

Annual ODEP/SHRM Alliance Report

I. Alliance Background

Date Signed: October 26, 2006

This report has been prepared in accordance with ODEP Directive 001-07, *ODEP Instruction for the Alliance Initiative*, and describes the purpose and scope of the Alliance between the Office of Disability Employment Policy (ODEP) and the Society for Human Resource Management (SHRM), a list of the team members and contributors, events and products of the ODEP/SHRM Alliance, results achieved, and upcoming milestones.

Overview

Summary of the Purpose and Scope of the ODEP/SHRM Alliance

Purpose: To provide information, guidance, and access to resources that will help encourage and promote the employment of persons with disabilities. The Alliance focus is on training and education, outreach and communication, technical assistance, and promoting a national dialogue.

Scope: The implementation team identified three goals for Year 1 of the agreement: (1) create a Disability Toolkit that is interactive and easy for HR managers to use, (2) jointly plan and hold a mentoring event that includes individuals with disabilities at SHRM Headquarters on Groundhog Job Shadow Day, and (3) promote the hiring of people with disabilities through a national dialogue.

Implementation Team Members

SHRM Members

Michael Aitken, Director of Governmental Affairs, Alliance Lead and primary point of contact

Shirley Davis, Director of Diversity

Kenya Wiley, Manager, Regulatory and Judicial Affairs

ODEP Members

Loretta Herrington, Special Assistant to the Assistant Secretary
Chuck Conaty, Education and Outreach Supervisory Manager, Alliance
Lead and primary point of contact
Julie Clark, Employer Team Supervisory Policy Advisor
Rhonda Basha, Youth Team Supervisory Policy Advisor

Contributors

ODEP Contributors

Laurel Nishi, Senior Policy Advisor, Youth Team
Rachel Dorman, Policy Advisor, Youth Team
Patrick Cokley, Policy Advisor, Employer Team
Adrienne Thal, Policy Advisor, Adult Team
Carol Dunlap, Business Development Specialist, Education and Outreach
Team

SHRM Contributors

Michael Frost, SHRM Online
Rebecca Hastings, OnLine Writer/Editor
Patrick Mizra, SHRM TV

Evaluation Period

This report covers the first year (12 months) of the Alliance: October 26, 2006 – October 26, 2007.

II. Implementation Team Meetings

Kickoff Meeting

December 13, 2006, (in-person) at SHRM Headquarters, Alexandria, VA

ODEP Internal Mentoring Planning Meetings (3, all in-person)

December 15, 2006, ODEP, U. S. Department of Labor
January 10, 2007, ODEP, U. S. Department of Labor
February 12, 2007, ODEP, U. S. Department of Labor

Update Meetings (2)

January 23, 2007, Department of Labor (in-person and conference call)
October 9, 2007, (in-person) ODEP, Department of Labor

Joint Planning Meeting on Mentoring (4, all in-person)

March, 7, 2007, ODEP, U.S. Department of Labor
April 11, 2007, SHRM Headquarters.
May 21, 2007, SHRM Headquarters.
September 24, 2007, SHRM Headquarters

Interim Meeting (1)

August 15, 2007, (in-person) SHRM Headquarters

National Dialogue (3)

April 4, 2007, (in-person) SHRM Headquarters
August 15, 2007, Conference call to plan Web cast
September 9, 2007, Conference call to plan Web cast

III. Events and Products

Training and Education

Goals:

- Disseminate training and education materials to SHRM members that address issues of member concern and advance recruitment and employment of job candidates with disabilities.
- Disseminate and share with SHRM members effective disability employment practices of the *Secretary of Labor's New Freedom Initiative Awardees* and other employers.

Events:

- October 5, 2007: Julie Clark, Supervisory Policy Analyst, ODEP Employer Team, presented on the development of an Employer Toolkit and ODEP online resources for hiring, employing and advancing people with disabilities at the 2007 Virginia State SHRM Conference, *Driving Competitive Advantage*, in Arlington, VA.
- February 27, 2007: Presentation describing the ODEP/SHRM Alliance to Salisbury (Maryland) Chamber of Commerce members; Chuck Conaty was the speaker. The Salisbury Chamber is host to the Eastern Shore Business Leadership Network and is a 2003 NFI Awardee.

Products:

Two types of toolkits for employers and human resource professionals are in the process of being produced:

- A new DOL *eLaws Advisor on Disability and Discrimination*, an online, interactive resource covering employer responsibilities under the five major Federal disability and nondiscrimination laws
- An online Employer Toolkit with resources for hiring and employing people with disabilities that can be downloaded and customized by employers, integrating their own additional resources and contacts

These toolkits provide updated information to SHRM members. The Employer Toolkit is a first ever opportunity for individual SHRM members to download essential disability employment information while integrating their own materials.

Outreach and Communication

Goals:

- Disseminate information through print and electronic media, including links from and between Web sites.
- To the extent that SHRM's practices, policies, objectives and conventions allow, disseminate information at conferences and events.
- To the extent that SHRM's practices and policies allow, collaborate on developing and conducting training and education sessions for various conferences.
- To the extent that SHRM's practices, policies, and objectives allow, organize meetings and Webinars that address and promote strategies for recruitment, hiring, promotion, and retention of people with disabilities.

Events

ODEP, along with JAN and EARN staff, welcomed conference attendees to ODEP exhibits at four SHRM Conferences during this reporting period, and shared information on ODEP policy initiatives, disability employment practices, and JAN and EARN services. Various ODEP policy advisors attended conference sessions and networked with SHRM members.

April 23, 2007, Staffing Management Conference and Exposition (750 attendees), New Orleans, LA

June, 24, 2007, Annual Conference and Exposition (22,000 attendees), Las Vegas, NV

October 3, 2007, Virginia SHRM Conference (700 attendees), Arlington, Virginia

October 18, 2007, Diversity Conference (500 attendees), Philadelphia, PA

Product (s)

An ODEP-produced DVD was shared with William Maroni, SHRM Chief External Affairs Officer, and made available for his use in SHRM outreach efforts to promote employment opportunities for job candidates with disabilities. The DVD featured an exchange on best practices between Booz Allen Hamilton CEO (a 2003 NFI Awardee) and ODEP's Assistant Secretary.

Promoting the National Dialogue on Advancing the Employment Opportunities of People with Disabilities

Goals:

- ODEP will supply SHRM and the public in general with statistics on the employment of people with disabilities, and SHRM will disseminate the information as appropriate to SHRM members.
- SHRM will explore the possibility of conducting research on issues relevant to the employment of people with disabilities.
- Identify information on effective practices and approaches that members in specific industry sectors would find beneficial.

- Convene and participate in forums, information sharing discussions, focus groups, or stakeholder meetings on opportunities to help forge innovative employment solutions or to provide input on such issues.
- Encourage the implementation of effective disability employment practices and approaches through print or electronic media.

Event (s)

A series of joint meetings were held to plan a Web cast to be held during the second reporting period (October 30, 2007).

Products:

Question and Answer article prepared by Dr. Christopher Button , ODEP Adult Team Supervisory Policy Analyst, appeared on SHRM's Diversity Focus Web Page on Labor Day. The article focused on answering the questions: What is Customized Employment (CE) and How Can CE Give Your Company a Competitive Edge? The article describes CE as a natural and mutually beneficial strategy that can be applied to different populations, but is particularly effective for individuals who have multiple barriers to employment.

- An online series of pertinent disability employment articles and video clips were produced by SHRM during this reporting period:

April 19, 2007 - "Disability Experts Share Business Strategies with SHRM" (featuring ODEP's Circle of Champions), by Rebecca Hastings, in *HRNews*.

May 15, 2007 - " Proactive Employment of People with Disabilities Reaps Business Benefits," by Rebecca Hastings, in the *Workplace Diversity Library*, a SHRM Web page.

May 25, 2007 - "Disabled People Can Do Real Jobs, Employers Find," by Rebecca Hastings, featuring *NFI Awardee*, Project Search, an employment program for people with disabilities, and video clips of three additional *NFI Awardees*, Manpower, Inc., TecAccess, and SunTrust Bank, in the *Workplace Diversity Library*.

June 2007 - "Plan Now for Disability Awareness Month," by Rebecca Hastings, introducing the 2007 National Disability Employment Awareness Month theme announced by the Secretary of Labor, "Workers with Disabilities/Talent for a Winning Team" and noting ways employers can celebrate, in the *Workplace Diversity Library*.

August 2007 – “Strong Partnerships Aid Disability Employment Efforts,” by Rebecca Hastings, giving an overview of the Job Accommodations Network (a service of ODEP) and their annual conference in August 2007, in the *Workplace Diversity Library*.

August 10, 2007 – “Imagination and Action Drive Employment of Disabled,” by Rebecca Hastings, highlighting remarks at the JAN Conference by ODEP’s Acting Assistant Secretary and keynote speaker, Michael Stein of William & Mary Law School, in *HRNews*.

September 12, 2007 – “Disability-Inclusive Initiatives Result in Positive ROI,” by Hannah Rudstam and S. Antonio Ruiz Quintanilla, emphasizing that the ROI is substantial when accommodations are integrated into overall corporate retention strategy, in the *SHRM HR Measurements Library-Competitive Practices*.

September 19, 2007 – “EEOC: Assumptions Trigger Disability Discrimination Claims,” by Rebecca Hastings, covering EEOC comments on the importance of making an individualized assessment of applicants to avoid making false assumptions and citing ODEP’s Job Accommodation Network as a resource for accommodations, in the *Workplace Diversity Library - Legal/Legislative-ADA*.

October 23, 2007 – “Disability Etiquette Starts with Common Sense,” by Rebecca Hastings, featuring eight tips from ODEP’s fact sheet, “Communicating with and About People with Disabilities,” and a video clip of 2007 NFI Awardee, John Kemp, who discusses etiquette issues, in the *Workplace Diversity Library*.

October 23, 2007 - ODEP’s Acting Assistant Secretary, Karen Czarnecki, was interviewed by Patrick Mizra of SHRM TV. This clip will be aired at a later date.

Technical Assistance

Goals:

- Conduct activities to identify, document and disseminate effective employer policies and practices.
- Identify activities that demonstrate, evaluate or replicate model disability employment strategies for SHRM state, regional, and local chapters.
- Collaborate to identify disability employment issues of concern to employers to which the Alliance should direct particular attention and

resources (e.g., JAN, EARN, WRP, etc.). As appropriate, this could include research, conducted independently by SHRM, which furthers the goals set forth in this agreement.

No technical assistance activities were undertaken during this reporting period.

IV. Results

Discuss the impact of the Alliance activities and products during the reporting period.

As noted above, the SHRM/ODEP Alliance has produced tangible results and useful products, including a new mentoring strategy, activities to contribute to the launch of a National Dialogue on Disability Employment, and new online and print resources for employers and human resource professionals; e.g., Employer Tool Kits which are in the process of being produced.

ODEP and SHRM are collaborating with Junior Achievement to celebrate Job Shadow Day by holding an event that will include individuals with disabilities. During this reporting period, ODEP identified schools in Northern Virginia that have students with disabilities who are interested in participating. SHRM plans to sign up with Junior Achievement as a source of mentors.

Activities for the National Dialogue on Disability Employment were undertaken during Alliance Year I through a series of SHRM online articles that focused on disability employment strategies. Planning was undertaken for a national Web cast on *The Pipeline to Top Students with Disabilities*. This Web cast will be presented on October 30, 2007, during Alliance Year II.

Two resources for employers are in process. The text of two of these has been completed and both will soon be in "Beta testing." SHRM staff will participate as testers to ensure that they will be useful to SHRM members and other HR professionals. The new *eLaws Advisor on Disability and Discrimination*, an online, interactive resource covering employer responsibilities under the five major Federal disability and nondiscrimination laws and an online Employer Toolkit, with resources for hiring and employing people with disabilities can be downloaded and customized by employers, integrating their own additional resources and contacts.

List each activity and the number of individuals reached or trained during the reporting period.

- Planning meetings: 14

These meetings enabled necessary joint planning to occur in order to create an inclusive job shadow event, two toolkits and strategies towards the launch of the national dialogue.

- Training Events: 2 (35 people were reached)
- Conferences: 4 SHRM Conferences/23,950 attendees
- New articles: 9 SHRM articles online (217,000 members have access online)
- Video clips created for membership viewing: a series of 4 video clips of employer best disability employment practices, entitled *Hiring Workers with Disabilities*, were produced of NFI Awardees: Susan Franer/Cincinnati Children's Hospital Medical Center; Martha Artiles/Manpower; Debra Ruh/TecAccess; Katherine McCary/SunTrust Bank.
- As an Alliance partner, SHRM offered its facilities for meetings of ODEP's *NFI Circle of Champions* (CoC). SHRM hosted two CoC informational exchanges at SHRM headquarters during this reporting period: October 27, 2006 and April 6, 2007. SHRM tapped into the expertise of CoC members, interviewed them (on camera) about disability employment best practices, and posted the interviews on the SHRM web site, thus providing further education and outreach to its members. (The CoC is the distinguished group of U.S. businesses that have received the *Secretary of Labor's New Freedom Initiative Award* for innovative and proactive efforts to recruit, hire, and promote people with disabilities. The CoC participants work with ODEP to help inform disability employment policy by sharing proven business strategies that result in hiring, retaining and advancing the careers of talented employees who have disabilities.)

Other issues.

None at this time.

V. Upcoming Milestones

Goals for Year II include the following: (1) Mentoring (2) National Dialogue, particularly as it concerns the ODEP Summit and (3) creation of a *Quick Reference Guide* for employers on Hiring Candidates with Disabilities.

SHRM Headquarters is scheduled to hold the Mentoring Event on February 11, 2008, including individuals with and without disabilities.