



November 2012, Volume 3, Issue 4

[www.consultspringboard.com](http://www.consultspringboard.com)

## Nadine's Message

Dear friends:

Many times in our lives we go through things that cause us pain and may even leave us feeling hopeless. As someone who lives and works in New Jersey and recently experienced life without power, heat, phones, computers and even gas for the car for almost two weeks, I am constantly reminded that it could always be worse. And unfortunately, worse it has been and continues to be for many residents of New York and New Jersey who were truly devastated by hurricane Sandy. With so many going into this holiday season having lost lives, homes and businesses, it's really important that we reflect not on the adversity in life but on the good things that we are thankful for. If there is one thing that my own experiences have taught me, it's that life is not about what happens to you, it's about what you do with it that matters and how you handle it that will make all the difference.

With that being said, I want to share just some of the things I am going into this holiday season thankful for:

- Nights that turn into mornings
- The loves of my life – my husband and two children
- Family and the friends that have become family
- Co-workers who amaze me every day with their brilliance and dedication to each other and to the larger organization
- Springboard's most amazing clients who every day reinforce the importance of mainstreaming disability in the global workforce, workplace and market-

### 2013 Disability Matters

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**United States:**  
**April 15-17, 2013**  
**Hosted by:**  
**Florida Blue**  
**Jacksonville, FL**

**International**  
**Europe:**  
**Paris, France**  
**June 12 -13, 2013**  
**&**  
**Asia-Pacific:**  
**Bangalore, India**  
**September 18-19, 2013**

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## Nadine's Message - Continued.

place and who make me so proud to call not only our clients, but our friends

And as a result of all of the above,

- Dreams that have turned into reality

I want to wish everyone a very happy holiday season.

Nadine

A handwritten signature in grey ink, appearing to read 'Nadine', is positioned below the typed name.



## The OFCCP's Proposed Rule Regarding People with Disabilities... BE PREPARED

Is your company a U.S. federal contractor or subcontractor? If so, you should already be aware of the 7% hiring goal proposed by the OFCCP. With President Obama's re-election, a President who has shown tremendous support for improving job opportunities for individuals with disabilities, it is believed that this proposed rule will, in some form, be put into law. How prepared are you?

### Highlights of the proposed rule include:

- ✓ **Goals:** Federal contractors and subcontractors would be required to set a hiring goal of having 7-percent of their employees be workers with disabilities in each job group of the contractors' workforce.
- ✓ **Data Collection:** Improve collection of data on employment of people with disabilities by modifying the invitation for workers to self-identify by requiring that contractors invite all applicants to voluntarily self-identify as an "individual with a disability" at the pre-offer stage of the hiring process. Contractors also will be required to invite post-offer voluntary self-identification and to survey all employees annually in order to invite their self-identification in an anonymous manner.
- ✓ **Record-Keeping:** Require that contractors maintain records on the number of individuals with disabilities applying for positions and the number of individuals with disabilities hired.
- ✓ **Accommodation Requests:** Require, for the first time, that contractors develop and implement written procedures for processing requests for reasonable accommodation.
- ✓ **Outreach:** Require that contractors engage in a minimum of three specific types of outreach and recruitment efforts to recruit individuals with disabilities.
- ✓ **Job Listings:** Require that contractors list job openings with One-Stop Career Centers or other appropriate employment delivery systems.

- ✓ Annual Reviews: Require previously recommended steps contractors must take to review their personnel processes, as well as their physical and mental job qualifications.
- ✓ ADAAA Updates: Incorporate updates made necessary by the ADA Amendments Act (ADAAA) of 2008.

While these legal implications are important, it's the practical applications that are critical. The key to successfully meeting these requirements and doing so in a manner that is cost effective, mitigates risk, ensures productivity, and is consistent with corporate culture is organizational readiness. Waiting can be costly. The following represents a checklist of action items:

- Talent acquisition strategy and execution,
- Training of recruiters, HR professionals and managers,
- A fair and equitable reasonable accommodation process,
- Disclosure guidance,
- Etiquette and awareness training,
- Website and related accessibility,
- Essential job functions,

A comprehensive Corporate Assessment and Gap Analysis will determine your overall readiness and provide a comprehensive strategic blueprint.

To get you started, speak with one of Springboard's leading experts to learn first-hand how this Rule will specifically impact your company and more importantly, what needs to be done. To schedule your personalized guidance session, please contact Belinda Moore at T: 1-973-813-7260 x.109; E: [belinda@consultspringboard.com](mailto:belinda@consultspringboard.com).

## The ADA Inquirer:

by Shelley A. Kaplan, Manager ADA Services, Springboard Consulting, LLC



Ever wonder how you would distinguish one prescription bottle from another if you couldn't read the label to make sure you were taking the right drug and the proper dosage? For people with visual impairments and who might also be elderly, this is certainly a huge problem. I suppose, with help, you could make Braille labels. But, what if you didn't read braille? What would help? Do you have any ideas?

The U.S. Access Board (Board) has been leading an effort to develop guidance on making prescription drug labels accessible to people with vision impairments under an act signed into law by President Obama in July. The "Food and Drug Administration Safety and Innovation Act" includes measures to promote drug safety and to improve FDA procedures for reviewing new medicines and medical devices.

A provision of the new Act (§904) authorizes the Board to convene a stakeholder working group to develop best practices for making information on prescription drug container labels accessible to people who are blind or visually impaired or who are elderly.

This group, which will include equal representation from advocacy organizations and from industry, will develop best practices for pharmacies on providing independent access to prescription drug container labels. The working group will explore various alternatives, including braille, large print labels, and various auditory technologies such as "talking bottles" and radiofrequency identification tags. The group's recommendations, which are to be developed within one year, will be advisory only, not mandatory, and will not have the force of guidelines or standards. The law also calls upon the National Council on Disability to conduct an informational and educational campaign in cooperation with the stakeholder working group to inform the public, including people with disabilities and pharmacists, of the best practices.

Note: The Board is an independent Federal agency devoted to accessibility for people with disabilities. The Board is responsible for drafting the guidelines but doesn't have enforcement power; it's the U.S. Dept. of Justice (DOJ) that adopts the guidelines, once approved, as part of Federal law in order to make the guidelines enforceable.

## The ADA Inquirer - continued

Members of the group includes: American Council of the Blind, American Foundation for the Blind, AARP, Blinded Veterans Association, Council of Citizens with Low Vision International, Council on Independent Living, CVS/ Caremark, Express Scripts, Metro Washington Association of the Deaf Blind, National Community Pharmacists Association, National Council on Aging, National Council on Patient Information and Education, National Federation of the Blind, Rite Aid, Target, U.S. Pharmacopeial Convention, Wal-Mart, Walgreens.



You are encouraged to share your comments/concerns about this initiative by sending me your thoughts to [shelley@consultspringboard.com](mailto:shelley@consultspringboard.com). With your permission, and anonymously of course, if requested, Springboard will relay this information to the Advisory Group.

## Guest Writer - Barry Haber:

*Barry Haber, Chief Development Officer, The Children's Institute*

### **THE CENTER FOR INDEPENDENCE** **Sites Reasons for Success With Their Internships-to-Work Programs**

Twenty minutes of deep breathing yoga sessions are a daily occurrence at The Center for Independence, which opened its doors on October 1st.

“Last year, my staff and I noticed that those enrolled in the yoga classes were less anxious, and were more receptive to learning and could more easily transition from one activity to the next. We decided to chart their behavior, and we did this for a month and found remarkable results in decreased anxiety, better sociability and an enthusiasm for learning,” reported Kim Rushmore, LCSW, and Program Director.

Kim’s adults are shown how to replace shallow breathing with controlled, slow, deep breaths. These techniques involve inhaling slowly through the nose, without straining the abdominal area, and then exhaling slowly in a controlled fashion through the mouth, from the chest and then the abdomen. The increased oxygen that is provided to the body through the exercises greatly reduces stress, induces relaxation and decreases anxiety. The Center for Independence teaches their clients this method and encourages them to use it throughout the day when a situation arises that might cause them to be anxious. Since relaxation breathing is practiced frequently so it almost happens naturally, they employ these techniques to help relieve the stress of everyday life, before job interview, or on the first day of a new job.

Understanding that those enrolled in the Center for Independence are on a journey, Rushmore insists on treating each as a unique individual, recognizing their strengths and limitations, so they feel valued and respected. She has also found that when they are relaxed, they feel confident and up to the day’s challenges, and able to focus on the task at hand or mount enthusiasm to learn a new skill.

“I feel that my background as a clinical social worker is an asset that allows me to help my clients reach a sense of emotional stability and security which translates to openness for learning. My focus is on the emotions of the program participants, and to that end, we are not judgmental and we know that success means different things to each person. Our clients feel safe and appreciated for their unique talents and abilities,” stated Rushmore.

Another feature at The Center for Independence is an eight week evaluation period for all clients. Rushmore feels that setting goals before her clients have had the opportunity to

## Guest Writers - Continued:

*Barry Haber, Chief Development Officer, The Children's Institute*

fully experience the program and before they are acclimated is counter-productive. She cites many instances to support this theory and has parents who wholeheartedly support her approach.

A parent writes, "It was all I could have imagined, and so much more...it gives us hope for Scott's future, and such peace of mind...something that's been very hard to come by for these past 14 months since he left you all. Thank you to all of you who put this project together...it is so well planned, but what more could I expect from TCI? You may not know this, but as soon as I walked into The Center for Independence for the first time, I knew it was the very best place for our son to be...everyone was smiling and seemed so happy to be there...and I was right. I just wish our son had come to you all sooner. My birthday is Sunday, and this is the best present I could have received!"

The Center for Independence, is located in Livingston, NJ, and serves adults with autism and related disabilities, who are encouraged to explore what they enjoy, whether it is earning money or learning a new skill. The Center promotes vocational activities in each of their clients' communities.

Some of the adults who are enrolled in the programs were previously students in The Children's Institute's (TCI) Young Adult Program. Dr. Bruce Ettinger, TCI's CEO/Superintendent, worried about the future of his young adults and set out to create a safe, vibrant environment for them and others in the community who need some gentle supports to succeed and become productive members of their communities. The new center, which is complete with a bright and airy activity room, a work room, a lounge and various vocational centers, offers internships on site, entrepreneurial enterprises, and supported employment. It is open from Monday through Friday from 9:30am to 3:00pm, 210 days a year. Evening programs are built around high interest areas, such as graphic arts, and basketball. Late afternoon support programs and weekend respite trips are also offered.

Says another parent in a letter to Kim Rushmore, "The past five years or so have been very, very difficult for our family. Our son came home angry and frustrated almost every day and was extremely unhappy at his last three placements. We figured after all these schools, this was who our son was, and that was how our life was going to be. The last two weeks at The Center for Independence has changed everything dramatically. Our son comes home happy and stays happy. We hoped for a change but didn't think it would come this quickly. We believe our son feels respected, valued, safe and understood. What blows us away is that you have just begun! We can exhale for the first time in years!"



## Guest Writer - Peter McNally:

*Peter McNally, Senior Usability Consultant, Bentley University - Design & Usability Center*

### USABILITY TESTING – ENSURING EVERYONE CAN USE YOUR SYSTEMS

Are you thinking about creating or updating your web site, web application, software or mobile application either for employees, customers, or the general public? As you know, today the primary way most of us communicate and provide information or services is via an electronic channel such as an internet web browser or a computer or a mobile device. Therefore, we need to make sure the users of this technology do not have any barriers in access and that the information or services are easy to understand and support their goals.

#### What is the challenge?

You or your IT department is probably aware of the various accessibility standards or requirements such as Section 508 in the US and in general WCAG 2.0. While these standards are important to meet, these only go so far in building a system that is truly people focused. This is because these standards generally focus on access to the technology, not the overall usefulness or usability of the complete system. Ask any person with a disability and they may be able to show you at least several web sites that meet the accessibility requirements, but are hard to use. In this article I will introduce you to an additional technique that can allow you at a relatively low cost validate your electronic systems are actually accessible and useful for your users.

This technique is called usability testing. Usability testing can determine if your users will have a good experience and are able to get the value you want them to get (i.e., your message, product or service, or get their job done).

#### What is usability testing?

I am sure you have all run into the situation when trying to use a shopping web site where the way the products are organized is not logical or the information provided is lacking in some way. In general your experience in using the web site is less than ideal. Usability testing is a technique to avoid this scenario. At a high level, usability testing is having a handful of representative users sit down individually with the system (or early design) to try to use it as they normally would to conduct routine tasks (e.g., make a purchase, search for a product, etc.).

## Guest Writers - Continued:

*Peter McNally, Senior Usability Consultant, Bentley University - Design & Usability Center*

Through this usability testing process many opportunities for improvement can be learned such as:

- Navigation problems (e.g., getting lost, ambiguous menu items/tabs, no way to go back in a process)
- Confusing or unclear terminology or language
- Forcing users having to remember too much information from step to step/page to page
- Unclear error messages (e.g., too much technology jargon, no direction on how to fix the error)
- Disconnects with how the system expects users to complete a task vs. how users actually think about completing a task

By removing these barriers you will improve the experience for anyone using the system, including people with disabilities. Furthermore, you will reduce development and training costs by doing things right the first time and making the system intuitive so training can be minimized or eliminated altogether.

### How to do usability testing.

There are several different approaches to usability testing. I will focus on the most common approach to test how intuitive a system is for first-time or infrequent users.

A usability professional facilitates the one-on-one session with the user by asking them to try to complete several tasks on the system. Each user testing session takes between 30 and 90 minutes depending on the scope of the test. As the user is going through each task the facilitator asks the user to think out loud and talk about what they are experiencing. This process will provide rich feedback on any missed expectations or confusing aspects of the system. Also, users will provide positive feedback if the system is meeting their expectations. A note taker records user comments and behavior. The session can also be video recorded for review later. This is helpful if developers or managers cannot observe the session in-person.

Typically, between 5 and 10 users go through the system individually. In total the testing process with the users takes between 1 and 3 days.

After the all users have gone through the system, the usability professional analyzes the data (notes, video) from the testing and comes up with a list of issues and recommendation on how to improve the system. These issues and recommendations are presented to the

## Guest Writers - Continued:

*Peter McNally, Senior Usability Consultant, Bentley University - Design & Usability Center*

stakeholders in a report and the usability professional can help the design/development team to create a plan for implementing the recommendations.

### Who should you get to participate in your usability test?

When you recruit the users for your usability testing it is important that they reflect a representative sample of your user-base. The most important aspect is that the people you select are “real” users and are not managers that do not do the actual work. While management should have a say on the design, at the end of day it is the people in the trenches doing the real work who will know if the system is usable or not and have to suffer day-in/day-out if it is not usable!

It is also very important that you include users with disabilities in your usability testing. As I mentioned earlier even systems that meet all the technical accessibility standards may still present usability challenges. Furthermore, additional accessibility issues can be discovered from usability testing that may have been missed through standards compliance process. Probably the biggest challenge to usability testing with people with disabilities is making sure their unique assistive technology (AT) setup is reflected in the usability testing setup. Many disabled people that use AT such as screen readers for the visually impaired have customized settings that are tailored to the individual. In a workplace setting it may be best to go to the user’s location to test if feasible. If you are testing with customers or the general public again ideally go to their location. However, this may be cost-prohibitive. Another option is to conduct what is called remote usability testing using tools such as WebEx allowing the usability professional and others not have to go to the user. Two organizations: Loop11 and Knowbility have done some interesting work in this area and you should take a look at this if interested (<http://www.knowbility.org/v/service-detail/AccessWorks-Usability-Accessibility-Testing-Portal/3k/>).

### Give it a try.

I hope I piqued your interest about getting in front of your users with your design and systems. It is amazing what unexpected things you can learn when you sit down with your users. By incorporating usability testing into your design and development process you will be well on your way to make sure all your users have a great experience! You can read more information about usability testing from Usability.gov ([http://www.usability.gov/methods/test\\_refine/learnusa/index.html](http://www.usability.gov/methods/test_refine/learnusa/index.html)) or please contact me with any questions.

## Guest Writers - Continued:

*Peter McNally, Senior Usability Consultant, Bentley University - Design & Usability Center*

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# The Disability ERG Professional Development Leadership Summit - U.S. 2013



SPONSORED BY:



## DATE & LOCATION:

Monday, April 15th, 2013  
8:30 AM-4:30 PM EST

CSX Headquarters  
500 Water Street  
Jacksonville, FL 32202

## PRICING\*:

- **\$475 per person:** General Admission (regardless of registration, in order to gain entry to the event, you must show proof of being a corporate disability ERG leader at the registration desk on the day of the event.)
- **\$395per person:** Disability ERG Leadership Networking Forum Subscribers

*\*Includes light breakfast and lunch*

## RSVP:

Purchase a ticket and register no later than Friday, March 5, 2013 or until capacity is reached - [CLICK HERE >>](#)

Should you have any questions, please contact Jill Frankel at [jill@consultspringboard.com](mailto:jill@consultspringboard.com) or via telephone: 1-973-813-7260 x. 106.

## REMINDER:

The 2013 U.S. Disability Matters Awards Banquet & Conference will be taking place the following two days, Tuesday and Wednesday, April, 16 & 19. If you are interested in attending please visit - <http://www.consultspringboard.com/2011/about-disability-matters-united-states/> or contact Jill Frankel at [jill@consultspringboard.com](mailto:jill@consultspringboard.com) or via telephone: 1-973-813-7260 x. 106 for more information.

## HOTELS:

**Sawgrass Marriott** – this is the host hotel for the Disability Matters event. To view hotel's website, visit - <http://www.sawgrassmarriott.com/>

# Disability Matters Awards Banquet & Conference:



## DISABILITY MATTERS U.S. 2013

April 15-17, 2013  
Jacksonville, Florida

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## Disability Matters Awards Banquet & Conference:

### **DISABILITY MATTERS EUROPE 2013**

*June 12 - 13, 2013*

*Paris, France*

**Host:**



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### **DISABILITY MATTERS ASIA-PACIFIC 2013**

*September 18 - 19, 2013*

*Bangalore, India*

**Host:**



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*Stay Tuned....*

## Come See Springboard!

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Nadine Vogel will be presenting at the International Conference on Disability Equality and Accessibility – India, December 21, 2012, Bangalore, India.

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## A Note from the Springboard Team:

A heartfelt message for anyone located in Hurricane Sandy's path and who is experiencing difficulties from the impact of the storm... our prayers are with you and hope that the resources needed arrive quickly and the services needed are restored soon.

As always, we hope everyone has enjoyed this edition of "[The WAVE](#)".

As always, tell everyone you know to visit our website and sign-up for the newsletter - <http://www.consultspringboard.com/newsletter/> .

Again, we thank you for your support and for subscribing to ...

**"The WAVE"**

*Until Next Time...*



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