RECRUIT ROOSTER

by DirectEmployers

THE DISABILITY INCLUSION VALUE PROPOSITION: MAKING A CASE FOR WEB ACCESSIBILITY

OCTOBER IS NATIONAL DISABILITY EMPLOYMENT AWARENESS MONTH

The theme for 2019 is "The Right Talent, Right Now."

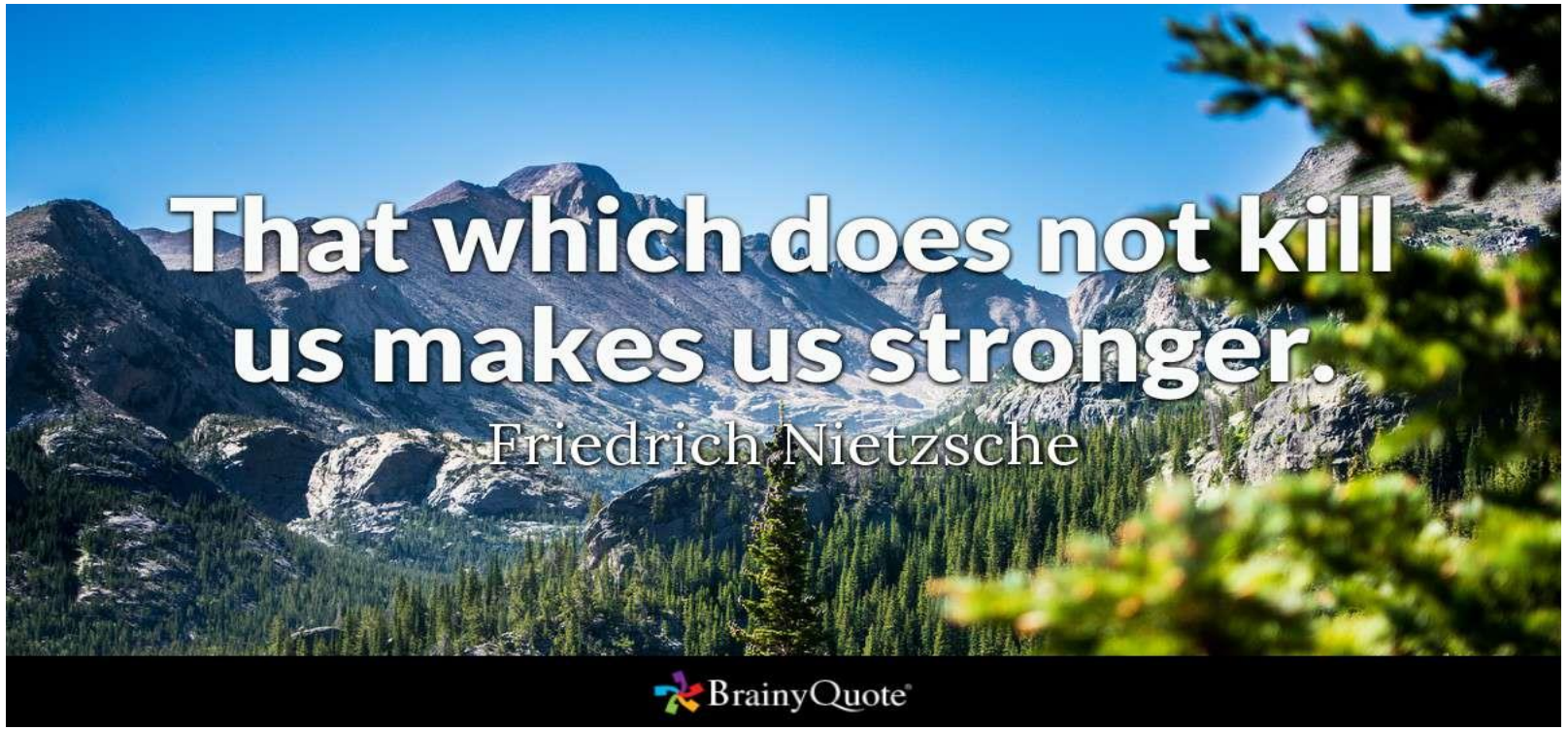
Held each October, National Disability Employment Awareness Month (NDEAM) is a national campaign that raises awareness about disability employment issues and celebrates the many and varied contributions of America's workers with disabilities.

Source: https://www.dol.gov

AGENDA

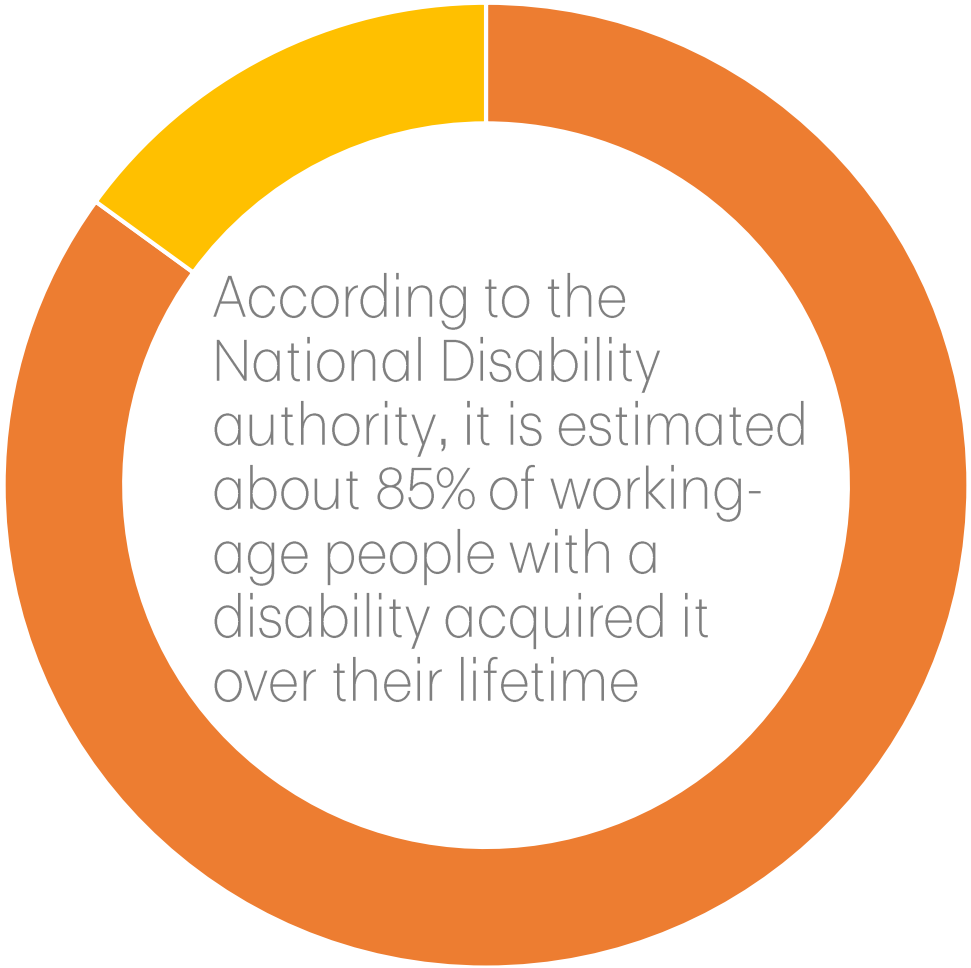
1. Disability may make us stronger
2. Disability can happen to ANY of us, at ANY time
3. Powerful success stories of “ability”
4. Compelling facts about the disability & world population and the impact on the global workforce
5. Classifications of disabilities and those covered by WCAG 2.0/2.1
6. What is website accessibility and what’s required under the law
7. Why accessibility is smart business
8. How Recruit Rooster by DirectEmployers can help
9. Additional resources
10. Q & A

LIKE ADVERSITY, DISABILITY MAY MAKE US STRONGER



Source: https://www.fearlessmotivation.com

DISABILITY CAN HAPPEN TO ANY OF US, AT ANY TIME



POWERFUL "ABILITY" SUCCESS STORY

Franklin D. Roosevelt

POWERFUL "ABILITY" SUCCESS STORY

Steven Hawking

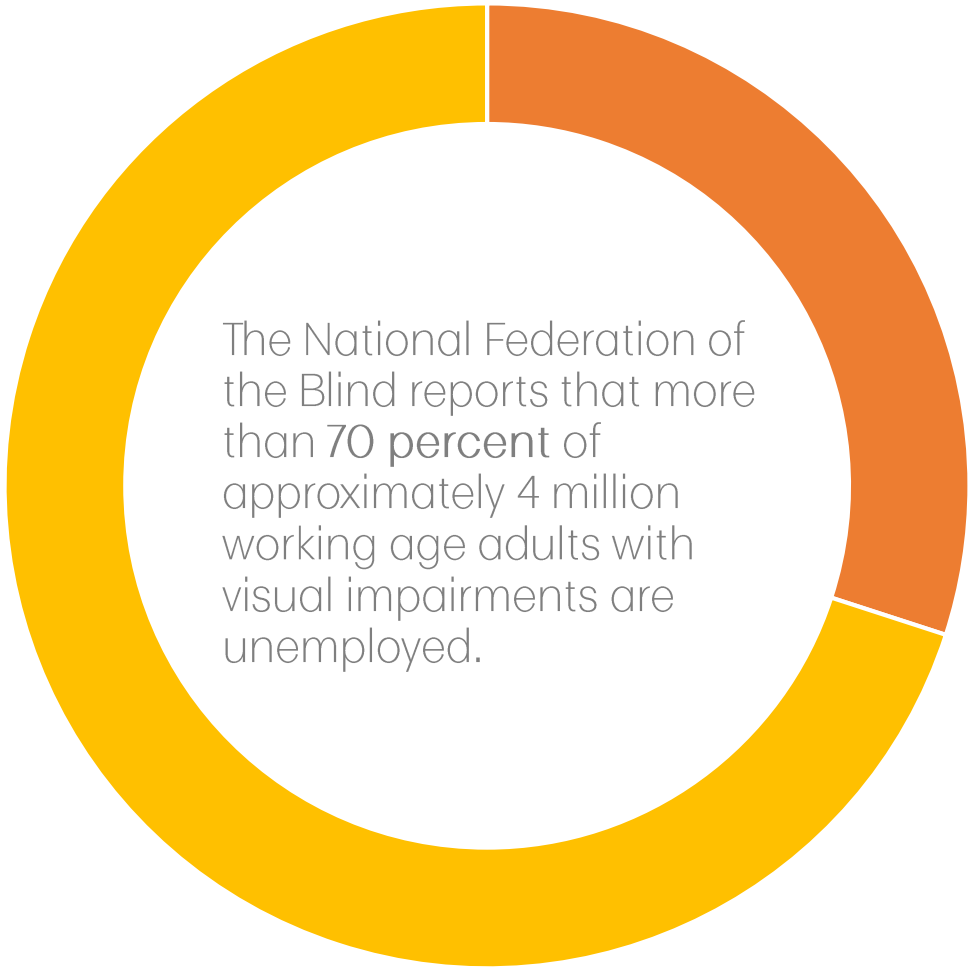
POWERFUL "ABILITY" SUCCESS STORY

Frida Kahlo

BOSMA ENTERPRISES

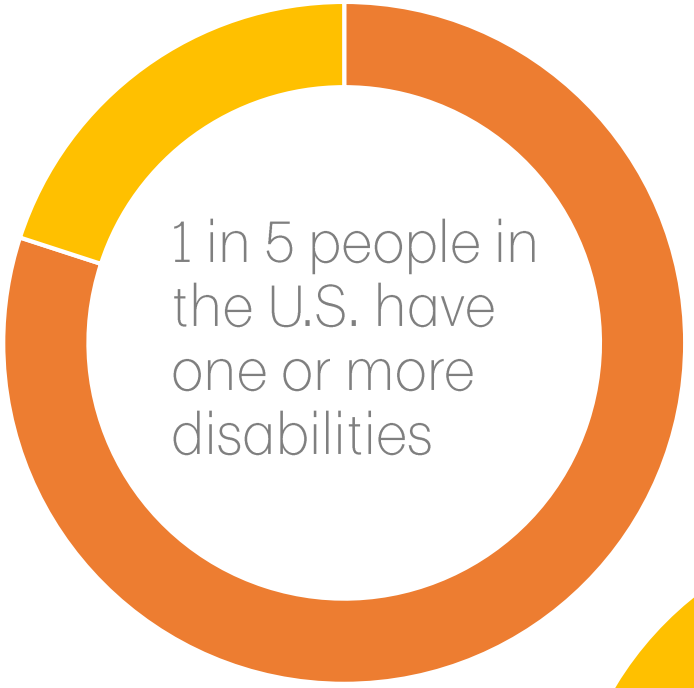
Their Mission:

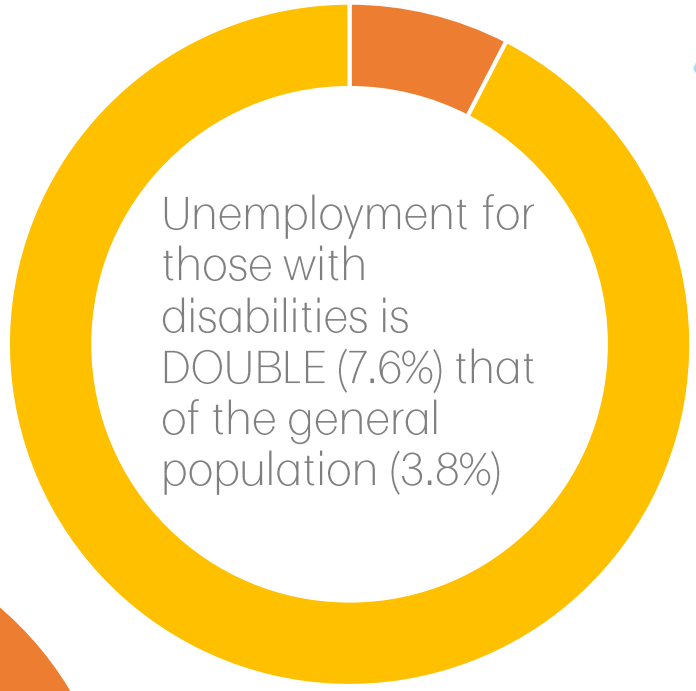
We provide visionary solutions for the blind and visually impaired.

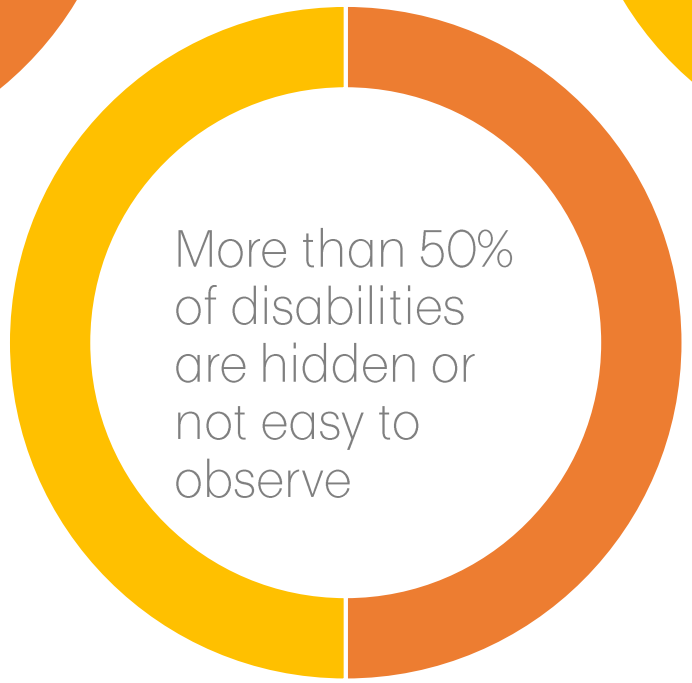


The National Federation of the Blind reports that more than 70 percent of approximately 4 million working age adults with visual impairments are unemployed.

By 2024 the Bureau of Labor Statistics estimates that 25% of the US workforce will be composed of workers over the age of 55 and a third of those workers will be older than 65.


1 in 5 people in the U.S. have one or more disabilities


Unemployment for those with disabilities is DOUBLE (7.6%) that of the general population (3.8%)


More than 50% of disabilities are hidden or not easy to observe

CLASSIFICATIONS OF DISABILITIES AND THOSE TAKEN INTO CONSIDERATION WITH ACCESSIBLE WEB DESIGN, INDICATED BY *

- AIDS/HIV
- Alcoholism, Drug Addiction
- Amputation*
- Blind*
- Cancer
- Cerebral Palsy*
- Deaf*
- Developmental Disability*
- Emphysema/Oxygen-reliant
- Epilepsy*
- Disfigurement
- Hard of Hearing*
- Head Injury
- Heart Condition
- Learning Disability*
- Depression/PTSD/Anxiety
- Multiple Sclerosis*
- Speech Impediment
- Spinal Cord Injury/Partial Paralysis/Wheel-chair*
- Low Vision*
- Color-blind*
- Deafblind*
- Motor Disabilities*
- Speech Disabilities*
- Cognitive Disabilities*
- Reading Disabilities*
- Seizures*
- Multiple Disabilities*
- Temporary From Injury or Disorder*

WHAT IS WEBSITE ACCESSIBILITY?

Website accessibility “refers to the accessibility of a computer system to all people, regardless of disability type or severity of impairment.” - Wikipedia

WCAG (Web Content Accessibility Guidelines) 2.0/2.1

1. Perceivable – Information and user interface components must be presentable to users in ways they can perceive.
2. Operable – User interface components and navigation must be operable.
3. Understandable – Information and the operation of the user interface must be understandable.
4. Robust – Content must be robust enough that it can be interpreted by a wide variety of user agents, including assistive technologies.

Source: https://www.w3.org

CREATING AN ONLINE EXPERIENCE WITHOUT OBSTACLES

Recruit Rooster goes the extra mile to ensure our technology is equipped to provide an intuitive user interface accessible by individuals with disabilities. Not only does this immediately broaden your ability to reach the best candidates, but it also gives job seekers with disabilities the opportunity to continue their online career search experience with reduced obstacles. From start to finish, we make it our mission to help clients meet the ADA's accessibility recommendations for web content.

Scalable Format

Screen Reader

Closed Captions

Color Contrast

Font Sizes

BASIC EXAMPLES OF GOOD ACCESSIBILITY WEB DESIGN

1. Captioned videos
   - ❖ Captioned videos on some video platforms aren't edited manually, often resulting in incorrect words caused by regional accents or bad audio.
   - ❖ Audio descriptions of non-verbal actions help create an equal candidate experience

2. Navigable by keyboard
   - ❖ Those with limited motor function cannot use a mouse
   - ❖ You can replicate how screen reader software navigates your site by hitting 'tab' through each content element as part of applying for a job

3. Color contrast:
   - ❖ Ratio of 4:5:1 for normal text
   - ❖ Ratio of 3:1 for large text, graphics and user interface components

4. Avoid absolute font sizing
   - ➢ Enables zoom software for the visually-impaired

ADA REQUIREMENTS

- Job discrimination against people with disabilities is illegal if practiced by:
  1. private employers
  2. state and local governments
  3. employment agencies
  4. labor organizations, and
  5. labor-management committees.

- The part of the ADA enforced by the EEOC outlaws job discrimination by:
  1. all employers, including State and local government employers, with 25 or more employees after July 26, 1992, and
  2. all employers, including State and local government employers, with 15 or more employees after July 26, 1994.

https://www.eeoc.gov

OFCCP REQUIREMENTS

1. A reasonable accommodation statement included in job postings, on-line applications, employee handbooks, reasonable accommodation policies, etc."
   - There is no formal reasonable accommodation statement that employers are required to use under the Americans with Disabilities Act (ADA). Employers have the flexibility to draft their own statement to communicate their commitment to provide reasonable accommodations to qualified applicants and employees.
2. Contact methods (phone, email & fax) for the applicant request
3. Employer responds to applicants within 24 hours

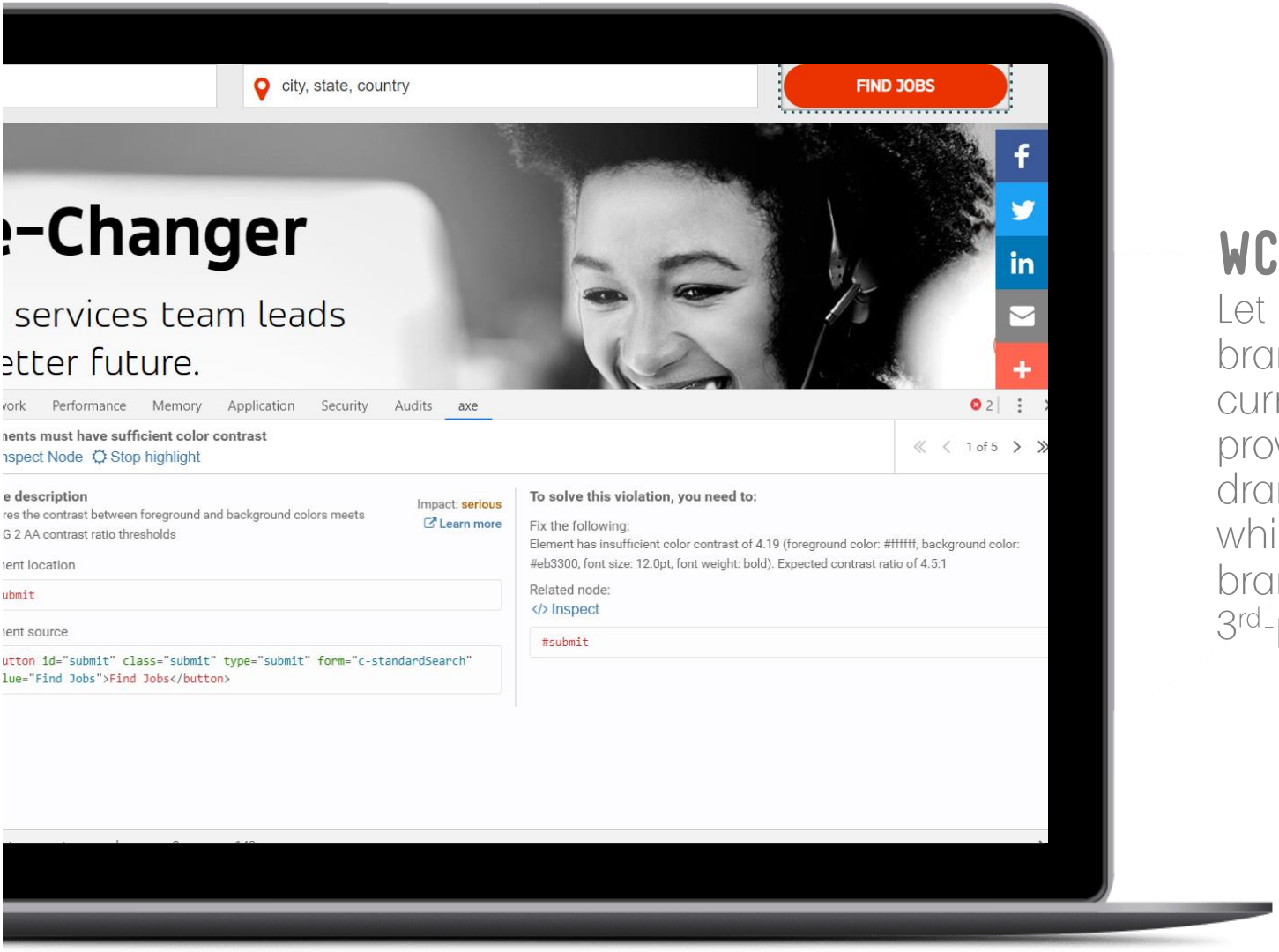
- Please contact your DE membership representative or Jennifer Polcer with any questions.

Source: https://askjan.org/publications/consultants-corner/vol11iss02.cfm

ACCESSIBLE WEBSITE DESIGN IS SMART BUSINESS

- Eliminate risk of liability under the ADA
- Brand your company as a socially-conscious employer of choice
- Avoid poor public perception and resentment, not only by those with disabilities, but by their friends & family
- Take advantage of WOTC tax credits of up to $9,600 per vocational rehabilitation or disabled veteran hire to help offset the cost of any accommodation necessary
- One major suite hotel chain increased total room sales by 275% YOY and internet sales by 400%!

Sources: HirePotential, hiringthing.com



WCAG DIGITAL ACCESSIBILITY AUDIT

Let Recruit Rooster audit your career site, online branding, and diversity hiring efforts to analyze the current state of your digital presence. We'll dive in and provide you with a detailed action plan for how we can dramatically impact your diversity hiring initiatives, while staying true to your established employment brand. This report can be delivered to your in-house or 3rd-party website development team for action.

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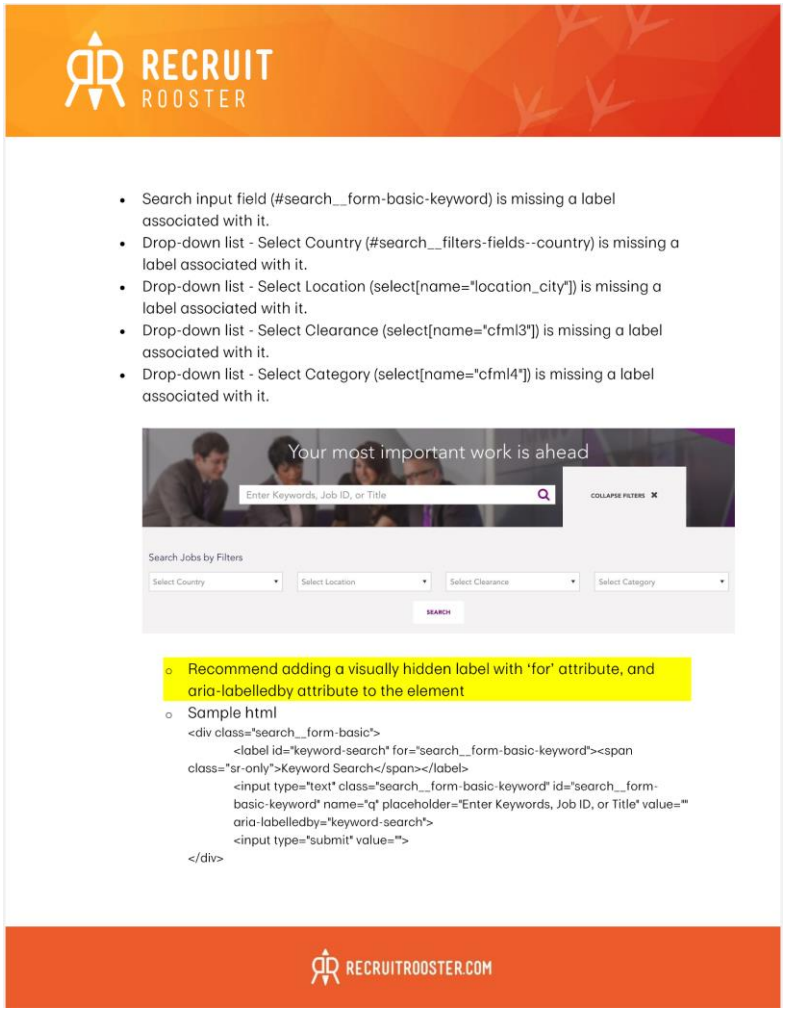

AUDIT REPORT WITH ROOSTER CONSULTING

Recruit Rooster will audit your career site and create an in-depth report of everything from scalability to color contrast, and determine whether your career site is compatible with the latest versions of popular screen readers such as JAWS, ZoomText, TalkBack, VoiceOver and many more! This includes limited consultation between our team and yours along the way.

COMPREHENSIVE CONSULTATION

The Recruit Rooster team are experts at helping you develop the web presence you need to appeal to the people you're trying to reach. We'll identify deficiencies in your digital diversity and inclusion hiring efforts by taking it to the next level. We'll provide manual assessments and a consultative approach to crafting a compliant career site experience accessible by all. This includes more in-depth, 1-on-1 consultation between our two teams throughout the process.

WOTC / ACCOMMODATION RESOURCES

Work Opportunity Tax Credit
IRS WOTC Home Page

Additional Articles

Tax credit can help employers hiring new workers; key certification requirement applies
IRS | May 2018
Everything you need to know about the Work Opportunity Tax Credit
HKP | May 2018

Additional Government Resources

Non-federal contractors seeking guidance under the ADA: https://www.ada.gov/workta.htm
Work Opportunity Tax Credit Fact Sheet DOL
State WOTC Coordinators DOL
The Work Opportunity Tax Credit Congressional Research Service | Sep 2018

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