A Look Inside the 2019 Disability Employment Tracker & Leading Disability Employer Seal

* * * * *

Communication Access Realtime Translation (CART) is provided in order to facilitate communication accessibility. CART captioning and this realtime file may not be a totally verbatim record of the proceedings.

* * *


Audiocast quality is subject to your equipment, available bandwidth and Internet traffic. If you experience unsatisfactory audio quality, please use the telephone dial-in option provided in your confirmation and reminder emails. If you have dialed-in,
Operator assistance is available by pressing 0#. You may send questions at any time by using the Q&A window located on the lower left of the presentation screen. Just type your question at the bottom of the Q&A box and use your mouse to click on the "Ask" button to send it. A Question & Answer session will follow the presentation.

I will now turn the call over to Felicia Nurmsen, Managing Director, Employer Services, with the National Organization on Disability. Please begin.

>> Felicia Nurmsen: Thank you and welcome to NOD's virtual learning form on the benefits of taking the 2019 disability track and how to use the tracker to your best advantage. I'm happy you could join us today. We do have time at the end of the session to answer questions as well. Let's get started.

Today, we will discuss how your company can take the first step to determine your current state of disability and veterans inclusion with the disabilities employment tracker, because as we all know, if you can't measure it, you can't measure it. Find out about benefits available to companies that take the 2019 tracker. You will learn how you can assess your firm's current practices to recruit, hire, and retain people with disabilities and veterans and identify areas of success and opportunities to advance. We'll highlight the additional benefits available to companies that participate in the tracker, including qualifying for the employer sale and the top 50 companies for diversity. We'll provide answers to frequently asked questions that we receive and we'll have time to take questions from you at the end of this session, as I said. Finally, we'll explore how to use your tracker results in your company.
I would like to share a couple of key facts with you regarding disability employment and veteran inclusion. Why does disability and veteran inclusion matter to companies? People with disabilities are the largest untapped talent pool in the country. 20% of the U.S. population has a disability and 80% of the 30 million working-age Americans, ages 16-64 with disabilities are not employed, but the majority can and want to work.

Changes to the U.S. Department Labor of Regulation that work for targeted contractors and disability inclusion is proving to enhance corporate culture and increase engagement across the workforce. 87% of consumers would prefer to give their business to companies that hire people with disabilities. For those who are new to NOD, here is a quick overview for you. NOD is a nonprofit that promotes the full participation and contributions of America's 57 million people with disabilities in all aspects of life. We focus on increasing competitive employment for people with disabilities, especially in major corporations by setting standards by employers and helping them to achieve these goals. NOD has a track record on a leading authority with a board of commuted senior corporate leaders and professional staff and decades working with employers, researchers, and policymakers.
NOD offers services tailored to meet workforce needs and helps the most recognized brands by improving their disabilities program. I would like to tell you more about the 2019 disabilities tracker. Virginia, can you advance the slide?

Operator: One moment please.

>> Felicia Nurmsen: The disability track early offers a free, quick way to determine your disability and veteran’s performance, the first step to understanding where your company stands today. It is free and confidential and NOD will not disclose that your company enrolled in the tracker, nor will we share any of your specific scores or responses. The survey was developed by the national organization disabilities expert with partnership on the national business and disability council with input from corporate leaders. After completing the tracker, you will receive a scorecard on all companies participating in the tracker allowing you to identify those areas where you have strengths, as well as where you have areas to improve.

In 2019, we have over 140 companies registered to take the tracker. In 2018, over 200 companies completed the survey. The tracker is offered every year and refreshed to reflect the evolving needs of employers and the latest leading practices in disability inclusion gained on consulting engagement by working closely with NOD council and the close observation of the marketplace. In addition to refreshing the question each year, we have added questions and answered questions on plans to improve disability practices, self I.D. communications and veteran hiring.
Companies can enroll to track their progress year after year. Typically, the tracker is completed by H. R. and diversity inclusion leaders. The 2019 tracker is open now and you can start today. Just submit your responses by the March 1 deadline to be considered for the NOD leading disability employment seal and diversity Inc.'s top 50 companies, if we could move to the next slide.

NOD looks at inclusion activities in five separate categories and some examples are under climate and culture we look at senior leader support and commitment, whether or not you have an employment resource group and other engagement activities, for talent resources, we look at disability train for recruiters, accessible applications, on boarding procedures as well as the external outreach with candidates disability, people practices, which is disability training for staff, managers, and performance reviews that include disability, workplace and technology. Workplace and technology, we not only look at the digital accessibility that your company has, we look at your facility's accessibility as well.

For strategy and metrics, we look at tracking if you are tracking the status for disability for your candidates, audits of current policies and plans to improve. For veterans employment, this section is option all but all of our tracker takers have completed this piece so they do understand where they are with their veterans policy inclusion programs. That does explore the same five categories through a veterans' lens and includes organizational attitudes and life cycle, including recruiting. Next slide.
After signing up for the tracker survey at our website, NOD.org you will be given a survey, which is about 80 questions. The vast majority of the questions are yes, no, or don't know and there are follow-up questions that will appear only if you answer yes to the parent question. Do you see the question four? My company tracks the ratio for individuals hired to all hired? If you answer affirmatively, you will be asked to respond to the child question, 4A, if yes, what percentage of new hires in the last year identified has individuals with disabilities? It is important to note there is no substantiating notes or evidence that is required when you complete the tracker and most participates tell always it takes a few hours to complete the survey. Next slide.

There are a few frequently asked questions that we wanted to cover here today. The most common question we get is about whether to respond to the survey on behalf of a division or subsidy or for the parent entity. Really the answer is up to you, but the guidance I would offer is that you should think about how you would like to use the results. If you create diversity plans across your firm from the parent level then you should fill it out at that level so that your scorecard is a useful guide from that perspective. If you do have an intent to keep policies by division, then fill out separate tracker surveys for each division that way the information is much more perty negligent to that individual. One survey should be completed per entity. Participants reach out about question 18. What we're asking is whether or not your company has a dedicated web page encouraging candidates to seek careers with your company. This type of
page functions broadly as a marketing and communication tool and typically housed within the main company website, as seen a web page dedicated to company values or commitment to diversity. This web page may include information about the inclusive culture or disability commitment or/and share information on disabilities awards you may have won, etc. The key is, we are looking for something here more broad than having if you require accommodations click here button.

We get inquiries on question 28A, if yes, recruiting personnel are required to attend annual disability employment training that exceeds 30 minutes in length and wonder if by offering 30 minutes of general diversity training that includes topics, does that qualify as a yes and the answer is no. We are looking for a dedicated annual disability training that is over a half hour. This disability training could be part of a two-hour broader diversity training session, but we are looking for an indication dedicated effort to train your recruiters on diversity inclusion and specific hiring techniques.

Often companies will struggle with a question when the answers are yes, no, don't know, they have some instances where the best practices is being enacted and other instance where it is not. Let's look at question number 37. Someone completing a tracker from H. R. may know their corporate training materials are available and accessible formats, but unsure if they should annals yes as certain training materials may not be. Generally, we do advise companies to answer affirmatively if a majority of the company confirms to the question being asked. Next slide.
After completing the tracker survey, you will receive a free disability employment scorecard as seen here. You would expect to receive this in the spring of 2019 or six to eight weeks after the March 1 tracker deadline closes. Your disability and veterans inclusion scorecard serves as a snapshot as the current disabilities and veterans performance as part of the five keys that NOD looks at, we provide a numeric score as well as a benchmark scored that will shows the average performance of all companies participating in 2019. Do you -- you see where you stand as far as other companies are concerned and we give you the leading practices. You can use this overview to update senior leaders on where your company stands today and launch initiatives for each aspect. You find recommended leading practices from NOD's employment experts to help you advance. Next slide.

The free tracker scorecard includes a record of your responsibilities year-over-year, which I do think is an important aspect. You kill see how you are improving based on your answers the previously years. For companies re-enrolling, we will document your record of improvement, as well as, you can see if you stayed in the same category or if someone slipped. The scorecard shows trends from the data of all participating companies. Next slide.

Let's does how to use your tracker scorecard. There are several ways you can use it listed on the slide. Ultimately, you can use the scorecard tear sheet to build
internal buy in demonstrate your advancement and recognize veteran inclusion efforts. You can use this to benchmark your efforts against your peers to see how you compare to the competition, understand critical success factors and veteran employment. For federal contractors, demonstrate that you are taking tangible steps towards employment targets and every tracker taker has an opportunity to talk through their results with an NOD staff member after you completed this. You can take a deep dive into your tracker data with the NOD's accelerator, which we will come back to shortly. Next slide.

By completing the tracker, you can opt to be considered for NOD's 2019 leading disability employer seal, which allows your company to enhance your brand as a deferred disability employer. Results are optional and confidential. Your company's responses and scores are not shared. Companies who opt in for consideration but don't earn the seal will not be shared so there is no downside for trying for recognition. I'm sure some of you on the call know the tracker is a requirement for the top 50 companies for diversity. You have the opportunity to opt in so diversity Inc. will be informed that you completed the tracker, but no scores or specific data are shared. Next slide.

By completing the disability tracker, you have taken the first step to accomplishing your current state of diversity and veteran inclusion with data. Take the second step with the accelerator and turn the data into an action plan. A service available for a fee to those who take the tracker, each accelerator engagement is customized to your business goals and informed by NOD's deep experience. Experts
will meet with your team in person or virtually and take a deeper dive into your company's results by analyzing your performance against the group's benchmark. Specific areas will be looked at for deeper improvement.

Our professional consultant discussion goals and recommendations with short, medium, and long term actions tailored to your business. Clients gain from the NOD's history that we help clients to succeed. All of the benefits of the disability inclusion accelerator are available for a modest fee, but only for those who complete the tracker. Just e-mail tracker@NOD.org to pre-book your briefing now. Next slide, please.

This wraps up our presentation for today. I would like to open up the floor for your questions now and we'll try to get as many as we can.

Operator: All participants can submit questions by using the Q&A box in the lower left portion of your screen. Use your mouse to click on the ask button to send it.

>> Felicia Nurmsen: Thank you. OK, I do see some questions coming in here. We do have a question that is asking whether or not the NOD tracker is a mandatory component and we did discuss this, the answer is yes. You have to complete the tracker to be considered in the top 50 companies.

Can you repeat your answer on companies visiting the career site and dedicated page. What we look for on that question is that you do actually have a dedicated area
that is specific to disability inclusion or disability in general. You can share your employee stories there share what you're doing, what you are doing as far as your disability inclusion is concerned. It is specific to disability. I hope that helps.

What percentage of participating firms are government contractor we have been told by legal contractors that we are not allowed to solicit disability status. I think -- for the percentage tracker takers that completed the tracker last year, I believe it was just 20%. I'm not sure, I think Dan, if you have that number and you can let us know that would be great. I do have another colleague on the line with us who might be able to answer that question specifically. We have another question. Each organization is required to reregister annually, yes, you are required to reregister annually, please, that way we do know you do have to complete the tracker each year because you're results, we would help that you see a change in your results and you continue to improve year-over-year. Someone asked if the session was recorded for future reference and yes, it was. It will be available to our corporate leadership council members after this call is completed.

Someone is asking if we receive the tracker and information via e-mail after the meeting to complete the tracker. The information is here for you to complete the tracker, which is the site, www.NOD.org/tracker that is the information for you to use to complete the tracker. If you have additional questions, we do have an e-mail address here as well. Someone is asking what the cutoff for saying something is is true. We are starting
a B. R. G. this year for disabilities for example. Yes, you would answer yes to that question that you have a B. R. G., if you started in 2019, the answer would be yes.

You offer disability inclusion advice and support to small to medium-sized nonprofit, yes, absolutely. We would be happy to work with you. You can e-mail at the tracker NOD.org and your questions and you will be connected with the appropriate person for questions regarding working with nonprofits as well.

I think we have time for one more. Questions that inquire about on boarding materials refer only to post hire materials or do they include posting and interview materials as well? I guess we said in that question, when we went over it, it is looking at the majority of your materials, as long as the majority of your materials are available in an accessible format, you would answer yes to that question. We would hope we are striving to make all of our materials and everything we do accessible so it is available to everyone, but we do understand that is a process that all of our companies are going through. We would look for you to answer that question affirmatively as long as the majority of your materials are accessible.

I'm just looking through additional questions here. What tools are available to enhance internet sites so they are more accessible? If you would like to reach out to us under separate cover, we would be happy to make a connection for you for appropriate
resources to answer that question. We do work with many different companies and partners regarding access ability and we would be happy to help you to make that connection. We also have different resources listed on our website, which is www.NOD.org where you can look at our resources page and see additional resources there as well for you to work with regarding accessibility.

Someone is asking, let's see, besides the e-mail with our results from last year, is there a way to access our historical data? There is a way for us to -- that would be a question, if you can forward that to tracker at NOD.org, we can get that answered for you, absolutely, as for the previous -- your previous scorecards.

We have a question here, can NOD share the presentation materials reviewed today? Yes, Tracy, hello, I'm happy you're here. Yes, we are making this presentation available in a P. D.F format after the presentation so thank you for asking the question. Just seeing here -- I'm seeing several questions that are the same.

Do you have simple hang on how employers can ask for voluntary disclosure on disability status? We do have resources on our website that you can take a look at, as well as there are additional resources that we may be able to make available to you by e-mailing the tracker at NOD.org.
I do see we’re at the end of the hour. You can enroll and get online access to the tracker survey. Nearly all questions are yes or no, don’t know, be sure to submit your responses to the online survey by March 1 to get your free scorecard in spring of 2019. All companies that complete the tracker will be invited to a webinar in May to learn more about the group findings.

You have any questions feel free to contact us at tracker.NOD.org. This wraps up our presentation today. I hope you find it informative and I hope you will start the survey today. Thank you for joining us and have a great day.

Operator: Thank you, Felicia. This concludes today’s national organization on disability webinar. Thank you all for attending.