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NOD Webinar

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>> JENNIFER: Hello and welcome.

This is Jennifer Mizrahi, president of RespectABILITY. RespectABILITY is a nonprofit organization for people with disabilities to have a better future. One of the things we're very delighted to do as an organization is offer free webinars and tools that are really helpful for people who want to enable people with disabilities to achieve great things in the workplace. This is great for people with disabilities who want to work, but also fabulous for employers who want to have access to the best talent and for taxpayers

who want to be sure we have the best country possible, and we're making government work better and cost less.

We'd love to see what the private sector is doing and the innovations coming out of the nonprofit sector and therefore we're always pleased to work with the team from NOD. They're one of the leading organizations in working with companies that want to be doing the right thing for people with disabilities, but they're not in it for pity or charity, they're in it because it's good for business. They understand that it makes their country -- their companies stronger and their bottom lines better.

We're going to speak today about the disability employment tracker, and disability employer seal of approval, this is something that the national organization on disability has brought forward that is really quite innovative, and it's really a wonderful tool for employers and I'm delighted you're going to hear about it today.

We have two terrific speakers, the first is Carol Glazer, and Carol is the president of NOD, she's been with them since 2006 and she's

always bringing forward new and very fresh ideas and she's a parent who knows what it means to raise a child with multiple disabilities.

We also have Andy Traub with us who is an expert on disability employment, he's newer to NOD, but he's previously worked with some terrific companies like AMC Theaters, Google, Best Buy, and others on disability employment initiatives. So his experience is very much from the real world of the private sector. So I'm delighted that so many have joined us on the line today, and I'm turning it over to Carol and to Andy. Thank you for being with us!

>> CAROL: Thank you, Jennifer.
Andy, will you get us started?

>> ANDY: Yes, ma'am, thank you all for joining us today. We're very excited to present to you the disability employment tracker and talk to you about the newly-announced seal of approval. Today, for purposes of what we're going to go through and talk about how organizations use disability employment tracker to enhance their disability than Veteran's hiring practices, it's not just a survey but it's actually a tool that

allows companies to self diagnosis where they're at and provides them a roadmap to move forward in the disability and Veteran employment, those of you who may be familiar with the tracker in the past, we're going to go over some of the new enhancements we have to not only the tracker but to tracker-related products such as the disability employment tracker score card, the new executive presentations which we're very excited about, as well as I mentioned earlier, disabilities and the employer's seal of approval. I'll turn it over to Carol.

>> CAROL: Thank you, Andy. I've been looking at whose on this webinar, I realize that many of you could probably be doing the webinar itself, because you're been in the field for so long and working so hard, so it's really a than honor to have an opportunity to be with you today and we will have time for a conversation with you such as those conversations go on webinars, and we're very excited about that and NOD has been around for more than 30 years, and we've addressed just about every facet of disability during that time, whether it's the accessibility of building, the world committee

on disability, transportation, or a whole number of other issues pertaining to disability as our field has changed pretty dramatically over the last 30 years. We are now exclusively focused on employment as the single biggest barrier to people with disabilities and we do that mainly through working with employers we feel there are a lot of terrific organizations that are working with candidates, they're working on research, they're working on advocacy and I would say to you that general Jennifer Mizrahi is the freshest and most innovative herself and the most energetic and effective advocate we have in our field right now stop when we looked at that Landscaping and knew that we wanted to do something about disability employment, we'll read that there wasn't happening on the employer side of the equation and even if employers, for federal contractors have to set workforce goals and some of them want to, when they were required to or not they just don't know how, they don't flow how to make good connections to disability organizations, they don't know what to look for in job candidate, sometimes they're inadvertently screening people out without even

wanting to. And so we decided that we could most effectively use our talent and resources to help employers. We do that through primarily three programs one is the CEO council which is more of an outward facing group of companies who want to be seen as employers of choice for people with disabilities, and want to learn from one another, it's a group of about 3 dozen companies we get the group together quite fringe I will, we do our own webinars we publish white papers and we have events for our CEO council it's a small intimate group of senior people who like to learn from one another. We also provide professional service to companies and those are the more inward facing helping understand how their practices and policies are shaping up, helping them become more welcoming environment for people with disabilities that they do bring into their workforce, and helping them to actually make the right kind of connections to disability organizations.

And we have found that that's probably the most important service for employers who just don't know where to go and don't know how it screen out groups to meet their labors for needs.

The tracker that we'll talk a little bit more about gives us in the field and companies an effective way of benchmarking their own practices against those of others. And as RespectABILITY has learned and most of us know the tracking component of what you do is an absolutely essential component if you ever want to make change and tracking allows companies to see not only where they are with other companies but also over time by taking the tracker survey, they can learn where they have come in their own journey. And that's what we'll be talking more about today.

Andy well, I'll just stick with the next slide as well. Just a few important points about data on disability as an element of diversity. The largest minority group 1 out of every 5 Americans only 17% of people are always surprised at this number, only 17% of people with disabilities were born with those disabilities a majority are acquired later in life. And most people with disabilities have an invisible disability, the number that we can document is 96% of the number that are all over the place, but we know that it's really the vast majority of people

who have an invisible versus an invisible versus a visible disability.

Going into the next slide this just gives you some of the data points, things that we know from the research, I mentioned the 56 million Americans, it's the largest diversity group in the country, the worn out of the every five people, we know that nearly 80% of Americans who are working age, that number is about 30 million, are not employed, but we also know that the majority of those people can work and want to work. We know about changes in department of labor regulations affecting federal contractors that require them to set workforce goals, both for people with disabilities as well as for protected veterans of section 503 of the rehab act and we also know from the research that both cooperate competitiveness and culture are improved by having disability as an important segment of a strategy and we also know that the data tell us that consumers will actually switch brands to companies if they know that that's a company that hires disability, so it really gives you the bottom line perspective of why this is not only a -- the right thing to do, and a good thing

to do, but why it's good for business. We also know that the numbers are retention and absenteeism on loyalty all point in a very positive direction for this workforce. So we know that it's good, Jennifer started out by talking about how this is good for companies and it's the good for the country, and we very firmly believe that and the research backs it up.

Andy?

>> ANDY: Thank you, let's talk about what this disability employment tracker actually is. It's a robust diagnostic tool that companies can actually use to self assess where they're at on their disability your knee one of the things I will see -- journey one of the things I will say, I know several of you on the call have been in this field and environment for a while this is a your journey and the destination goes way out there on the horizon but it is a journey that comes in stages answer steps and some things can be done short-they were are quick hits some of them are midterm and long-term aspirational goals but it allows a company to understand where it currently is on that journey, it is free. It is

confidential, it costs nothing, but we definitely go through very stringent protocols and surveys to -- as Carol mentioned earlier, is one of did your is our partner in crime in this, they actually have done surveys for several decades, some of you may actual why I have SOTA as one of your vendor, but there's high levels of confidentiality, so we do not share results in any way other than in aggregate form, there's no company-specific results shared with anybody outside of a very small few between SORTA and NOD. But it allows you to look at the entire employment life cycle all and I'm going to talk about that a little bit more in a minute. Anything from tracking people with disabilities as well as veterans. The thing we're most proud of is this is not created in a vacuum, the tracker when we started this process we worked very closely with a number of cops a tasks for to actually help create and develop the questions that have been employed in the tracker itself. So it's based upon the needs for businesses and it was developed with corporate leaders. As the tracker has evolved corporate leaders have been involved in helping us understand what they need and help create questions

that the tracker has evolved. We are four big buckets that the questions fall into, one big part is the climate and culture of an organization, things we look at is what is your employment engagement, what's your policies and practices regarding invisible disabilities, Veteran hiring and [indiscernible] organization with regards to those policies and philosophies. Recruitment, in the employment life cycle all, how do we go about recruiting, the onboards process which I can attract them, I call -- I want to hire them but it it's onboarding, it can be a way that people can't get through the process and leads to dissatisfaction or the person not even starting on the job. Performance management, the accountability, how are we managing the performance for individuals with disabilities but on their side how are we managing the performance of their hiring managers and what their [indiscernible] are of them. Accommodation practices, do you have accommodation policy, how available is it, how quickly do you get most accommodation requests answered. Do your employees know how to ask for a conversation and

got managers know when a accommodation is being asked for and what to do with that. Tracking your measure am.

A. We have disclosure protocols and disclosure federal contractors are using disclosure campaigns or not, employee surveys how often, what's asked on it, do the individuals have an opportunity to receive identify and then we talk about what are the outcomes in the past 12 months, we talk about your hire rates,.

>> OPERATOR: Andy, it seems like we have lost your audio. We can now hear you.

>> ANDY: Sorry thank you. So outcomes in the past 12 months, where are you currently at with your hiring practices, it's also forward looking, what are the goals that you're company [indiscernible] that you want to deploy for the next 12 to 18 months increase your hiring of people with disabilities and veterans so it is really a very well-rounded assessment.

I will also go so far as to say that our can and industry representations with the tracker over the past 2 years have been fantastic, 47% are fortune 500, 87% are federal contractors,

certainly our industry representation is robust over of the past two years and just looking at the current employers who are registered and signed up and currently taking the tracker for this year, we're going to greatly expand this list of industry that are represented. To give you an idea, when we created the tracker, as we continue to create the tracker we try and keep it can size neutral as well as industry neutral, so as you will see on the chart on the right, you know, we have over -- companies with over 50,000 employees represent about a quarter of our respondents, but then we also have a significant group of companies that have, you know, 10,000 or less employees represented by 23%, so another quarter, so it is a great group of cohorts within the tracker population.

For those of you who may have used the tracker in the past one of the great enhancements we have this year is the score card, we've heard from the participants and industry leaders on what they really like that see and how to gets presented, the information regarding their results, so a company will submit their results and analyze the

data and then a score card will be sent back to the company not only giving you an idea of, you know, how you're company stacks up against the leading practices of other organizations as well as people who are taking tracker but also area of strength and opportunity on that report. We have created air report in a manner where you can taking it to any legal of the organization to talk about your hiring practices it's very clean, it is well represented, you know, your answers are provided not only for this year if you have taken it in the past you will actually see your answers over the previous trackers as well.

We also are adding new this year a little bit about the demographics of companies who have taken the survey thus far, you also get a very dynamic [indiscernible] report on the companies who are taking the tracker for this year as well.

There's also -- once you receive your report, you've had companies who say okay now what, I have this great report, I know what my baseline is, where I currently stand, but I don't understand how to gets to the next level and we've created a disability employment tracker executive

briefing which this allows NOD subject matter experts on disability employment to come in either virtually or on site to provide very detailed reports on your data, very customized to what you've submitted we go item by item and give you very specific benchmarking data through the entire population of people who have taken the tracker. So we give you some of these -- as I mentioned earlier, some -- you know, maybe share toly-hanging fruit, low cost but high impact we would recommend your organization based upon your data, so it requires a little bit of effort or maybe a little bit of expenditure to be able to take the next step, but then, you know, we sit down and talk about long-term aspirational goals and provide additional recommendations that may be longer term, it may be a cap X expenditure, something like that, very aspirational in nature, and so we provide you with that helping you move along your Veteran's journey. There are also options for continuing education that we can do in target towards your executives or hiring managers, from -- everything from disability employment awareness to maybe you want a rapid assessment of your facility there's

a lot of things we can actually do while we're there on site.

And this, the disability employment tracker briefing is a product for a fee, the tracker and the score card are free, that comes with -- that's the price of admission for you to get your data analyzed.

We're extremely excited to announce this year we will be offering and awarding the noduledding disability employer seal of approval, it is data driven, so it actually is tied to the tracker so when we analyze data from the tracker, companies who meet certain performance thresholds will receive the disability employer's seal of approval. It will be awarded annually, so organizations will need to submit the tracker and be able to submit for the seal of approval on a yearly basis.

It does examine all the key areas we've talked about earlier such as identifying and sourcing talent and onboarding, performance management, climate and culture as well as tracking and measurement, I do want to mention that the seal -- or not the seal -- the tracker is currently

open, it is available for you to sign up and take now, it will be through March 2nd, so we want to make sure that you're aware the tracker is available and we'll talk about how to sign up for that in a minute.

Companies just because you tank the tracker doesn't necessarily mean you have to be considered for the seal, there is it an option to opt out for consideration of the seal on the tracker itself. However, we would strongly encourage you to do the seal because companies tend to sell themselves short on their disability and Veteran hiring radius and so we always encourage companies to stay in and be considered for the seal.

Just like the tracker, the seal is completely confidential so if your can were to take it and it falls short of the thresholds, there will never be any public record or acknowledgment that you're company tried for it and missed out or was outside of the threshold, so there is very little risk in being assessed for the seal. We will only publicly recognize companies who achieve the seal but no data will ever be associated with that it will just be company X received the seal of

disability -- the disability seal of approval, from the NOD and that is what will be provided there will never be any data shared, company-specific data shared about that at all.

We have a great relationship with diversity Inc., Luke Visconti is one of our distinguished board members as well, in the past years companies who have been going with...

[indiscernible] achieve the diversity top 10 companies for people with disabilities, the tracker was a consideration when they were going through that awarding process. For this year, it is actually now a requirement, so if a company wants to be in the [indiscernible] top 10 companies for people with disability, they will have to take the tracker, if you don't take the tracker, you can't be considered for that top 10 list. How do I sign up, what does this all look like? Here's a quick timeline of where the tracker is, it's opening March -- it's open until March 2nd is your deadline to submit responses, we will then collect all the data and do our data analysis in the spring, during April, your score cards will be delivered back to you, to your company, and then right now

we actually have the fall, it could very well move to the beginning of 2017 when we open up the tracker for next year, we're already in the midst of creating the enhancements for year 4, so this is a very dynamic tool.

How do you sign up? Sign up is very easy, you can sign up at www.nod.org/tracker we ask and require only one representative per company to take the tracker, this helps mitigate multiple surveys from the company and then trying to deliver, you know -- figure out where they actually are, so one authorized representative and usually, HR professional or somebody who has access to things such as HRS system, survey information, you know, the policies, practices and procedures but it is only one authorized representative. There is a functionality to actually start and pause as you take the tracker. The tracker right now consists of a little over 60 questions for disability side and 20 questions for veterans. And what we've heard so far from feedback from employers, even though the tracker is fairly expanded from last year in terms of the number of questions it still is taking less than 2 hours to

take the survey, and many are saying they're able to complete it in under an hour. So having been in HR for almost 20 years myself and taken many surveys in creating the survey we're like it has to be simple and fairly quick. I will say the tracker is totally found on workforce, it doesn't really go into other areas such as diversity or the DDI where you're maybe talking more about the marketplace as well as you know having comments in there about vendor relations and vendor management that sort of thing, ours is specific to the workplace and helping people find jobs in organizations and helping the organizations be attractive to the disability and veterans community.

Once you go to through the tracker website, you will then receive a link from Sirota to start your assessment and then you can complete the tracker online, you could go right after this webinar sign up and have the tracker completed by end of the day today.

So certainly, with, you know, the tracker allows companies as we talked about to really take that hard look at where they actually

are, the employers are certainly in the conversation that disability is really on this -- as you on this webinar know and are involved in but we always talk about data and you couldn't understand where you're at until you measure and then where do you want to go next, requires more measurement, so it also allows you to build that business case intern. Jennifer mentioned earlier this is not about [indiscernible] this is not about make you feel good this is about really impacting the business and the bottom line of business and the worker count we know is on and being able to tap into a pool of highly talented individuals who want to work and Carol mentioned all the positives of bringing [indiscernible] into the workforce into the business, it makes all the difference in the world when businesses actually see the benefit, both internally to the bottom line as well as to their employees. And with that, we'll open it up for questions.

>> JENNIFER: That's for that great presentation Andy and Carol. Operator can you explain to folks how they can ask their questions right now?

>> OPERATOR: Sure, injure Jen father, have you have called in please press 7 followed by the hash key or pound sign on your phone now.

>> JENNIFER: You can also write in comments or questions and so that's in the chat on the lower left of your screen. So if anybody has any questions or comments, please go ahead. I see that somebody is typing something in, but I can't see it yet, so I'll just look for that but meanwhile, operator, is there anyone who has a question on the line?

>> OPERATOR: No phone questions on cue.

>> JENNIFER: Okay, very good. I see that Vincent has a question, I wonder for this would and I guideline tile for local county and state government?

>> CAROL: I would say absolutely it's a tool that's been designed for anybody who has a workforce and anybody who has an interest in disability as a key component of workforce diversity.

>> JENNIFER: Lets me add on to that,

this is Jennifer that there are some fabulous projects going on in terms of inclusive employment in the public sector. President Obama has done some executive orders to expand inclusion for people with disability in the federal work for example additionally we see that with governor Dayton in Minnesota who is working on it and some work become done by the governors of Washington state, Insley and terrific being down by the governor in Delaware, if you want some wonderful best practices, I think the Delaware work terrific and they've put a lot of HR videos online, we did a webinar with the state of Delaware that's on our webinar state site if you want to take a look at their initiative that is a part of it. The other place doings a terrific job is Montgomery County Marylander, Montgomery County Maryland right outside of Washington D.C. which happens to be where I live, over 50% of people with disabilities are employed in Montgomery County, part of it is an affirmative action piece of legislation that went on the ballots, not too plane years ago, where the voters actually took to a vote as to whether they wanted to have affirmative action on the not

in county government, it passed 80% of the vote and since then, we have in Montgomery county a number of federal offices like NIH and other places answer we have the county government, so that is a huge part of the workforce, in fact, in the state of Maryland, 20%, 20% of all jobs in the state of Maryland are public service jobs, so the fact that this tracking tool is be used for the public Specter is very, very important for people across the country whether it's state government, local government, or federal government, this can be a very, very helpful, so I'm very happy Andy and Carol that it is open for that. And I see that Vincent is going to fast on to hesitate county commissioner on disabilities, I think that is really terrific, I would like to also have you pass on to them that think should take a look at what's been done in Montgomery currenty because it's been so very successful. I see another question above, I'm just trying scroll up to it from y who sayes this is very helpful and is the seal of approval a badge that can be unionsed for marketing purposes for a company?

>> CAROL: You know, this is a great

opportunity and that's a great question, thank you, Fay to mention the results of the study that are getting higher, that's an online job board and most of the job applicants they deal with, 50% of them have college degrees so it's a very diverse workforce and they did a survey of all of their job seekers and what are the qualities that a job seeker looks for? A job seeker with disabilities look for when they're contemplating accepting a job with a company and the interesting fact, number one, is the company disability friendly that was ranked higher than wages or job security which are the two things we most often associate with decisions about whether to accept a position. But for those candidates that were surveyed about getting hired, disability friendliness was number one, and so the way this loops back here is that if a company wants to be perceived as disability friendly so they can attract the very best talent when they're looking for new workers with disabilities this is a very good tool for them to take it's a free tool and it shows you your strengths and weaknesses and exactly what you have to work on in order to be perceived as disability friendly and the seal of approval

actually gives you the opportunity, there is a kit that we provide to companies who earn the seal, that allows them to advertise the logo that you saw earlier in the webinar on their website, and there's a press kit that tells you how you can publicize the fact that you have earned that seal of approval but again you have got to the do well on a disability employment tracker and there's clearly motivation to do that as the rate for talent accelerates.

>> JENNIFER: Great, operator, are there any phone calls with questions?

>> OPERATOR: No audio questions.

>> JENNIFER: I'll just give it another moment to see if anyone else asks a written question or a phone call question. But let me just say how much we love to work with Carol Glazer and the whole NOD team and Andy how much we appreciate your willingness to do this and I want to point out again that the PowerPoint is online and that their contact information is right up on the screen right now, that's trauba@nod.org for Andy Traub and also Carol Glazer, it's glazerc@nod.org, if you ever want to reach out us, don't hesitate to reach out

to me at jenniferm@RespectABILITYusa.org. I want to thank all of you on this webinar and conference call. Operator. Are there any final calls on the line?

>> OPERATOR: No calls on the line.

>> JENNIFER: So thank you to our speakers and thanks to all who participated. Have a wonderful day.

>> CAROL: Thank you, also, Jennifer for all of the work you do.