

ODEP/ATIA Alliance Report

March 1, 2012 – March 1, 2014

I. Alliance Background

Date Alliance Signed: March 1, 2012

This report describes the purpose and scope of the Alliance between the U.S. Department of Labor's Office of Disability Employment Policy (ODEP) and the Assistive Technology Industry Association, a listing of team members and contributors, and outcomes of the ODEP/CBP Alliance.

Overview

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

Purpose: To provide ATIA members and others with information, guidance and access to resources that will help them to recruit, hire, and advance the careers of workers with disabilities. ODEP and ATIA members, partners and customers recognize that they are part of a national effort to increase employment of job candidates with disabilities.

Scope: Activities set forth under this Alliance include:

- Dissemination of training and education materials to ATIA stakeholders.
- Sharing of effective disability employment policies and practices to employers and employees in the AT industry.
- Develop and disseminate case studies emphasizing the business value of hiring workers with disabilities and the need for advancing AT and ICT.
- Share AT and ICT information with diversity and EEO professionals and federal agencies.
- Identify model AT strategies.
- Identify issues of concern to direct resources and attention.
- Promote ODEP TA resources.
- Convene or participate in forums or round table discussions to forge solutions on disability employment strategies in the workplace.
- Raise disability employment awareness whenever ATIA leaders address groups.
- Speak, exhibit or appear at mutually agreed upon ODEP and ATIA events and meetings such as IDEAS, CSUN, etc.

- Work with other Alliance partners on AT and ICT issues.
- Provide technical assistance to employers and employees regarding replicable disability employment strategies, policies and effective practices.

Implementation Team Members

ATIA Members

David Dikter, Chief Executive Officer, Assistive Technology Industry Association

Caroline Van Howe, Chief Operating Officer, Assistive Technology Industry Association

Sharon Spencer, Consultant, Assistive Technology Industry Association

ATIA Contributor

Daniel Hubbell, Senior Marketing Communications Manager, Microsoft

ODEP Members

Randy Cooper, Policy Advisor, Employment – Related Supports Team, Alliance Coordinator

Julie Clark, Policy Advisor, Employment-Related Supports Team

ODEP Contributors

Kevin Connors, IT Manager, ODEP

Carol Dunlap, Business Development Specialist, Policy Communications and Outreach Team/ODEP Alliance Manager

Evaluation Period

This report covers years I and II of the ODEP CBP Alliance: March 1, 2012-March 1, 2014.

II. Team Meetings

May 22, 2012: During this meeting the goals and objectives of the Alliance were reviewed. Co-sponsoring a series of webinars was discussed. It was announced that a professional society of accessibility developers was emerging. A meeting of this group with ODEP's Assistant Secretary was suggested. The importance of certification at the post-secondary level (competencies, skills, educational pathway) was brought up. Five goals were agreed to for this alliance: (1) meet quarterly, (2) develop an ATIA employment conference strand (3) define competencies, (4) dissemination of information, (5) ATIA to keep ODEP informed about the development of the new professional society. Randy suggested two additional Alliance goals: (1) have someone from ODEP participate with JAN in developing the conference employment strand, (2) ODEP to present a workshop on Accessible Workplace Technology.

September 25, 2012: ODEP and ATIA provided updates including mention that ETA added accessibility knowledge and skills in its information technology competency model. Also discussed was the need to bring more young people into this field. ODEP's *Business Strategies that Work: A Framework for Disability Inclusion* rack card will be included in ATIA's 2013 Conference registration packets.

November 20, 2012: The name of the new professional society was announced: the International Association of Accessibility Professionals (IAAP). It was suggested that ATIA add employment topics that focused on transition to their webinars.

April 9, 2013: Discussion focused on building a website self-evaluation tool that could help employers build an accessible site by referring them to useful resources. IAAP was announced at the 2013 CSUN conference. ODEP is leading the Federal Social Media working group. The Cloud is making it easier for accessibility. The 2014 ATIA Conference will feature a strand on systems change – how schools affect change.

August 13, 2013: Randy Cooper's workshop submittal was accepted for ATIA's 2014 conference. There are 20 members of the new IAAP. A CIO (Chief Information Officer) Council is being formed to help non-profit organizations develop accessible websites. ODEP presented eFedLink to ATIA.

February 6, 2014: Final meeting of the Alliance.

III. Activities and Information Exchanges

5.23.12 ODEP NewsBrief article sent to 57,000 subscribers

Assistive Technology Industry Association (ATIA) Announces Call for Presentations for Its 2013 Conference

ODEP Alliance partner ATIA is holding its call for presentations through June 22, 2012. The ATIA conference will be held January 30 – February 2, 2013.

[Submit an abstract](#)

[Learn about the ODEP/ATIA Alliance](#)

6.6.12 **Accessible Technology at Work**

Making mobile communications work for users of all abilities was the focus of a panel of international technology experts at M-Enabling Global Summit on Accessible Technology. Moderator Kathy Martinez, assistant secretary of labor for disability employment policy, highlighted the role of mobile technology in the workplace at the June 6 event in Arlington, Va. "For me and so many others with disabilities, accessible smart phones and tablets are revolutionizing how we work, and the range of accessible apps out there is growing every day," Martinez said. The summit united 500 policy makers, mobile service providers, equipment and software application developers, researchers, accessibility experts and technology manufacturers from more than 40 countries.

6.18.12 ATIA Call for 2013 Conference Papers was picked up and distributed by ODEP Alliance partner NAGC (National Association of Governors Committees on Employment of People with Disabilities)

1.29-2.2.13 ODEP's *Business Strategies that Work: A Framework for Disability Inclusion* rack card will be included in ATIA's 2013 Conference registration packets (2,500 cards were sent in advance of the conference)

2.13.13 DOL Job Opening sent to ATIA

Opening for GS-13 Assistive Technology Specialist at CRC

4.9.13 The 2013 NDEAM them was announced; Because We Are EQUAL to the Task.

ODEP submitted two articles to ATIA for the next newsletter:

Accessible Social Media

From **disability.blog**, the official blog of **disability.gov** (March 25, 2013) - *Accessible Information & Communications Technology and Social Media: Why They Matter*

<http://usodep.blogs.govdelivery.com/2013/03/25/accessible-information-communications-technology-and-social-media-why-they-matter/>

Employers: Be Tech Savvy

April 25, 2013 Employer Assistance and Resource Network (EARN)
Webinar: 2pm – 3pm

Be Tech Savvy: Accessible Information and Communication Technology

This webinar focuses on an action area that is central to the operation of 21st century business – the development, procurement, lease, maintenance, and use of information and communication technology (ICT.) To fully participate in the workforce, applicants and employees with disabilities must have access to and use of information and data that is comparable to the access and use by applicants and employees without disabilities. During this webinar you will learn about securing leadership at the highest levels of the company, making the business case for ensuring that technology used by the business is accessible to the largest possible number of applicants, employees, and customers, adopting accessible online application systems, conducting training for in-house staff and deploying accessible ICT throughout the company.

Presenters:

Rachel Book, Associate Director of Global Talent Attraction & Diversity, AT&T

Jon Nelson, Director of HR Staffing, AT&T

Jill D. Houghton, Executive Director, USBLN

4.13 A reconnect was made between ATIA and EARN

IV. Results

During this two-year agreement ODEP and ATIA collaborated to promote the employment of people with disabilities through increased access to Assistive Technology (AT) and to accessible Information & Communications Technology (ICT). ATIA adopted an employment strand at their annual conferences and added an employment features in their newsletter.

VI. Beyond the Alliance

ODEP and ATIA will continue to work together to build the messaging about accessibility and employment. The working association that was formed during the two years of this Alliance has allowed each organization to understand each other. Staff of both organizations will continue to work together to sustain an ongoing, supporting relationship to increase the capacity of workers with disabilities to successfully navigate the hiring process and obtain and retain employment in an ever changing cyber environment.