

# ODEP/USBLN® Annual Alliance Report

September 20, 2011 – September 20, 2012

9/20/11

## I. Alliance Background

Alliance Renewal Signed 9/20/2010

### Overview

The U.S. Department of Labor, Office of Disability Employment Policy (ODEP) and The US Business Leadership Network ® (USBLN) signed a formal Alliance renewal agreement in order to continue the collaborative relationship to promote the employment of people with disabilities. Through this renewal agreement, ODEP and the USBLN® intend to continue to provide USBLN® members and others with information, guidance, and access to resources that will help them to recruit, hire, and advance workers with disabilities.

Through the Alliance, ODEP and the USBLN® work together to develop and achieve mutually agreed upon outreach and communication goals, training and education goals, technical assistance goals, and engage in a national dialogue.

The ODEP/USBLN® Implementation Team members for Year III were:

USBLN®: Jill Houghton, Executive Director; Maggie Roffee, Senior Corporate Relations Manager and Anita Howard, Senior Project Manager, Marketing & Communications.

ODEP: Alliance Manager/Coordinator, Carol Dunlap, PC&O Division Head Barbara Haight.

This report covers the period 9/20/2010- 9/20/11.

## II. Workplan

Work Plan for Year III

Goal: To develop a one-year plan that increases the private sector usage of ODEP's Workforce Recruitment Program (WRP).

## Background

The WRP is a primary tool used by Federal agencies to recruit summer hires with disabilities. Increasingly, it serves as a pipeline to bring college and university graduates with disabilities into the Federal workforce. While this resource has been available to private sector employers for years, little documented usage by the private sector has been reported.

Through the new Employer Technical Assistance Center at Cornell (EARN), ODEP offers an upgraded disability employment service that is available to private sector employers at no cost. The TA Center provides technical assistance to private sector employers, including sourcing the WRP database. When a private sector employer calls or fills out the on-line request form, an experienced consultant will guide him/her through process, search the 2200 student database, select the appropriate resumes, contact the students to verify contact information and availability, and forward the resumes to the employer.

## Year I

Two major outcomes resulted during the first year of the ODEP USBLN® Alliance Renewal: (1) Efforts were undertaken to inform USBLN® members about ODEP's Workforce Recruitment Program (WRP) and (2) ODEP gained high visibility during USBLN®'s 2011 Conference and Expo in Louisville, Kentucky.

## Informing USBLN® Members about the WRP Program

The USBLN® launched a targeted education campaign to bring the WRP resource to the attention of private sector employers. This included:

1. An announcement in the January edition of the USBLN® e-newsletter, the *Biz2Biz Report*
2. A feature article on Prudential's hire of Alex Forbes in the March edition of the *Biz2Biz Report*
3. A text "advertisement" run in *Biz2Biz Report* that included a brief paragraph, website links, and pertinent contact information, **and**
4. A graphic ad
5. Postings to the USBLN® social media networks including Facebook and LinkedIn
6. A press release was distributed to USBLN®'s 2,100 plus membership

7. A link with information on a dedicated webpage beneath ODEP's logo on the USBLN® home page in the left-hand column that takes the reader to an appropriate overview/article that is targeted to private sector employers

### Increased Exposure for ODEP at USBLN®'s 2011 Conference

#### Pre-conference All Alliance Session

ODEP Alliance partners met with Assistant Secretary Martinez during a lunch meeting to discuss the importance of inclusive imaging.

#### Conference Bags

ODEP sent ahead 400 Diversity Reference Guides to be included in the conference take away bags

#### Exhibit

ODEP shared exhibit space with JAN and EARN

#### Full Page Ad in Conference Program

ODEP participated in a conference industry roundtable discussion.

#### Breakout Session

ODEP Assistant Secretary Kathy Martinez and Patricia A. Shiu, Director, U.S. Department of Labor Office of Federal Contract Compliance Programs shared a breakout session during the first day of the conference. Assistant Secretary Martinez discussed outcomes of three industry sector summits: Entertainment, Healthcare and Financial Services. Director Shiu discussed the VEVRAA regulations and the proposed Section 503 regulations. A Q & A session followed.

#### Alliance Meetings

Numerous conference calls were held to achieve the Year I Alliance Renewal goals.

### III. Goals for ODEP USBLN Alliance Renewal Year II

Preliminary discussions as a result of participation at USBLN's 2011 Annual Conference focused on the need to connect Circle members who are seeking candidates with disabilities with WRP students in a mentoring relationship at USBLN's 2012 Annual Conference in Orlando, Florida.