

Why Disability Matters to Business

DEI Best Practices Conference

March 1, 2018

Agenda

- ❑ Work Without Limits Overview
- ❑ What is Disability
- ❑ Why Disability Matters: the Employer Value Proposition
- ❑ Building your approach: Strategies to Engage Businesses
- ❑ Wrap-Up

About Work Without Limits (WWL)

- ❑ An initiative of UMass Medical School initially funded by a federal grant from the Centers for Medicare and Medicaid Services in 2008
- ❑ A network of engaged employers and innovative, collaborative partners
- ❑ Our goal is to increase the employment rate of people with disabilities so it is equal to that of people without disabilities
- ❑ Self-sustaining via a Corporate Sponsorship model since 2012



WWL Overview: Massachusetts Business Leadership Network (MABLN)

- ❑ A Massachusetts-based network of employers
 - ✓ Committed to diversity and inclusion
 - ✓ Interested in building capacity to include people with disabilities in their companies as employees, customers, and suppliers
- ❑ WWL offers opportunities for employers to learn and connect
- ❑ Build confidence, competence and success when employing people with disabilities
- ❑ Business Advisory Council

Learning Objectives

After completing this training, participants will be able to:

- ❑ Challenge a personal misconception that surrounds persons with disabilities and employment
- ❑ Identify at least 3 benefits to including persons with disabilities in the workplace
- ❑ Share at least 1 disability statistic and 1 promising practice of leading employers
- ❑ Strategize an approach to actively engage employer partners around hiring people with disabilities

What is Disability?

Americans with Disabilities Act (ADA)

July 26, 1990

Signed into law by President George H.W. Bush. Divided into four sections. Title I – employment; Title II - public entities & public transportation; Title III - public accommodations & commercial facilities; Title IV – telecommunications. There is also Title V, which contains miscellaneous provisions.

Purpose

Prohibits discrimination on the basis of disability. Congress stated the purpose of the ADA is “to provide a clear and comprehensive national mandate for the elimination of discrimination against individuals with disabilities.”

Title I: Employment

Prohibits discrimination in employment against people with disabilities by requiring employers to make reasonable accommodations to the known physical or mental limitations of a **qualified** applicant or employee, unless such accommodation would impose an undue hardship on the employer.

ADA Definition of Disability



- ❑ Physical or mental impairment that substantially limits one or more major life activity (includes work)
- ❑ Record of an impairment
- ❑ Been regarded as having an impairment

For more information: www.ada.gov

So *what* is Disability?

A broad term that encompasses a wide range of conditions that may occur across the life span:

- ❑ **Apparent disabilities** like mobility impairments often come to mind first
- ❑ **Intellectual or developmental disabilities**
- ❑ **Blindness or deafness**, which may be complete or partial
- ❑ **Non-apparent disabilities** include learning disabilities, low vision or chronic illness
- ❑ **Mental health** conditions are often intermittent and episodic
- ❑ **Chronic illness** can fluctuate and be debilitating, as with chronic pain

Why Disability Matters

Building the Value Proposition

Disability Statistics in the U.S.



- ❑ **Nearly 20%** of people in the U.S. have a disability – that's 1:5
- ❑ **20.8%** of Americans with a disability participate in the labor market compared to **69.2%** of Americans without a disability
- ❑ Unemployment rate for Americans with a disability is **9.6%** compared to **4.4%** for Americans without disability (that's >2x) and have remained virtually unchanged for decades (27 years since ADA)
- ❑ **75%** of people with disabilities who are unemployed would prefer to be working
- ❑ **1 out of 68** children in the U.S. are diagnosed on the autism spectrum
- ❑ Nearly **30%** of American families have at least one family member with a disability

Why Disability Matters

Over **80%** of disabilities are acquired as a result of age and illness. At the same time, the aging workforce will increase from **12%** to **20%** of the working population by 2025.

- *UN Population Division*



People with disabilities and their personal networks are **highly loyal** consumers of organizations that hire people with disabilities.

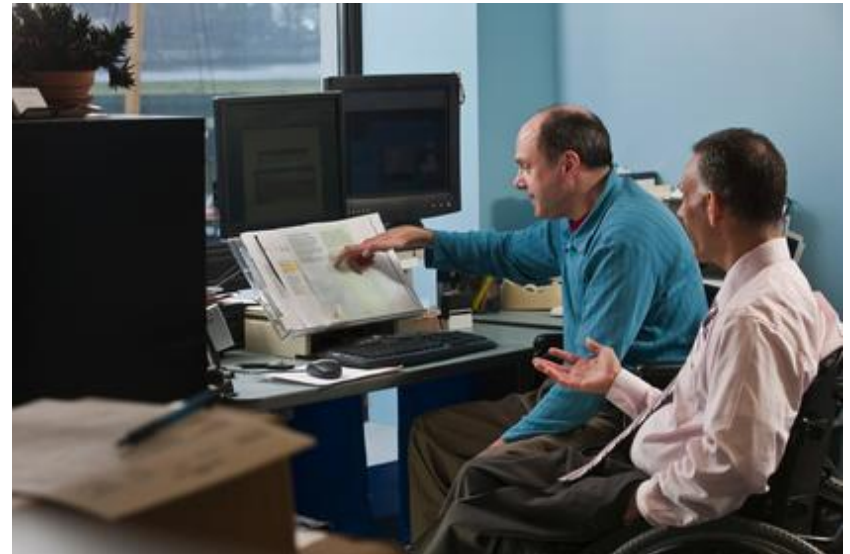
- *U.S. Census Bureau*

Campaign for Disability Employment (CDE)

A collaborative effort to promote positive employment outcomes for people with disabilities by encouraging employers and others to recognize the value and talent they bring to the workplace.

Who I Am showcases individuals who are not defined by their disabilities.

[Play video](#)



So ... what's in it for me (WIFM)?

Exploring the value of hiring people with disabilities: My Workforce, My Customers and My Community

Why it Matters: My **Workforce**



Employees with disabilities typically show more loyalty and lower turnover than their non-disabled peers



Studies show that employees with disabilities have equivalent job performance ratings as employees without disabilities



Labor pool evolution: Baby Boomers retiring, increased diagnosis of Autism, Veterans returning from active duty - preparing for this next generation of employees is critical.



Inclusive cultures foster increased employee morale – which is directly tied to increased productivity and lower health care costs.

Compliance for Federal Contractors

Why it Matters: My **Workforce** / Federal Contractors

Office of Federal Contract Compliance Programs (OFCCP) mission ...

to enforce, for the benefit of job seekers and wage earners, the contractual promise of affirmative action and equal employment opportunity required of those who do business with the Federal government

- ❑ Requires all organizations with federal contracts >\$10,000 to take affirmative action to hire, retain, and promote qualified indiv. with disabilities
- ❑ Section 503
 - ❑ Veterans Hiring Benchmark - **8 percent** of the workforce
 - ❑ Individuals with Disabilities Utilization Goal – **7 percent** of the workforce *across all job categories* (or entire workforce if 100 or fewer employees)

Federal Contractors must:

- ❑ Establish specific action-oriented outreach and recruitment programs
- ❑ Invite applicants and employees to self-identify
- ❑ Track participation rate of people with disabilities in talent pools and in the workforce

Why It Matters: My **Workforce**

Building a culture of inclusion

Self- Identification

•When an employee voluntarily identifies themselves to their employer as a person with a disability either informally or in response to a formal request from the employer.

Disclosure

•When an employee discloses information about his or her disability to their employer during the process of requesting an accommodation needed to successfully perform the essential functions of their job or to complete the application process in the case of a candidate.

Why It Matters: My **Workforce**

*Rethinking
Abilities at Work*



[Play Video](#)



Promising Practices: My **Workforce**

Walgreens – Talent Acquisition

A study of its distribution centers by the American Society of Safety Engineers found workers with disabilities had:

- ❑ Turnover rate **48%** lower than that of the nondisabled population
- ❑ Medical costs **67%** lower
- ❑ Time-off expenses **73%** lower

The Walgreens logo, featuring the word "Walgreens" in a red, cursive script font.

PwC - Employee Resource Groups (ERGs)

- ❑ Grass roots initiation by care taker
- ❑ Grown into two groups: care takers and PWD



Why It Matters: My **Customers**

- ❑ According to MarketResearch.com, people with disabilities ...
 - ✓ **3rd largest market segment** behind Baby Boomers and the mature market
 - ✓ **73%** are heads of households
 - ✓ **48%** are principal shoppers
 - ✓ **58%** own their own homes
- ❑ Customers with disabilities and their extended networks represent a **trillion dollar** market segment
- ❑ A diverse workforce can lead to an increased market share

Why It Matters: My Customers

Employees with disabilities drive innovative products & services

- ❑ Identify new market opportunities for existing products and services
- ❑ Bring perspective about how customers with disabilities interact with your products

[Play video](#)



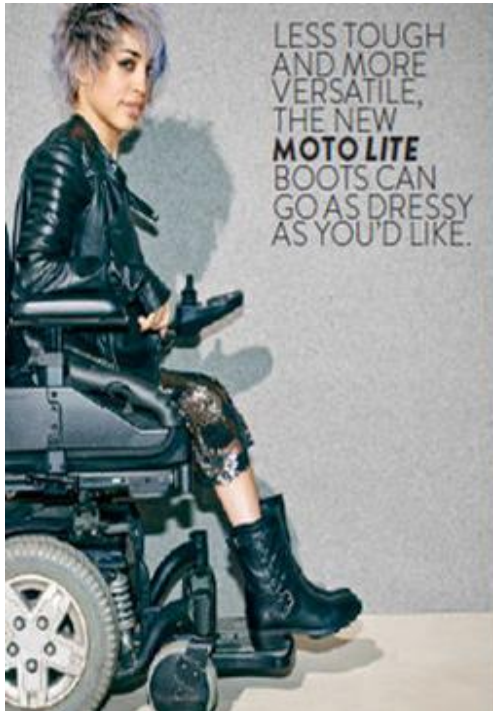
TOMMY  HILFIGER



MAGNETIC BUTTONS



ONE-HANDED ZIPPERS

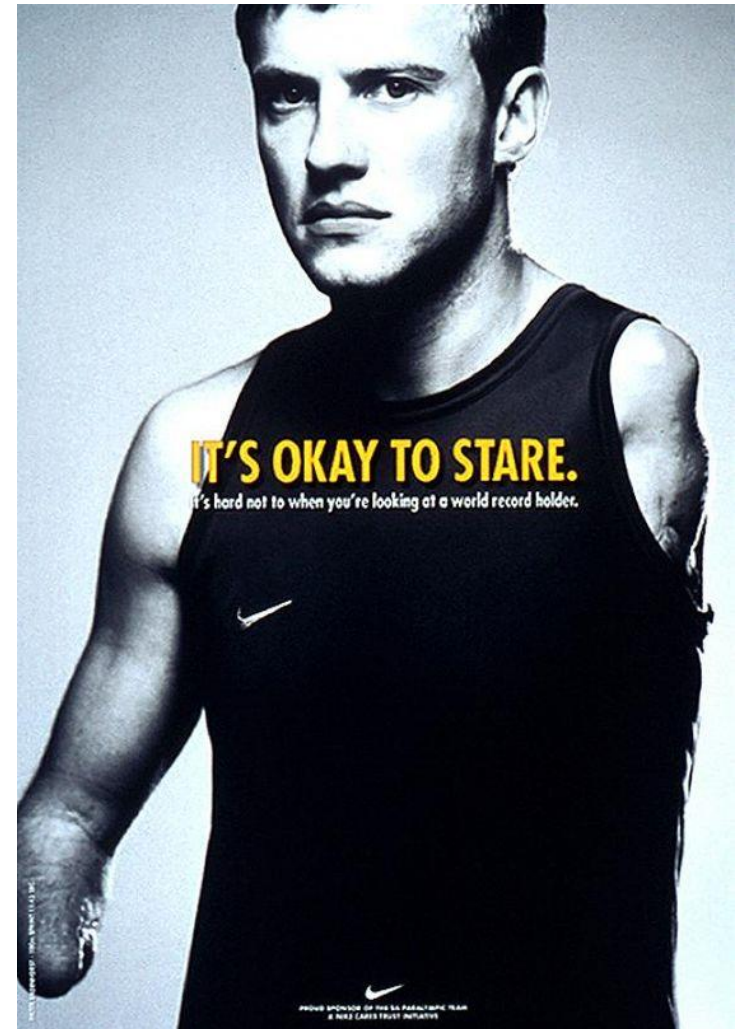


LESS TOUGH
AND MORE
VERSATILE,
THE NEW
MOTO LITE
BOOTS CAN
GO AS DRESSY
AS YOU'D LIKE.

NORDSTROM



Promising Practices: My **Customers**



Why It Matters: My **Community**

- ❑ A UMass Boston study asked consumers: “What information about a company would give you a favorable impression of that company?”
 1. Provide health insurance for employees
 2. Protect the environment
 3. **Hire individuals with disabilities**
- ❑ **87%** said they would prefer to do business with companies that hire individuals with disabilities
- ❑ **92%** felt more favorable towards businesses that hire individuals with disabilities

Why it Matters: Win-Win-Win Strategy

Employing people with disabilities...

- ❑ Makes a difference in the lives of *individuals and employees* with disabilities
- ❑ Smart business for *employers*
- ❑ Elicits a positive consumer response in *society*



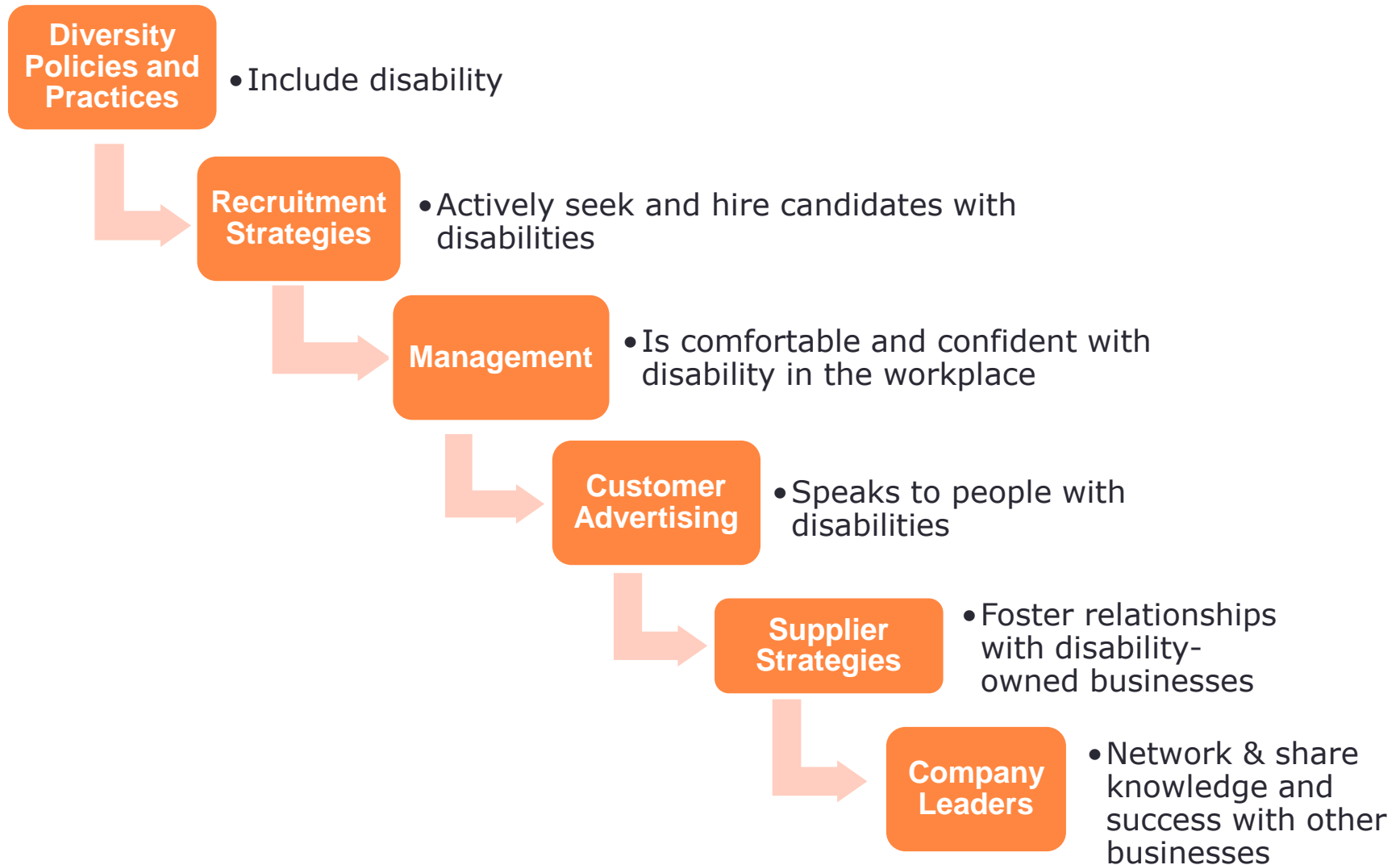
The Bottom Line

Including people with disabilities helps companies ...

- ❑ Build a diverse employee base
- ❑ Comply with federal regulations
- ❑ Attract skilled, loyal employees
- ❑ Retain current employees
- ❑ Expand product offerings and customer base
- ❑ Enhance company brand and community impression

Building your approach

What it Means to be a Model Employer of People with Disabilities



Strategies to Engage Businesses

- ❑ Start with existing clients – relationships matter
 - ❑ Examine company website, culture and business needs - keep disability/diversity top of mind. Are any Federal Contractors?
 - ❑ Highlight workforce, customer and community benefits to hiring individuals with disabilities – make a personal “sell sheet”
 - ❑ Review minimum job qualifications, essential job functions and other requirements of available positions. Match them to your candidate’s skill set. Focus on strengths and ability not disability.
- ❑ Outreach to new companies known as diversity and/or disability leaders
 - ❑ [Work Without Limits Corporate Sponsors](#)
 - ❑ [US Business Leadership Network Corporate Partners](#)
 - ❑ [DiversityInc.’s ‘Best of Lists’](#)
- ❑ Network in person and via social media to establish your own professional inclusive circles and presence
- ❑ Join [community partners](#) that are leveraging candidates with disabilities and opportunities together

How did we do: Learning Objectives

After completing this training, are you able to:

- ❑ Challenge a personal misconception that surrounds persons with disabilities and employment
- ❑ Identify at least 2 benefits to including persons with disabilities in the workplace
- ❑ Share at least 1 disability statistic and 1 promising practice of leading employers
- ❑ Strategize an approach to actively engage employer partners around hiring people with disabilities

Please complete a course evaluation.

Your feedback is important to us!

Questions & Discussion

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www.workwithoutlimits.org

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