

# Welcome

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**PIA** Partnership  
on Inclusive  
Apprenticeship



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PEAT



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# Creating Inclusive Virtual Apprenticeship Programs & More Accessible Workplaces

DirectEmployers Webinar • April 3, 2023

# What We're Covering Today

- Benefits of Inclusive Apprenticeships
- The ROI of Accessible Recruiting
- Creating Accessible Social Content to Recruit Talent with Disabilities
- Cultivating Inclusive Telework and Telelearning Experiences
- Designing Inclusive On-the-Job Training (OJT)
- Q + A

**What are you hoping to get out of today?**



# Webinar Takeaways



- How to Expand Access to Diverse Talent
- The Benefits of Apprenticeship Programs
- How to Design an Inclusive Apprenticeship
- How to Recruit with Accessibility in Mind
- How to Develop more Inclusive Workplaces

# Partnership on Employment & Accessible Technology (PEAT)

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PEAT 

PEAT's mission is to foster collaborations in the technology space that build inclusive workplaces for people with disabilities. Our vision is a future where new and emerging technologies are accessible to the workforce by design.

# Partnership on Inclusive Apprenticeship (PIA)

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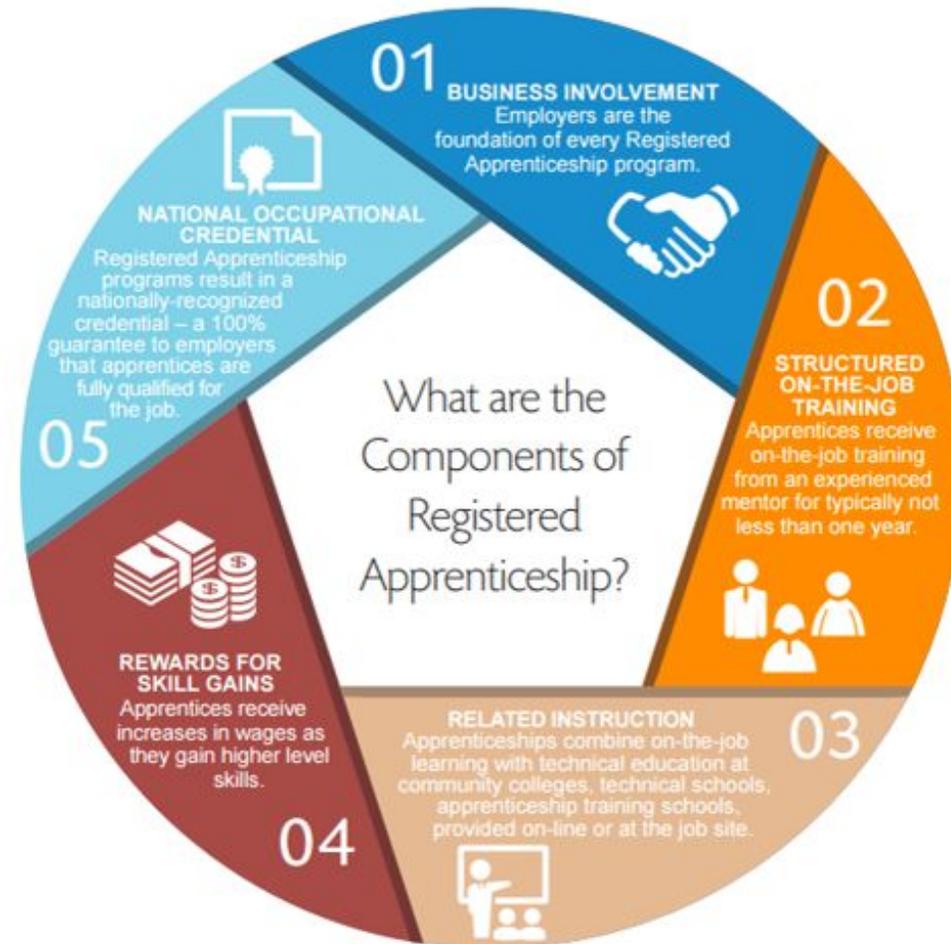
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PIA collaborates with employers and apprenticeship intermediaries to design inclusive apprenticeship programs that meet employer talent needs and enable people with disabilities to gain credentials and skills to succeed in growing industries.

# 5 Components of Registered Apprenticeship

1. Business Involvement
2. Structured OTJ Training
3. Related Technical Instruction
4. Progressive Wage Increases
5. National Credentials



# Curb-cuts 1.0



# Curb Cut Effect

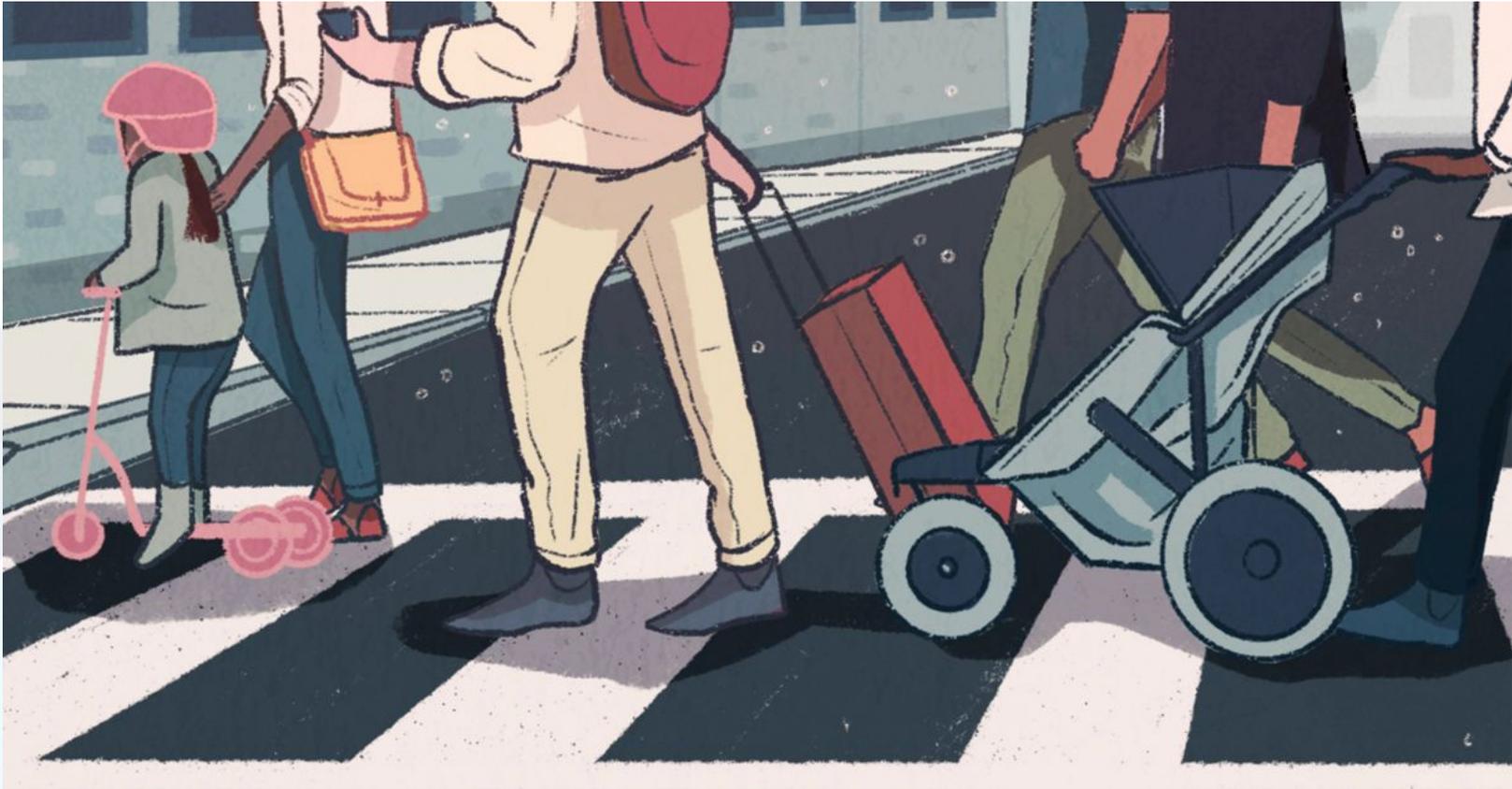


Image Credit: [Learning for Justice, The Curb Cut Effect and Championing Equity](#)

# Curb-cuts 2.0

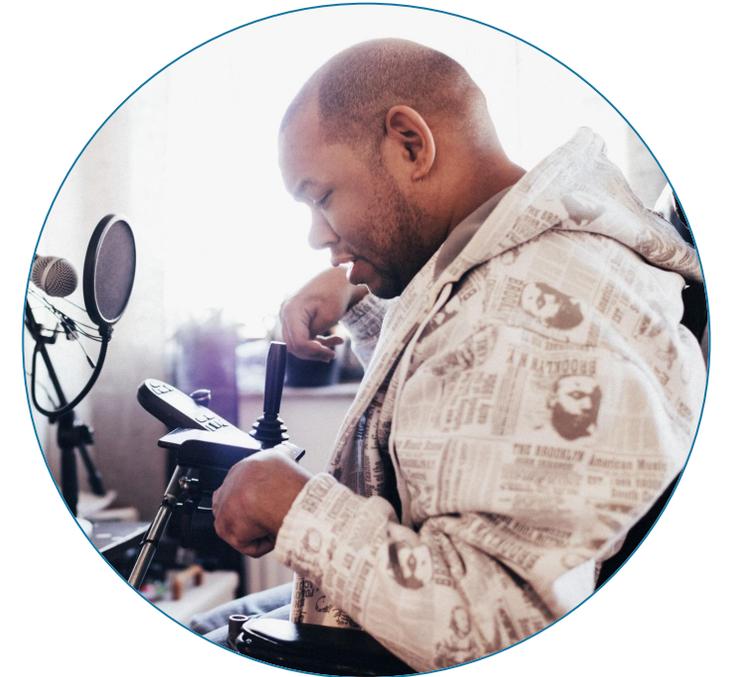


# Curb Cuts 2.0: Designing Inclusive Apprenticeship Guide

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- Includes recommendations, resources, and accessibility considerations to effectively source, engage, and support apprentices with disabilities
- Provides a simple, three-phase approach
- Can be used by any apprenticeship intermediary or employer
- Explore the guide by visiting <https://inclusiveapprenticeship.org/guide/>



# Recruiting Talent with Disabilities

- One component of six in the Employment Lifecycle
- Where does accessible technology fit into the Employment Lifecycle continuum? **Everywhere!**
- Recruiting can take place via website, social media, and third-party job posting sites
- Before you promote a position on social media, make sure your posts are accessible
- Check out the PEAT Social Media Accessibility tip sheet by visiting <https://www.peatworks.org/social-media-accessibility/>



# Recruiting Talent with Disabilities: Accessible Social Media

- Ensure your social media content is accessible to everyone by building it into your content strategy plan
- For multi-word hashtags, capitalize the first letters of each section of a compound word (#LikeThisExample)
  - This is also referred to as CamelCase
  - Example: #workplaceofthefuture and #WorkplaceOfTheFuture
- Add captions to all video posts. Ensure caption settings are turned on for live videos
- Avoid excessive use of emojis in posts



# Recruiting Talent with Disabilities: Social Post Example

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*Example 1*



*Example 2*

# Recruiting Talent with Disabilities: Example Alt Text



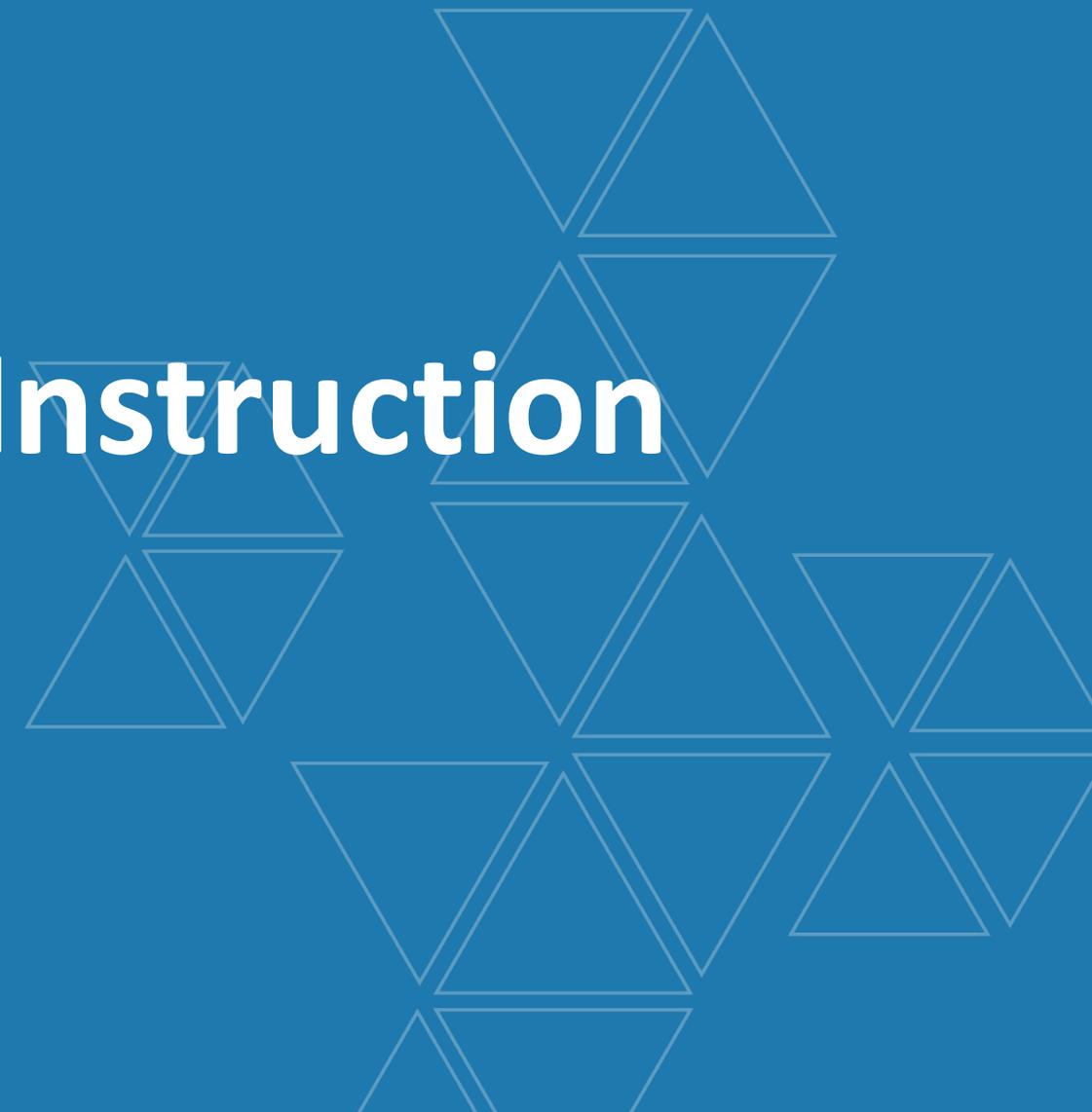
- **Sample Alt Text:** A blue & yellow illustrated graphic with a photo of a woman of size smiling at a laptop while sitting at a desk. Text reads: Now Hiring, Remote Jobs Available

# The ROI of Accessible Recruiting

- Improved and expanded recruitment is the **#1 benefit** of accessible eRecruiting tools
- A **diverse workforce** leads to **more innovative solutions** for confronting challenges & achieving success
- Increased retention: Accessible technology is a smart corporate continuity strategy
  - According to a report by the *Job Accommodation Network (JAN)*, eliminating the costs of training a new employee is one of the **primary benefits** of ensuring existing employees with disabilities have the tools they need to maximize their productivity



# Related Technical Instruction (RTI)

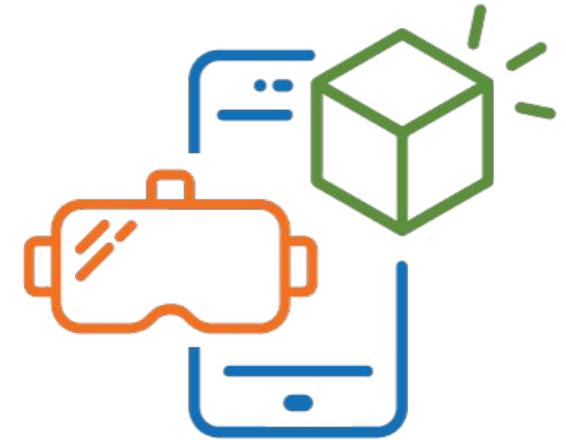


# Inclusive Telework & Telelearning

- Lets employees complete their jobs or training from different locations using devices like laptops, smartphones, and emerging technologies
- Extended reality (XR) technologies can enable engaging experiences (example: Accenture uses VR Headsets to onboard new employees)
- Most hybrid workplaces rely on technology to keep employees connected
- Check out PEAT's ['Inclusive XR & Hybrid Work Toolkit'](#) for best practices

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# Inclusive Meetings: Live Captioning

- Before hosting an accessible virtual meeting, remember to ask for and respond to accommodation request proactively
- It's best practice to offer captioning in **all** meetings you host
- Send materials you will cover in an **accessible format** well in advance of the meeting. A few examples of accessible materials are slide decks, the meeting agenda and the participant list
- Check out PEAT's Guide: ['How to Handle Captioning & ASL Requests for Virtual Meetings'](#) for best practices



# On the Job Training (OTJ)



# Designing Inclusive On-the-Job Training (OJT)

- Alt-text within documents
- Concise descriptions of diagrams, graphs, maps, artwork or equations
- For example, people with and without disabilities know the value of text messaging, voice recognition commands, video captioning, and many other supports and technologies that were originally developed for people with disabilities (*Curb Cuts 2.0!*)



# Curb-cuts 3.0



# 60 Million Adults in the U.S. Live with a Disability

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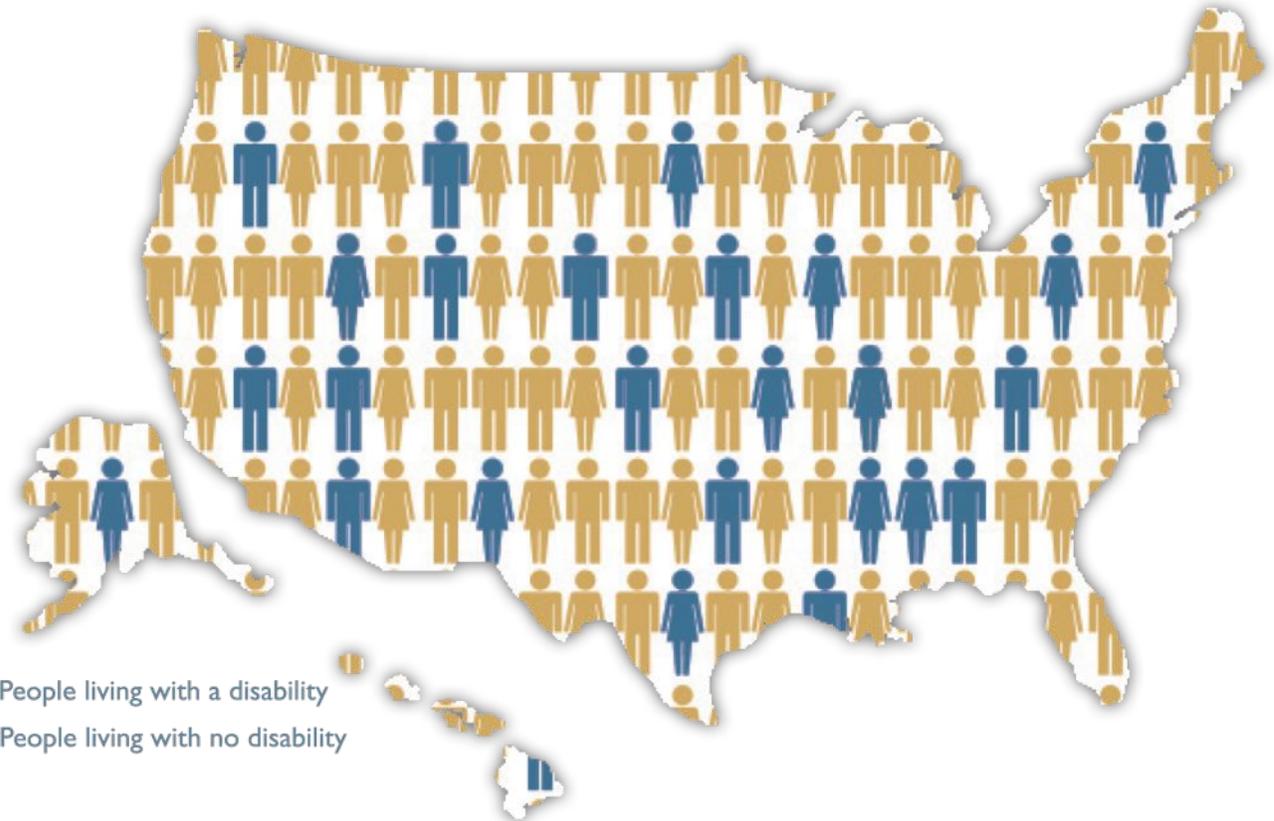
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# 21%

(1 in 5)

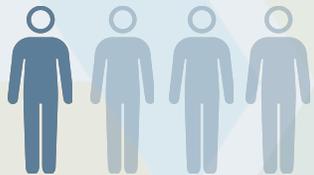
of adults in  
the United States have  
some type of disability



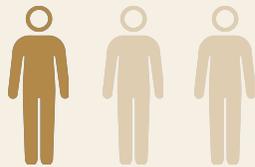
# Curb Cuts 3.0: Supporting DEIA Efforts



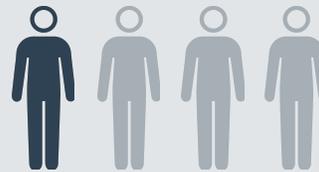
Black  
Americans



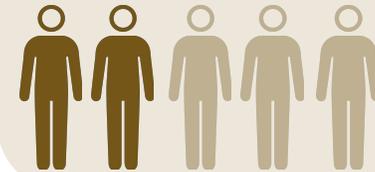
Veterans



Women



Returning  
Citizens



# Recap

What did we learn today?



# Recap of What We Learned Today:



- The Value of Inclusive Apprenticeships
- Recruiting Talent with Disabilities
- The ROI of Inclusive Recruiting
- Examples of Accessible Social Media Practices
  - Alt Text
  - #CamelCase
- Best Practices for Inclusive Telework & Telelearning
- Curb Cuts 3.0: Supporting DEIA Efforts

# Resources & Contacts



# Resources

- **Partnership on Employment & Accessible Technology (PEAT)**

- [Social Media Accessibility Tips](#)
- [Telework and Accessibility Toolkit](#)
- [Inclusive XR & Hybrid Work Toolkit](#)
- [Staff Training Resources](#)

- **Partnership on Inclusive Apprenticeship (PIA)**

- [Value of Inclusive Apprenticeship](#)
- [Designing Inclusive Apprenticeship Guide](#)
- [Success Stories](#)



# Join the Conversation



## PEAT

Newsletter signup: [PeatWorks.org/enews/](https://peatworks.org/enews/)

Contact us: [hello@peatworks.org](mailto:hello@peatworks.org)

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- [Linkedin.com/company/partnership-on-employment-accessible-technology](https://linkedin.com/company/partnership-on-employment-accessible-technology)

## PIA

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Contact us: [info@inclusiveapprenticeship.org](mailto:info@inclusiveapprenticeship.org)

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