workers. By 1920 nearly 1,000 deaf employees were in the Goodyear and Firestone plants.”

William “Dummy” Hoy
Disability is Natural

>56 million Americans have disabilities

Most everyone has or will experience some form of disability in their lifetime
By 2020, \( \frac{1}{2} \) of the U.S. Population will have at least one chronic condition.

- More than 56 million Americans have disabilities.
- Disability is Natural.
- Most everyone has or will experience some form of disability in their lifetime.
The Disability Currency

Exhibit 1: Population and income data for PWD and their Friends & Family

<table>
<thead>
<tr>
<th></th>
<th>Global</th>
<th>USA</th>
<th>Canada</th>
<th>EU⁶</th>
<th>Asia⁶</th>
</tr>
</thead>
<tbody>
<tr>
<td>PWD Population</td>
<td>1.31B</td>
<td>56.7mm</td>
<td>6.2mm</td>
<td>91.0mm</td>
<td>748.0mm</td>
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<tr>
<td>PWD Income⁶</td>
<td>&gt;$1.97T</td>
<td>$872.7B</td>
<td>$113.3B</td>
<td>$983.9B</td>
<td>NA</td>
</tr>
<tr>
<td>PWD Disposable⁶</td>
<td>&gt;$1.2T</td>
<td>$645.3B</td>
<td>$55.4B</td>
<td>$482.1B</td>
<td>NA</td>
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<tr>
<td>Friends &amp; Family Population</td>
<td>2.42B</td>
<td>105mm</td>
<td>11.5mm</td>
<td>168mm</td>
<td>1.38B</td>
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<tr>
<td>Friends &amp; Family Disposable</td>
<td>&gt;$6.9T</td>
<td>$3.9T</td>
<td>$311.1B</td>
<td>$2.7T</td>
<td>NA</td>
</tr>
</tbody>
</table>

Workplace Disability Inclusion Assessment Tool

Developed by the National Camber of Commerce

1. Recruitment
   - The term “disability” is specifically mentioned in diversity and inclusion materials.
   - Job applicants with disabilities are actively recruited.
   - Recruiters have established contacts with staffing entities that are knowledgeable about disabilities.
   - Recruiters receive training on interviewing job candidates with disabilities.
   - Recruiting materials are available in alternative formats, e.g., braille, large print, electronic.
   - Application materials are available in alternative formats.
   - The company regularly evaluates its physical plant for accessibility.

2. Employment
   - A companywide reasonable accommodation policy is in place.
   - An accommodation process exists.
   - If leadership training is available for women and minorities, it is also available to employees with disabilities.
   - Logistics for skills training courses include provisions for sign language interpreters, training materials in alternative accessible formats, and training held in accessible locations.
   - An employee resource group (also called an affinity group) focused on disabilities exists.
   - Disability is included in all diversity and inclusiveness training.

3. Diversity Supplying
   - The company’s diversity supplier program includes outreach to disability-owned companies.
   - Any diversity supplier programs your company offers, e.g., mentoring or small business education programs, include suppliers with disabilities.

4. Tech Access
   - The company’s IT department is knowledgeable about accessible technology.
   - The company’s website is accessible to users of screen readers.
   - There is a companywide policy requiring that technology tools and resources, e.g., online travel, expenses or employee benefits, are accessible.

5. Marketing
   - Images of people with disabilities appear in advertisements, collateral materials, and other external communications.
   - Disability-appropriate language is required in all documents, including press releases and presentations.

Check the box that best applies to your organization

- Yes
- No
- Not Applicable
READY for a Revolution?
**Visible Best Practices employed by S&P 500 Firms**

<table>
<thead>
<tr>
<th>Visible Effort</th>
<th># of Firms in 2010</th>
<th># of firms in 2015</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Employee Resource Groups focused on PWD &amp; Stakeholders</td>
<td>26</td>
<td>92</td>
<td>254%</td>
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<tr>
<td>Accessibility Statement for Web access</td>
<td>8</td>
<td>69</td>
<td>763%</td>
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<tr>
<td>Specific recruiting outreach to PWD</td>
<td>3</td>
<td>14</td>
<td>367%</td>
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<tr>
<td>Specific mention in diversity statement of PWD</td>
<td>2</td>
<td>24</td>
<td>1100%</td>
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<tr>
<td>Product development for customers with disabilities</td>
<td>2</td>
<td>96</td>
<td>4700%</td>
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<tr>
<td>Disclosure Invitation</td>
<td>1</td>
<td>16</td>
<td>1500%</td>
</tr>
<tr>
<td>Business unit focused on PWD</td>
<td>2</td>
<td>18</td>
<td>800%</td>
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</tbody>
</table>
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HOW TO CONTACT ME

Don’t hesitate to contact with me. I will be happy to answer your questions.

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