

Corporate Infrastructure: *Diversity Initiatives that Promote the Inclusion of Individuals with Disabilities*

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February 11, 2010



Diversity's New Frontier

Disabilities in the Workplace

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I Have Two Goals for Today

1. To help you understand the issues and opportunities employers face around hiring and supporting workers with disabilities
2. To show you some approaches and a model that's working well at Ernst & Young

PWD Statistics

People with disabilities (PWD) Are America's largest and fastest growing minority

- 49.7 million Americans – 1 in 5 – have a disability
- Of 69.9M families, >20M have someone with a disability
- If you don't have a disability now, there's a 1 in 5 chance you'll acquire one before retirement
- Between 1990 and 2000, the number of PWD grew 25%, > any other subgroup in US

Sources: US. Census Bureau, 2000; Department of Labor, 2006

Demographic Trends

Demographic trends are increasing the number of PWD already in our workplaces

- There are better treatments for serious illness/chronic health conditions, e.g. cancer, diabetes, heart disease.
- The aging workforce (and reduced ability to retire) is increasing age-related disabilities, e.g. arthritis, hearing/vision impairments.
- Growth in flexible work arrangements/telework enables PWD to stay productive despite illness.
- More young adults are coming to work with diagnosed learning disabilities.

An Underleveraged Resource

PWD are an underleveraged resource in the war for talent

Only 20% of PWD over 16 years old are working vs. 67% of the non-disabled. Yet:

- Higher retention of PWD reduces labor costs.
- PWD develop flexibility and problem-solving skills that spur innovation, better business solutions, and better employee morale.
- Consumers favor companies that hire PWDs.
- PWD/friends/families are a huge, growing marketplace; companies that mirror the market will better understand its needs.

Sources: US. Dept of Labor, 2009; Schurm Kruse, Blasi & Blank, 2009; University of Massachusetts/America's Strength Foundation, 2005; US. Census 2000

Attitudes and Misconceptions

More PWD aren't hired because of attitudes / misconceptions

- There's concern about the cost of accommodations, but most cost <\$500.
- There's concern about potential employee discomfort, but studies show that employing PWD improves morale.
- Managers are often inexperienced with disabilities, so may not fully understand PWDs' capabilities.

Sources: Job Accommodation Network, 2008; US Department of Labor, 2008

Leveraging the Talents

To leverage the full talents of PWD, businesses need to do four things

- ▶ Recruit the best talent – in whatever “bodysuit.”
- ▶ Enable them to do their best by providing accessibility and accommodations
- ▶ Plan for career development and advancement.
- ▶ Educate everyone – not just key audiences – to build a disabilities-friendly culture.

Ernst & Young Focus

At Ernst & Young, we do this by focusing on two key areas

- ▶ Enabling PWD by providing equal access to tools, information, and communications; providing career development support
- ▶ Fostering a disabilities-sensitive work environment through building awareness and educating so people of all abilities are comfortable and feel included

Ernst & Young AccessAbilities™

Ernst & Young AccessAbilities™ refers to a network and a set of initiatives

Let's look at the networks....

People Resource Network

- 300 members, with/without disabilities, all ranks, regions
- Not a support group, but works toward systemic change
- Advisory, with some hands-on activity

Ernst & Young Networks

And more networks....

Abilities Champions

- By region and functional group
- Advocate for inclusion in meetings, communications, etc. and improvement in how processes, policies, programs impact PWD

Caregivers Circle

- Formed by AccessAbilities (AA) members; aligned with AA/Parents Network for Children with Special Healthcare Needs
- Knowledge resource and support group
- Lifecare calls, information on AA community homepage

Disabilities Focus

Disabilities focus is part of diversity and inclusiveness

- Reports to Americas Inclusiveness Officer, linked to Global Inclusiveness Officer
- Americas Inclusiveness Council advises Americas Executive Board; includes partner with disabilities, working group on disabilities issues
- Sub-Area Inclusiveness Steering Committees include partners championing disabilities issues
- AA leader also has overall D&I responsibilities

Our Initiatives Focus: Area 1

The first is ensuring safety

AccessAbilities formed an Emergency Evacuation Task Force that

- educates people about our People Requiring Assistance Database.
- creates a process for visitors to register any needs for assistance with the office's location manager.
- develops consistent emergency evacuation protocols and signage.
- audits plans to ensure they'll meet PWDs' needs.

Our Initiatives Focus: Area 2

The second is promoting productivity

- We offer individual accommodations consultations.
- We create work-arounds for firm-wide communications tools; e.g., automatic transcriptions of voicemail.
- We promote increased accessibility of firm-wide resources; e.g., captioning Webcasts.
- We drive accessibility improvements in our offices; e.g., automatic doors that stay open longer so people in wheelchairs can pass more easily.

Our Initiatives Focus: Area 3

The third focus is promoting career development for PWD

- We encourage strategic career planning to mitigate the impacts of disability or accommodations; e.g., managing the effect of telework on team/supervisor relationships
 - Accommodations
 - Flexibility
 - Key assignments
- We provide ongoing support and advocacy for PWD
 - Arranging for coaching/mentoring
 - Offering consultation
 - Facilitating networking internally/externally

Our Initiatives Focus: Area 4

The fourth focus is educating all our people

- Educating special audiences – recruiters, people consultants, managers, trainers.
- Building awareness/educating firm-wide through integrating into local/ service line events/communications.
- Enhancing visibility through daily online newsletter, meetings and events.
- Promoting messaging/images in firm sites and materials.
- Providing an internal site that is a “one stop shop” for disabilities resources.

Approaches Used to Educate

We use a variety of approaches to educate

- Brochures distributed firm-wide
- Video and “minutes” series played at meetings
- Posters hang in all US offices each October
- Quizzes used at events
- Quick Guides used in training
- Facts/tips featured in business unit newsletters
- Connect directly with target audiences; e.g., conference calls with recruiters
- Content part of overall inclusiveness training

Our Materials

Our materials are designed to quickly engage people in a variety of ways



Quick Guides

Quick Guides cover the basics

- “You Don’t Say” covers disabilities-friendly language
- “Is it Okay?” covers appropriate etiquette
- “Conference Call Etiquette” covers conducting inclusive telephone calls
- “Six Things to Say/Not to Say to Someone with a Chronic Condition or Illness”

Video Materials

We use video to teach through storytelling

- AccessAbilities video –PWD, managers, firm leaders discuss issues around working with disabilities at EY and why inclusiveness is critical
- AccessAbilities “minutes” – individuals tell true stories about working with disabilities that teach us something about how to be inclusive day to day

Posters

We use posters to get people thinking differently

How many of these people have disabilities?

Any of them, or all of them, could have ... arthritis, depression, epilepsy, significant hearing loss or one of the many other hidden disabilities. Disabilities may affect your clients or your colleagues. You can't necessarily tell by looking. So be respectful and inclusion. Help us access the full range of our abilities at Ernst & Young. After all, that's what teamwork is all about.

For more information, e-mail Ernst & Young AccessAbilities at AccessAbilities.Mailbox@ey.com.

Please note that the individuals shown above are representative, and do not correspond to the EY people pictured here.



Jayne
Assistant People Lead

Mark
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Business Services

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Ellen
Assistant People Lead

Wen
Business Services

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Quality In Everything We Do



Who needs help getting in the door?

We all do. Whatever our abilities, accessibility benefits everyone. Our behaviors can open doors, too. For instance, introducing yourself before speaking on a conference call helps those who are hard of hearing – and everyone else – identify participants. Using a slightly larger font size makes emails easier to read for everyone. Accessibility helps each of us – and it takes each of us to make it happen.

Accessibility is inclusiveness in action. To find out what you can do, email the AccessAbilities mailbox or visit ey.com/AccessAbilities.

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Opportunities In Wider Workplace

We're helping create opportunities in the wider marketplace as well

- Hosted forum on learning disabilities in the workplace
- Participated in ODEP's inclusive culture research
- Sponsoring COSD, connecting students with employers
- Founding sponsor for disabled business certification
- Founding sponsor of Entrepreneurship Boot Camp for Families of Veterans with Disabilities
- Helping found NYC Business Leadership Network

Lesson for Employers

So what are the lessons for employers?

- Consider how increases in disabilities impact *existing* workforces
- Appreciate PWD are an underleveraged talent pool
- Provide accommodations *and* accessibility
- Plan for PWD's career success, not just retention
- Foster a disabilities sensitive culture through education
- Training isn't enough; integration is key

Kaiser Permanente People with Disabilities Association

Beth Newsom

Network Leader RFI/RFP Project Coordinator
Population and Prevention Services,
KP Colorado People with Disabilities
Association Network Leader

Beth Newsom with Daughter, Lori

Inclusive:

- “Covering or intending to cover all items.”
- Thinkbeyondthelabel.com
- “deficient,” “incapable,” “syndrome,”
- “coffee-making impaired”
- “PowerPoint challenged!”



Kaiser Permanente Associations

Structure and multi-cultural associations

- 8 regions
- National Diversity Dept
- Local Diversity Depts (each region)
- Multi-cultural associations

Kaiser Permanente Associations

People with Disabilities Associations

Varies by region (number of people, role, activities)

- Kaiser Permanente Colorado (KPCO) People with Disabilities Association
- “KPPwD”
- 3 Co-Chairs, 50 members, 10 “active members”
- * Partnership with other associations

Three KPPwD Co-Chairs



Our Association: The “Basics”

- ***Mission statement:*** KPPwD exists to give voice to the strengths, needs, and concerns of people with disabilities.
- ***Camaraderie:*** humor, compassion
- ***Internal networking:*** inside CO and between regions

Our Association: Our VOICE

- People with disabilities lead KPPwD
- Monthly meetings, quarterly with other associations and with national diversity
- Diversity scholarship program
- Diversity leadership program

History: From There to Here

- 2001: KPPwD in Colorado was formed; focus on visibility in community
- 2005: *The Spirit Is Able* (culturally competent care for people with disabilities) video was launched
- 2005: KPPwD Co-Chairs changed

History: 2005 - 2007

Focus shift to 2 step process: internal education, then collaboration with community

- Partnership with Facilities Department disability etiquette
- Timeline project – display “traveled between facilities”
- Internal Americans with Disabilities Act (ADA) Day
- Accessible ropes course

History: 2008 - 2009

- **Disability awareness dinner**
 - Networking opportunity: persons with disabilities, veterans, Rocky Mountain ADA Center, CP Colorado, MS Society, Voc Rehab, University disability offices, and many more.
 - Individual outreach → 100 (2008), 130 (2009)
 - Entertainment: Phamaly
- **Accessible wilderness hike**

What We Do: Internal Education

- **Overall:** Culturally Competent Care in the Clinical Setting, Let's Talk Diversity
- **Disability:** (most common question: "How can I help?")
 - *The Spirit Is Able* – video facilitation
 - "Commercials"
 - Disability etiquette presentations
 - Handcycling presentation
 - "Issues" as they arise
 - ANY opportunity

Rocky Mountain ADA Leadership

Network (membership)

- Can add to efforts of inclusion
- A resource that gains attention with time
- Increases odds of having resources to help address concerns

Where's the end?

Inclusion efforts...

- Will suffer if not continually pursued (effects of the economy)
- Require the VOICES of those with disabilities
- Efforts never end



Open Discussion & Questions

THANK YOU!

Contact Information

Please Feel Free to Reach Out to Us at Your Discretion

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Employer Webinar Series

<http://sedbtac.org/webinars/>



National Network of ADA Centers

Web: adata.org



Council of State Administrators of Vocational Rehabilitation

Web: rehabnetwork.org



US Business Leadership Network

Web: usbln.org

Next Webinar

Corporate Strategy: Providing Accessibility for Employees and Customers

Thursday March 11, 2010

Register at: sedbtac.org/webinars

Education Credits

DUE: February 19, 2010

CEU (0.1)

Approved by the University College at Syracuse University

To earn CEU credit, you must:

- Participate in the 1.5 hour webinar.
- Submit forms: **Participant List** and **CEU Request** .
- Follow [CEU Credit Requirements](#)
(<http://sedbtac.org/webinars/requestCEU.php?eventid=527>).

CRCC (1.5)

Approved by Commission on Rehabilitation Counselor Certification (CRCC)

To earn CRCC credit, you must:

- Participate in the 1.5 hour webinar.
- Score 80% or better in 3 attempts on **Post Test**
- Complete: **CRCC Request** and send to CRCC office.
- Follow [CRCC Credit Requirements](#)
(<http://sedbtac.org/webinars/requestCRCC.php?eventid=527>)

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