

the wave

A NEWSLETTER OF SPRINGBOARD CONSULTING

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Disability Matters Special Edition



2017 Disability Matters Events

*Asia-Pacific
Bengaluru, India
27—28th July, 2017*

*Europe
Parma, Italy
09—10th October, 2017*

*Disability Connect
Mountain View, CA
February 21st, 2018*

Dear Friends:

Welcome to another special edition of The Wave, featuring stories and photos from Springboard’s 2017 Disability Matters North America Conference and Awards which took place in Miami, Florida, April 25-27th. If you were lucky enough to attend, reading this issue will allow you to re-experience the education, inspiration, celebration and of course, networking that this action-packed event delivers each and every year. For those who were not able to attend, you will immediately realize that you missed a content rich event thanks in large part to our honorees sharing their disability journeys, our two Keynote presenters and all of our subject matter experts.

This year’s sponsors not only helped to make DMNA a huge success, their sponsorship clearly illustrates their own corporate commitment to the mainstreaming of individuals with disabilities in the workforce, workplace, and marketplace.

We hope this special edition issue of The Wave will inspire your participation in our 2018 event being held April 24-26. The 2018 application process has opened as has the opportunities for sponsorship.

We look forward to hearing from you and as always, wish you much success in the coming months.
Nadine

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EMPLOYER OF CHOICE AWARD



The Employer of Choice category represents companies that have taken their Disability Matters award-winning initiatives to a level where there is complete synergy between mission and achievement. Award consideration requires a company to have received two Disability Matters awards in any previous years and, at a minimum, illustrate the long-term sustainability of the initiatives.

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Fifth Third Bank: Leading the Way for Individuals with Disabilities

At Fifth Third Bank, our vision is clear: We strive to be the one bank people most value and trust. At the center of that vision are our customers. We work hard to improve the lives of our customers, our communities and our employees.

“We know that how we act and interact with others plays a key role in achieving our vision,” says Jule Kucera, senior vice president and Fifth Third’s chief diversity and corporate social responsibility officer. “Being respectful and inclusive of others, including those with disabilities, is a key factor in how we deliver value.”

While the numbers tell the story – according to the U.S. Department of Labor, consumers with disabilities, including their families, friends and associates, represent a \$1 trillion market segment, and a 2016 or MarketResearch.com that states 54 million Americans with disabilities represent the third largest market behind Baby Boomers and the mature market – Fifth Third’s focus on inclusion for individuals with disabilities is nothing new. For more than 12 years, the Bank has run Project SEARCH, a transition-to-work program for individuals with disabilities, in three locations. Through the program, students with cognitive disabilities gain experience building transferable work skills. By providing training and education, the ultimate goal of having the interns use learned skills for gainful employment upon graduation is realized more and more in each year’s program. The program has provided job training and opportunities to more than 230 students, some of whom are employed with Fifth Third today, and it continues to impact lives.

Fifth Third Bank also has a long history of successfully supporting and employing individuals with disabilities, long before Regulation 503 made it an imperative. Several years ago, Fifth Third established an Individuals with Disabilities Business Resource Group (IwD BRG).

“The BRG provides networking, skill-building and community impact opportunities to employees with disabilities and their allies,” says Mitch Morgan, assistant vice president and diversity and inclusion manager at Fifth Third. “I’m proud to have been a part of this from the beginning, supporting employees from those who have disabilities to those whose children,

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siblings or other relatives have disabilities and want to support the community.”

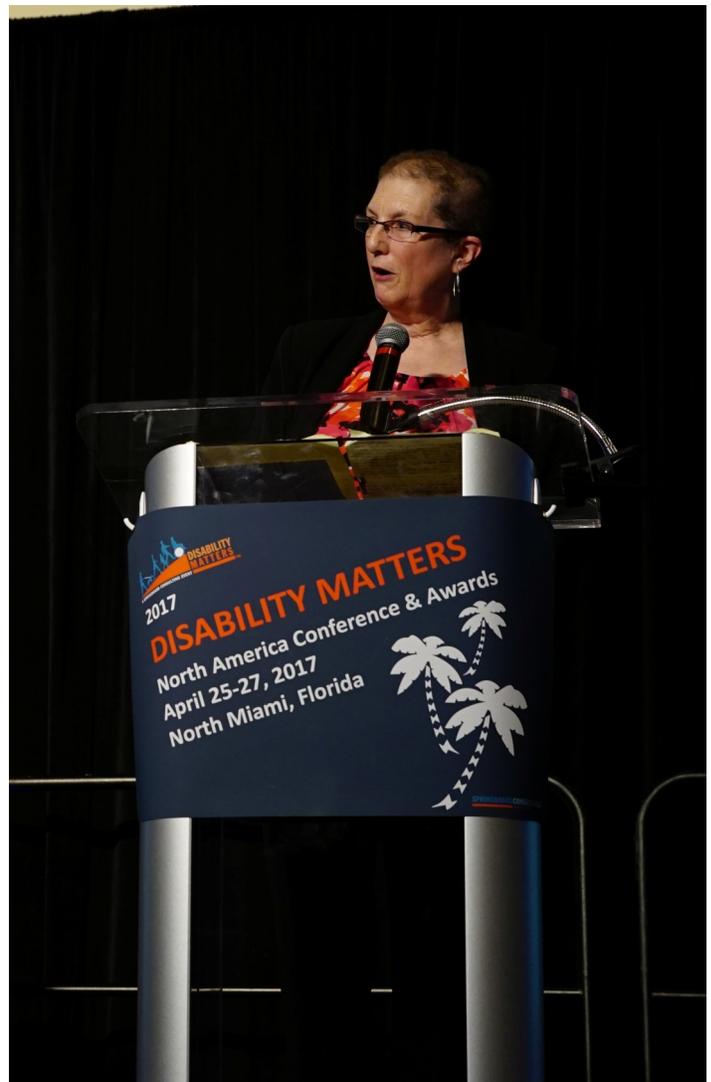
The IwD BRG went from regional representation in the Bank’s Cincinnati and Toledo markets, to covering the entire 12-state footprint when the Bank established a Virtual IwD BRG that all employees of Fifth Third Bank, regardless of location, could join. Today, the Virtual IwD BRG represents employees in nearly all of the regions in which Fifth Third Bank is located. The virtual BRG also is going to be used as a model for other Bank-sponsored BRGs to create virtual structures, which will be introduced in June 2017.

Fifth Third’s support of individuals with disabilities also goes beyond the walls of Bank. We have long recognized the needs and values of consumers with disabilities. Through the Bank’s support of the new ABLE legislation, the most significant civil rights legislation for individuals with disabilities since the passage of the Americans with Disabilities Act in 1990, we are able to support customers’ needs in new and innovative ways. The Bank has partnered with our 529 College Advantage administrator, Ascensus, to provide an interest-bearing account option in certain state plans that allow debit card and check-writing access to plan funds.

Understanding that each state is responsible for implementing its own ABLE plan, Fifth Third Bank has been elected to provide our product in the Nebraska, as well as states that are a part of the consortium with Illinois, which includes Illinois, Minnesota, Pennsylvania, Missouri, New Jersey, Rhode Island, Nevada, Kansas, Iowa, Arkansas and North Carolina. In addition, the state of Ohio Treasurer’s office, which is plan administrator in Ohio, has partnered with Fifth Third Bank to manage the assets as part of its STABLE Plan.

In addition, Fifth Third has had tremendous success in supporting the community with our Stand Up To Cancer collaboration, helping to raise funds when a customer met certain criteria. Fifth Third gave the new customer \$150 and made a matching \$150 contribution to Stand Up To Cancer.

“At Fifth Third Bank, we believe that inclusion and diversity are essential to living our Core Values, serving our customers, delivering



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financial performance and being recognized as a leader in building an engaging workplace, a strong supplier base and more vibrant communities,” says Jule. “Our commitment and leadership of the inclusion of individuals with disabilities is one we are proud of, both for the impact that it has had to our business and also for the impact it has had on the communities in which we serve.”

Contact:

Mitch Morgan

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MARKETPLACE AWARD



This award category represents marketing, advertising, public/community relations and related initiatives that both target and support consumers who either have a disability or are caring for a child or other dependent with special needs.

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The Procter & Gamble Company is focused on providing branded consumer packaged goods of superior quality and value to improve the lives of the world's consumers. P&G was incorporated in 1837 with our corporate offices located in Cincinnati, Ohio. Our brands and products are sold in more than 180 countries and annual sales are approximately \$65 Billion. At P&G our mission of Diversity and Inclusion is: "Everyone valued. Everyone included. Everyone performing at their peak™."

Diversity & Inclusion is implicit in our Purpose, Values and Principles and explicit in our business strategies. We strive to be the "employer of choice" that hires, engages and retains the best talent from around the world. It's at the core of being "in touch" so we create brands and products to improve the lives of the world's consumers now and in the future. Every P&G



employee is equally talented in unique ways. Beyond the visible differences, we come from diverse traditions, personal experiences and points of view. That's why, in our increasingly interconnected world, it is only appropriate that we celebrate everyone's uniqueness, every day.

At P&G we strive to make our products and advertising to be inclusive for ALL to use and experience. Springboard Consulting recognized P&G as a Marketplace Award Honoree for our advertisement campaign that aired in 2016 Paralympics games hosted by Rio De Janeiro.

In addition to captioning this campaign introduced "Audio Description" capability for our advertisements allowing both hearing and now visually impaired individuals to experience our advertising.

In one film, "Raising an Olympian", which features

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Paralympic Track and field athlete Lex Gillette, Lex's mother, Ms. Gillette-Simms, recalls the challenges facing her then 8-year old son. After sudden blurred vision, Lex encountered his first of ten surgeries, none with permanent success. But Lex's mom wouldn't let that hold him back: *"It does not matter what anyone says, you decide what you can do and no one else."* By introducing "Audio Description" Technology, now not only could Lex experience the commercial, other visually impaired consumers across the world could experience them as well.

"We are truly inspired by the determination and strength of the Paralympic athletes and their families," says Janet Fletcher, P&G, sports marketing. "The Paralympic Games are important to P&G because we are a company with brands that support moms and families each and every day."

We are honored to be recognized by Springboard Consulting for this innovation in advertising. We strive to be leaders in products, packages and advertising so that ALL consumers are included everyday. As we continue to look at options to expand this technology across our other advertising campaigns, we encourage other companies to consider seeking innovative ways to make their products and services inclusive for ALL to experience.

Mike Gartner, The Procter & Gamble Company, People with Disabilities Employee Resource Group Leader. I can be reached at gartner.mc@pg.com.

Mike Gartner
P&G PwD Leader



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ROYAL CARIBBEAN CRUISES LTD.

Royal Caribbean Cruises Ltd. was recently honored as a recipient of the 2017 Disability Matters Marketplace Award presented at the 11th annual Disability Matters North American Conference held at Florida International University's Biscayne Bay Campus in North Miami, Florida.

Disability Matters recognized our company for its efforts in implementing its Autism Friendly initiative which both targets and supports consumers who have autism or developmental disabilities or are caring for a child or other dependent with special needs.

Royal Caribbean Cruises Ltd is the parent company of Royal Caribbean International and Celebrity Cruises. Royal Caribbean International is known for driving innovation at sea and has continuously redefined cruise vacationing since 1969. Celebrity Cruises' iconic "X" is the mark of modern luxury, with cool, contemporary design and warm spaces as well as amazing service that is personalized, knowledgeable and genuine.

We are an industry leader in providing accessible cruise vacations, and we're so very proud of that. As part of our DNA is to be innovative, and our thinking has always been about "what if?" "What if our cruise ships were autism friendly?"

We developed our Autism Friendly program after seeing trends in hospitality and entertainment industries targeting individuals with autism:

- Local Tampa hotels were being certified as "autism friendly" by the Center for Autism and Related Disorders (CARD) at University South Florida, and
- Participating AMC Theatres were showing autism friendly movies once a month.

Royal Caribbean collaborated with Autism on the Seas, a leading travel company specializing in autism cruises, in putting together our Autism Friendly program. We've been partners with Autism on the Seas for over 10 years.

By packaging our products and services into an Autism Friendly program, we make it easier for our target audience to understand how a cruise vacation can be possible by addressing the

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needs of individuals with autism.

Our Autism Friendly Program includes the following (these products and services existed prior to our Autism Friendly Program):

- Priority check-in, boarding and departure
- Special dietary accommodations including gluten-free and dairy-free
- Youth program flexible grouping by ability for children 3 to 11 years old
- Youth program toilet-trained policy exception
- Pagers/phones for parents of children enrolled in youth program (subject to availability)

In addition our existing services, we added new features such as autism friendly movies, toy



lending program, activities and a cruising social story.

Our Autism Friendly program provides choices and options for families; they can choose to use all, some or none of the features depending on their specific needs.

As part of our initial Autism Friendly Program launch, we were certified as an Autism Friendly Cruise Line by the Autism on the Seas. Autism Friendly Certification is

awarded to cruise lines for their efforts to ensure

their products and services are accessible for inclusion and participation by the autism and developmental disability community.

Royal Caribbean International became certified as the first ever Autism Friendly cruise line in February 2014, and Celebrity Cruises became certified the following year in April 2015.

Our program targets a new-to-cruise market – families living with autism, down syndrome and other developmental disabilities who would not otherwise take a cruise, or even a vacation – by offering them a welcoming and autism friendly environment onboard our cruise ships.

There are about 1 million individuals with autism in the United States and 500,000 in Canada.

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These numbers do not include their family members or friends, making the total audience about 6 million potential new guests.

We also created the Advisory Board on Autism in 2015 after we got many suggestions from experts on how to make our program even better. The board has 16 autism experts, parents and individuals with autism, and they provide us with advice and recommendations on how we can better serve the autism market segment.

The Autism Advisory Board includes many organizations such as ARC Broward, Autism Society of America, Autistic Globetrotting, Best Buddies International, Florida Atlantic University Center for Autism & Related Disorders (FAU CARD), Leaps n Boundz, Monarch Learning, and University of Miami-Nova Southeastern University Center for Autism & Related Disorders (UM-NSU CARD).

Royal Caribbean International became the first in the hospitality industry to offer complimentary on-demand access to exclusive content from The Autism Channel® onboard most of its ships starting in October 2015. The Autism Channel (www.theautismchannel.tv) is a streaming television service providing information and resources to families and professionals supporting and improving the lives of people with autism spectrum disorders.

Contact: Ron Pettit
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WORKFORCE AWARD



This award category represents Human Resources and related initiatives for the outreach, recruitment, career development, talent management and retention of people with disabilities. This category includes individuals who are born with or have acquired disabilities, maturing workers with age-related disabilities and veterans with service-related disabilities.

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In April, Prudential received the annual Workforce Award for the launch and ultimate success of their “Count Me In” initiative, an enterprise-wide campaign designed to encourage U.S.-based employees to confidentially self-identify if they are a person with a disability or are a protected veteran. Through this program, all employees were asked to review and update their personal profiles within the Prudential system. The Workforce Award recognizes companies who have made significant strides in advancing awareness and knowledge around people with disabilities and this campaign exemplified the criteria of this honor.

Over the past several years, Prudential has taken a leadership role in advocating for, and influencing, the advancement of education and awareness around people with disabilities. In fact, beyond meeting federal requirements, “Count Me In” was created to fully account for the diversity within the Prudential workforce, help create a culture of inclusiveness and accessibility, and to evaluate the effectiveness of the company’s outreach and recruitment efforts for people with disabilities in its workforce and the communities it serves.

In parallel with the campaign, Prudential has also produced videos highlighting the positive and uplifting experiences several of its employees have had when they elected to disclose or “come out” at work about their disabilities. “The ‘Count Me In’ campaign is an enormous success,” said Michele Meyer-Shipp, Vice President and Chief Diversity Officer at Prudential. “However, we have more to do, and we are encouraged by our results so far.”

Prudential has a longstanding commitment to diversity and inclusion in its workplace, and is dedicated to creating an inclusive work environment for everyone, including people with disabilities. Prudential aspires to be a top leadership and talent management company, and places its diversity and inclusion goals at the core of the company’s strategies. For example, the company’s comprehensive Diversity Recruiting Strategy enables it to remain well positioned in a competitive talent market and helps ensure leadership bench strength for the company. A key area of focus within the recruiting strategy is ensuring robust efforts to attract and hire people with disabilities.

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Prudential's campus recruiting efforts include relationships with disability services organizations at more than 30 core schools to ensure they are actively engaging and attracting students with disabilities. Also, to further illustrate this point, last year, Prudential hosted its first-ever Disability Summit in conjunction with National Disability Employment Awareness Month. This day-long event helped to raise awareness of and elevate the conversation around disability inclusion in the workplace, marketplace and community.

Prudential's leadership in the people with disabilities community has also been demonstrated by its full engagement and top-down support for its business resource group, ADAPT (Able and disAble Associates Partnering Together). ADAPT is a network of Prudential employees with (including temporary and non-visible ones) and without disabilities. ADAPT supports their members' personal and professional development and strives to educate others on disability awareness issues.

Other programs that support Prudential's workforce commitment to people with disabilities include the ADAPT Summer Intern Program, which provides employment opportunities for students with disabilities, while building a disability talent pipeline for Prudential. Prudential is also proud to have a robust accommodations unit that ensures every employee at Prudential who needs an accommodation will have access to it.

On a final note, Prudential is progressive in terms of meeting the needs of people with disabilities in the digital space. Last year, Prudential sponsored an event that highlighted the company's commitment to making its digital assets accessible, which helped to create a more inclusive digital experience for employees and clients with visual, hearing, mobility and cognitive disabilities. "Making our internal and external websites accessible also helps us to attract and retain talent, addresses the needs of an aging workforce, and makes it easier for our customers to do business with Prudential," Meyer-Shipp added.

It's clear that Prudential is an employer of choice through initiatives such as those previously mentioned. Prudential strongly believes that talent comes in every color, gender, origin, religion, sexual orientation, veteran status, and physical and/or mental capability imaginable. And for that, they have earned their place as the 2017 Disability Matters Workplace Award recipient.



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For more information about Prudential's programming focused on people with disabilities, send an email to the [Prudential Office of Diversity & Inclusion](#).



Workforce Panel: (from left to right):

Panelist - David M Quilleon (Best Buddies International), Honoree - Michele C Meyer-Shipp (Prudential Financial), Panelist - Amanda Niguidula, MPA (Florida International University) and Moderator - J. Michael Dizer (The Dow Chemical Company).

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STEPS TO SUCCESS AWARD

The logo for Barilla, featuring the word "Barilla" in a bold, blue, italicized serif font.

The Italian Food Company. Since 1877.

The Oracle logo, consisting of the word "ORACLE" in white, uppercase, sans-serif font, centered within a solid red square.

The Steps to Success award category identifies and celebrates companies who are beginning on the journey of innovation, action and transformation relative to individuals with disabilities whether as employees, customers or both.

This award also encourages these honorees whose initiative(s) have been in place no less than six months and no more than two years and who demonstrate significant promise of long term success, to have the commitment and perseverance to continue taking the steps necessary to eventually become a Disability Matters Employer or Supplier of Choice, the most prestigious of all Disability Matters Awards.

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Steps to Success Award Recipient:

Barilla America, Inc

Top Right: Fabio Pettenati

Bottom from left to right:

Tim Knuettel, Margaret Fillman,
Fabio Pettenati (Barilla America),
with Nadine O Vogel, CEO
Springboard Consulting



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Steps to Success Award Recipient:

Oracle

Top Right:

Nadine O Vogel, CEO
Springboard Consulting, with David
Ortiz and Oracle Team.



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DISABILITY CHAMPION AWARD



This award category recognizes an individual whose advocacy, commitment, and action in support of mainstreaming disability in their workforce, workplace and/or marketplace has greatly contributed to their organizations success in these endeavors. The award recipient is someone whose job description does not specifically include this work, yet he/she diligently works to influence others.

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The power to do more

I would like to thank Springboard Consulting, the Disability Matters team and my colleagues at Dell for recognizing me with the 2017 Disability Champion for North America award. My formal job is IT Business Partner providing IT consulting services to the engineering community through a strategic partnership within the Infrastructure Solutions Group. I am responsible for driving sustainable, long-term business change by working closely with cross-functional business leaders to align processes, technology and resources with the strategic direction and growth drivers for the company. During my 14 years with Dell, I have split my time between IT and Engineering teams.

My volunteer job is Chairperson for the Hopkinton True Ability Employee Resource Group and Community Outreach liaison for the True Ability North America board. I am committed to a diversified work environment, serving as board member, Vice President and President of the legacy EMC Disability Employee Resource Group prior to the Dell/EMC merger.

I am very passionate about providing inclusive opportunities for people with disabilities. My daughter Kayla and step-son Matthew are the drivers of my passion. Kayla, 22 with a Mitochondrial Encephalomyopathy diagnosis, has educated me on medical complexities, insurance issues and special education. Matthew, 13 with an Autism/ Landau Kleffner Syndrome diagnosis, has provided the motivation to understand the impact of autism on education, community, and employment opportunities. I spend my personal time advocating on inclusive community activities, healthcare, special education, and employment opportunities for individuals with diverse abilities.

I am very active in my local community. I am a member of the Board of Directors for Horace Mann Educational Associates (HMEA), a nonprofit that provides services to over 4000 children and adults with disabilities, and their families, in 110 communities in Massachusetts. I am also the founder and race director for the Franklin 5K that provides funding to support the Hockomock YMCA Integration Initiative. The Integration Initiative provides opportunities for the young people in the community who have special needs. Through this unique and comprehensive program, an environment of mutual respect for children with and without disabilities is supported. An active participant in the Boston Marathon, Kayla and I continue to raise awareness for inclusion and fundraise for local charities.

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<http://espn.go.com/video/clip?id=10776529>.

At Dell we are empowered to make change. I want to share my “Journey of Empowerment” and how we are Mainstreaming Disability in the Workplace.

Diversity and Inclusion is paramount at Dell. Here is my view of the top five actions that have made us all Disability Champions:

1. Building an inclusive workplace
 - a. Host sensitization workshops for 3000+ employees
 - b. Provide Disability Etiquette training
 - c. Publish a monthly newsletter communicating disability awareness
 - d. Include section devoted for inclusion of disability initiatives and action taken in yearly employee self-assessment
 - e. Offer Braille business cards
2. Creating a diverse talent pool
 - a. Tripled the number of people with disabilities hired in the past 3 years
 - b. Propose Neurodiversity (Autism) Hiring initiative
3. Collaborating with Dell ecosystem
 - a. Facilities
 - i. Provide accessible physical infrastructure
 - ii. Issue Medical Parking Permits for temporary medical parking for those who do not meet federal guidelines for handicap parking
 - iii. Install universal disability symbol on the non-ambulatory bathroom stall doors ensuring access to those requiring these resources
 - b. Information Technology
 - i. Offer ClearCaptions for Cisco displays captions on your current phone – you hear AND read the conversation
 - ii. Provide accessible technical infrastructure
 - iii. Bring Easter Seals Hands-on Disability Technology Solutions Workshop to Dell to provide the latest technology options
 - c. Global HR Compliance
 - i. Facilitate self-identification for reporting
 - d. Talent Acquisition
 - i. Advertise the Dell Disability Accommodation link - if you have a disability and need a workplace accommodation, we have a process in place to assist you
 - ii. Ensure that applications and other company forms do not ask disability-related questions and are in formats accessible to all persons with disabilities Offer written job descriptions that identify the essential functions of the job
 - iii. Ensure that requirements for medical examinations comply with the Americans with Disabilities Act

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- i Provide reasonable accommodations qualified applicants will need to compete for the job
- ii Add a sentence to interview emails from recruiters offering to accommodate any needs of candidates when they come on-site, modifying on-line building maps to clearly show elevators, exits, and proximity of disabled parking spots, encouraging managers to identify and approve accommodations which might be non-standard, and finally, reviewing emergency procedures to insure they reflected the needs of all employees, including those with disabilities.
- iii Provide training opportunities on hiring best practices

e. Benefits

- i. Provide additional Autism Coverage for Intensive Behavioral Therapies. These supplemental autism benefits are provided to dependents of Dell employees enrolled in a Dell medical plan as part of the Behavioral Health benefit plan. There are no age limitations or annual and lifetime benefit limits.
- ii. Provides online roadmaps through torchlight for children of all ages struggling with:
 - *Autism Spectrum Disorders*
 - *Learning Disabilities*
 - *ADHD*
 - *Developmental or Intellectual Disabilities*
 - *Medical, Physical or Functional Conditions*
 - *Other Undiagnosed or Unidentified Challenges*

4. Disability Initiatives

- a. Participate in Disability Career Fairs hosted by CAREERS & the disABLED Magazine
- b. Join in the Light It Up Blue event to kick off Autism Awareness Month
- c. Offer Voluntary Self ID Disability option in the employee profile
- d. Our members are affiliated and support numerous non-profit disability organizations
- e. Sponsor yearly events for disability awareness
- f. Include Disability topic in Diversity & Inclusion Training for all Dell employees
- g. Provide disability workshops and lunch & learns for a variety of topics:
 - *Working with a hearing impaired colleague*
 - *Navigating the IEP process - Special Education*
 - *Disability Etiquette*
 - *Financial Planning for those and/or family members with disabilities*

5. Innovation

- a. Deliver the 'Most Innovative Program' for its 'Redefine Abilities' program, an industry-first initiative that aims to mainstream disability at the workplace. Dell

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- hires profoundly disabled. The Redefine Abilities program, under which the recruits were hired, started in 2014 when the company enlisted the help of the non-profit organization Enable India to pick individuals who could be part of the one-year internship program for people with severe, profound or multiple disabilities
- b. Collaborate with other top technology companies and community agencies to hire candidates with neurodiversity (Autism Spectrum)

Feel free to contact me to assist you in your journey both professionally and personally. I can be reached at kristine.biagiotti@dell.com and <https://www.linkedin.com/in/kristine-biagiotti-bridges-42661/>.

Thank you for recognizing me as a Disability Champion.



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The power to do more

At DELL Technologies our culture code emphasizes that to respect and value our differences to and see that a diverse and inclusive workforce brings strength to the business and that strong relationships bring not only great business success, but great personal fulfillment. These beliefs align perfectly with the mission of our True Ability Employee Resource Group.

Our group works not only to provide resources to our fellow employees and their family members but to assist in mainstreaming people in our surrounding community into the workplace. For the past several years our group has participated in a youth leadership forum held at a local college. There young people between the ages of 16-22 with All types of disabilities learn how to develop self-advocacy and leadership skills and begin to plan career goals. The members of True Ability ERG serve as mentors sharing our experience and expertise in interview skills and obtaining employment. Our group also partners with the Talent Acquisition department at Dell to assist in recruiting candidates with disabilities at local job fairs into our workforce.

In our own workplace each year on December 3rd our group celebrates the International Day of Persons with Disability in holding what's become known as The Pinball Wizard Contest. We bring in several pinball machines for everyone to enjoy a bit of nostalgia but the true reason for the event is to bring about a greater understanding of disabilities and the resources available to Dell employees and their family members. At the event we also partner with other DELL ERGs such as the Veterans and Care Givers and give them a venue to present the services they provide. Many outside agencies such as eldercare, service dog providers and other nonprofits are also invited to showcase the products and services they provide. And to get everyone in the Christmas spirit the jazz band from the Boston Higashi School a local school for children and young adults on the Autism Spectrum Disorder, performs.

Some of our past and current initiatives include supplying our employees with telephones which have special features useful for people who have hearing impairments, making our websites more accessible to those with disabilities and holding workshops on disability etiquette, awareness and understanding in the work place.

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As a first time attendee at a Disability Matters conference the first word that that comes to mind is inspiring. From the beautiful venue, the welcoming environment, the gracious staff from Springboard and mostly the other attendees from whom I learned so much and made new friends.

I particularly enjoyed the exercise in which everyone at the table with the aid of blindfolds, earplugs and other devices took the role of a disabled employee making their pitch to an HR representative for reasonable accommodation in the work place.

Lastly as a legacy EMC employee I am truly humbled to join the long list of recipients of the Disability Champion award from EMC and look forward to working with our new colleges from Dell in furthering our journey into disability awareness and inclusion.

For more information please contact:

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Dell True Ability ERG
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SEAL OF APPROVAL AWARDS



Gold-Level

Silver-Level



Deloitte.

Genentech
A Member of the Roche Group

Focusing on disability is not just a strategic advantage, it's a business imperative, especially so for today's leading corporations. Companies interested in being considered for Springboard's Seal of Approval must meet the required Total Points for the level of Seal (Bronze, Silver, Gold or Platinum) they are applying for and in relation to their initiatives in mainstreaming individuals with disabilities in the workforce, workplace and marketplace.

The Seal of Approval is based on a points system. Points are accrued within the previous calendar year and within the categories of: Awards, Assessments, Talent Acquisition/Management, Learning & Development, Readiness/Compliance, Disability BRG, and Events; the initiative will be measured on its own merit and points assigned based on initiative and/or award.

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SEAL OF APPROVAL RECIPIENTS



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Deloitte is the brand under which 10s of thousands of dedicated professionals in independent firm's throughout the world collaborate to provide audit, consulting, tax and advisory services for many of the world's noteworthy brands, including 80 percent of the Fortune 500 and more than 6,000 private and middle-market companies.

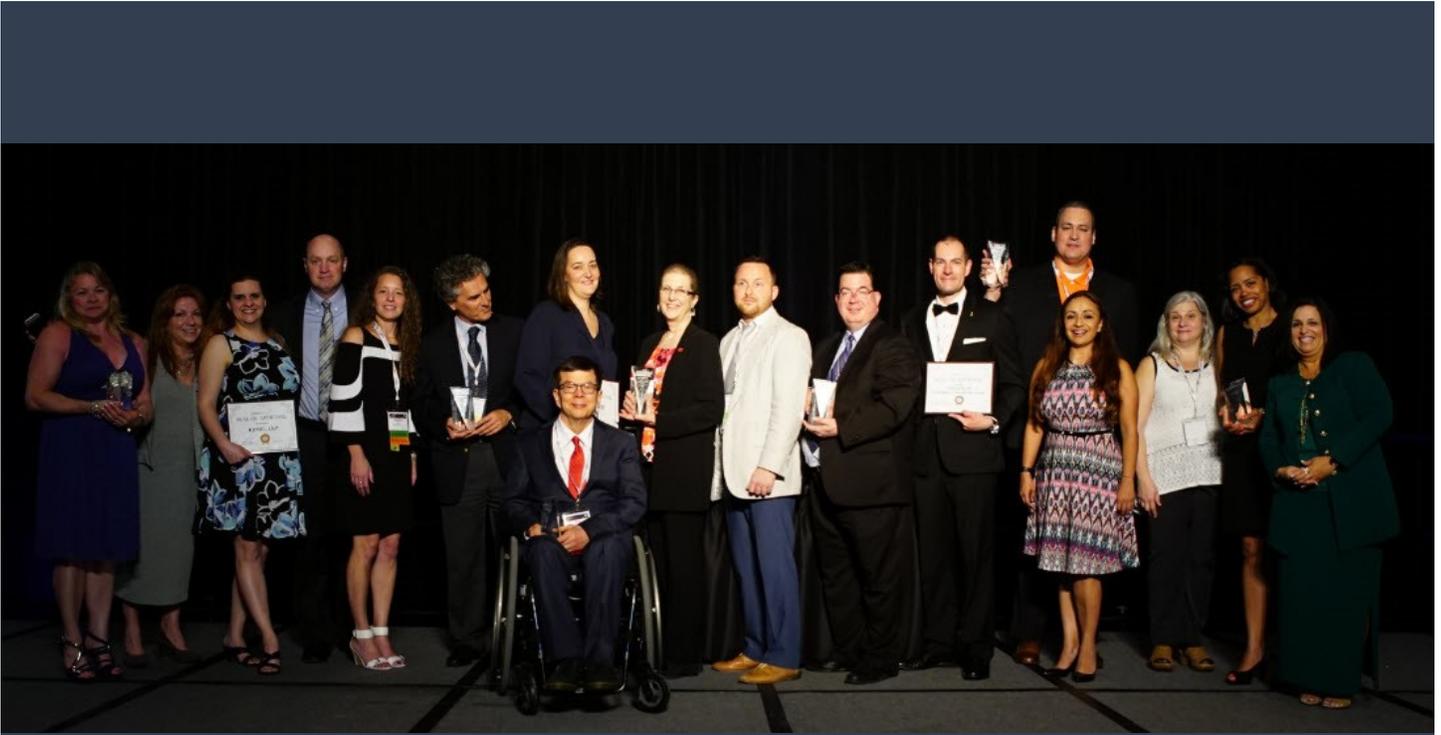
Deloitte has been helping shape corporate America's Inclusion landscape since 1993, when it became the first professional services organization to establish women's and diversity initiatives. Now more than 20 years later, Deloitte continues to transform its workplace practices and environment beyond demographic numbers to meet ever changing social and workforce expectations.

A paradigm shift is redefining inclusivity. Globalization, technology and evolving workforce expectations are redefining what an inclusive culture means to an organization. An Inclusive culture is one where all of our people feel valued for who they are, feel comfortable bringing their authentic selves to work, and feel empowered to reach their full potential in every aspect of their lives.

"We are focusing our Inclusion efforts on key moments that matter in a professional's career because Inclusion is for everyone" stated Mike Bernard who leads Deloitte's efforts for individuals with disabilities. We continually enhance our methods, tools and practices and through Talent Acquisition, our internal Ability First Employee Resource Group, and other efforts to help our people develop and maintain a strong connection by fostering community and enabling a sense of purpose; continuously grow by empowering well-being and playing to unique strengths; and feel they belong by modeling authenticity and creating a culture of courage.

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CONGRATULATIONS!



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Hidden Talent...World's Largest Minority

Persons with disabilities are the world's largest minority; 15-20 percent of every country's population are persons with a disability. However, an estimated 35 percent of the U.S. population, aged 21-64 years, has a disability. People are working longer and retiring later and this has a direct impact on the growing workforce of people with disabilities.

There is a both a business case and a talent case why more attention should be paid to this group. According to Nielsen, persons with disabilities are the largest consumer group that transcends all cultures. And the gap that exists in talent acquisition is that the uniqueness of talent that persons with disabilities bring should be recognized and nurtured.

Below are 10 things you should know about recruiting persons with disabilities:

- ✓ Up your on boarding process: It is a best practice to have persons with disabilities feel better about your company's self-identification process;
- ✓ Over 65 percent of persons with disabilities are of working age but only 17.6 percent are employed;
- ✓ Companies need to understand the difference between self-identification and full disclosure so that appropriate and accurate communication is established;
- ✓ 85 percent of companies have recruiters trained with regard to legislation related to persons with disabilities, while only 25 percent of companies provide specific diversity training for recruiters;
- ✓ The best practice is to provide recruiters with more specific training beyond legal requirements to broaden their lens to ensure equity in the process;
- ✓ 80 percent of companies partner with organizations to support disability hiring, yet less than 2 percent are hired and many companies do not track their efforts;
- ✓ Best-practice sourcing includes tools-specialized websites so persons with disabilities can find the right opportunities;
- ✓ 68 percent of companies have employee resource groups for persons with disabilities, but 54 percent of companies leverage employee resource groups in both campus and professional recruiting efforts;
- ✓ 80 percent of high school students with disabilities desire to attend college; 60 percent

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actually apply to college; and an astounding 40 percent drop out because they do not know where to go for support to get in college or stay in college;

- ✓ Establishing a formal partnership with student groups on college campuses is low-hanging fruit for developing a pipeline for students with disabilities.

So there you have it. Hopefully, these insights from DMBA inclusive leadership index and other sources will expand your thinking on what else could be done to ensure more access is offered to persons with disabilities.

One of my favorite quotes is, “If you do nothing, nothing changes.” Just realize that change can be taking place every single day.

Pamela A. McElvane, CEO & Publisher
Diversity MBA
www.diversitymbamagazine.com



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Show your commitment to mainstreaming disability in the workforce, workplace and marketplace by attending **Disability Matters Globally.**

<http://consultspringboard.com/disability-matters/about/>

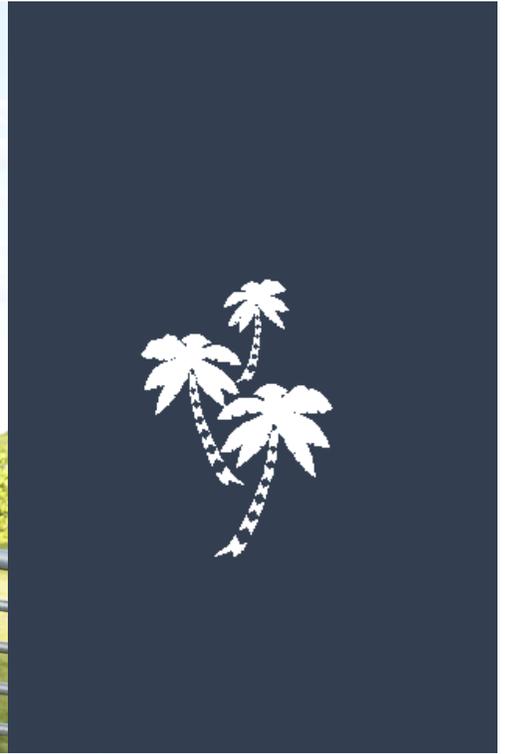


For Details Please Contact Us

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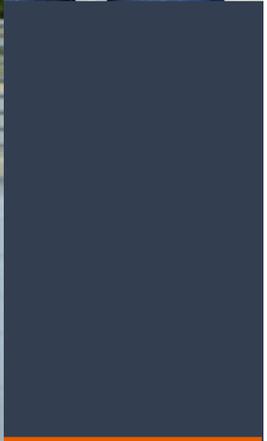
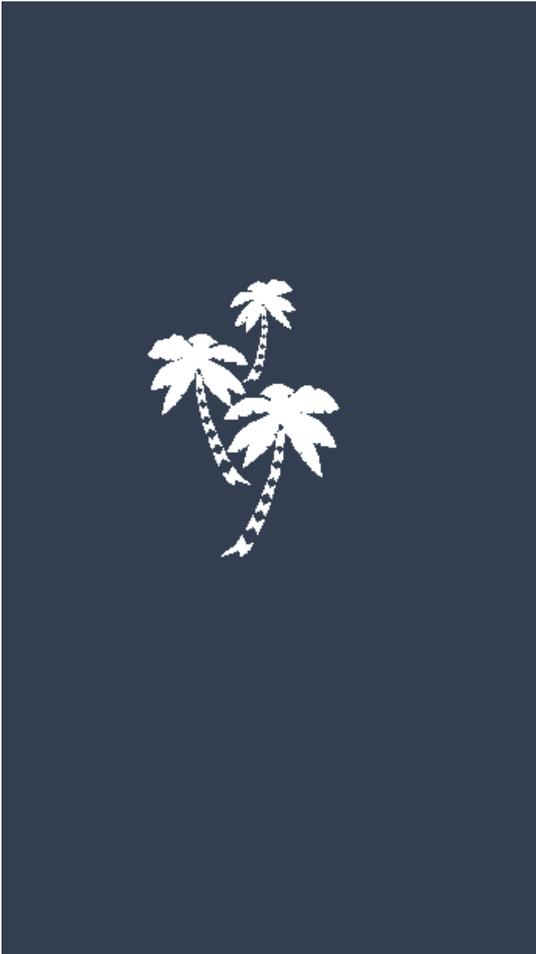
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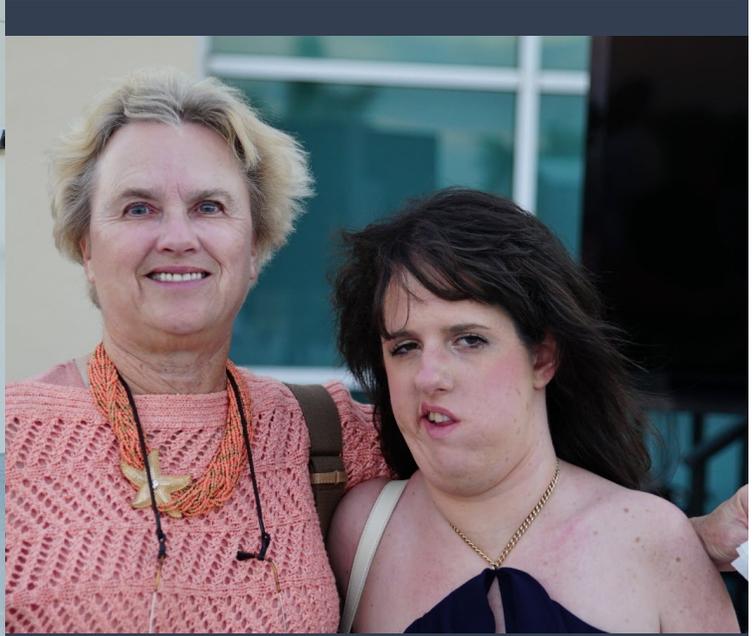
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Scott Burrows - Speaker/Author,
Stand Up Incorporated



Anastasia Somoza - International Disability
Rights Advocate, Speaker & Consultant



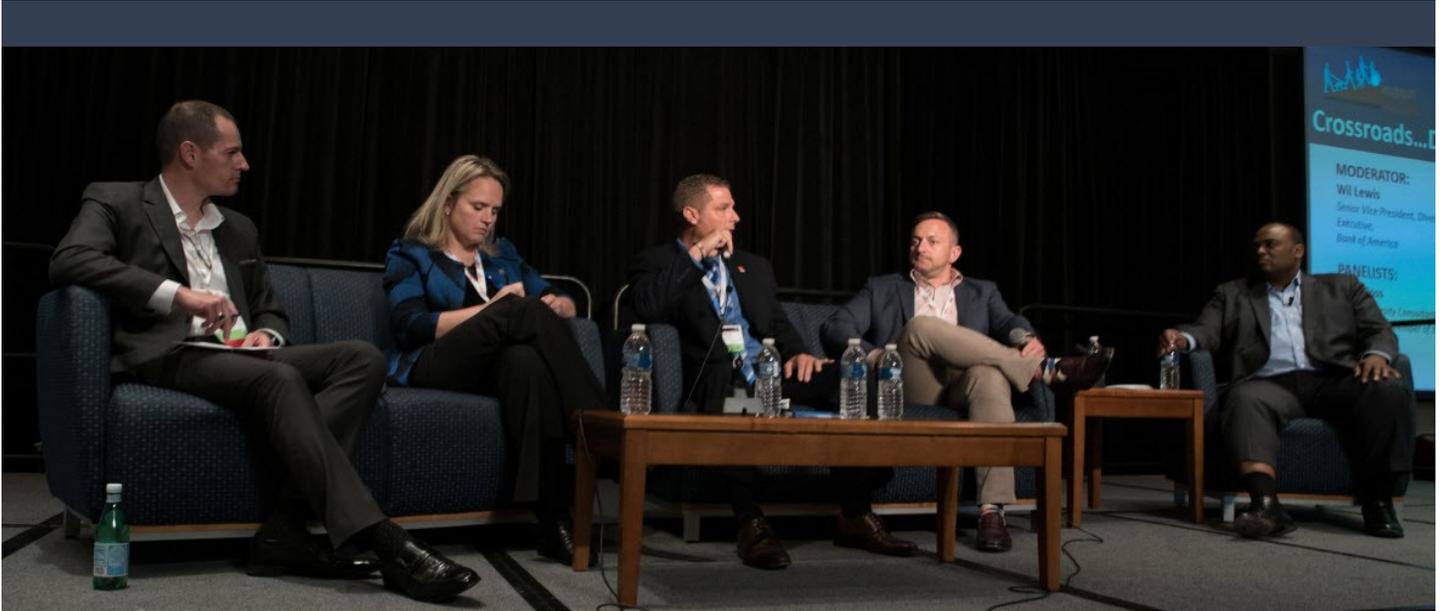
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