



2019

# DISABILITY MATTERS

North America Conference & Awards

April 23-25, 2019

Jupiter, Florida

*"Take your disability journey to new heights."*



# the wave

A NEWSLETTER OF SPRINGBOARD CONSULTING

## Disability Matters Special Edition



Dear friends:

Welcome to the special Disability Matters North America edition of the Wave.

I want to once again congratulate our honorees for all you do to ensure the mainstreaming of people with disabilities as candidates, employees, and customers. I also want to thank our honorees as well as our many subject matter experts for sharing their best and in many cases, next practices.

A huge thank you also goes out to all our 2019 sponsors. This event could not have taken place without your generous support.

Wishing everyone an amazing year of health, wealth and all things good. Looking forward to seeing each and every one of you at DMNA 2020 in Auburn, AL.

Your friend and Springboard's CEO,

[www.consultspringboard.com](http://www.consultspringboard.com)

**2019 Disability Matters Events**  
*Disability Connect*  
*Pittsburgh, PA*  
*September 12, 2019*

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*Europe*  
*Feltham, England UK*  
*12–14th November, 2019*

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## **Counterpoint: Addressing What Employers Really Think about Hiring People with Disabilities**

### **The Opportunity**

Let's consider for a moment the opportunity in front of us. There are significant numbers of people with disabilities who are looking for work at a time when unemployment rates are low and businesses are clamoring for highly skilled workers. Employers who hire people with disabilities benefit from a diversity of thought, improved productivity, and inspired innovation. People with disabilities tend to be loyal to employers, which raises retention while lowering the cost of training new staff ([Lindsay, et al, 2018](#)). On the flip side, people with disabilities spend money on goods and services and they (and their family members) are inclined to look favorably upon businesses that employ people with disabilities ([Yin, Shaewitz, Overton & Smith, 2018](#); [National Business & Disability Council, 2017](#)).

There's a growing interest by forward-thinking companies that have made a public commitment to greater diversity in hiring practices, including people with disabilities. Starbucks, for example, has a coffee shop on H Street NE in Washington, DC entirely staffed by deaf and hearing people who are fluent in American Sign Language. Microsoft highlighted inclusion of people with disabilities at a recent Microsoft Ability Summit. Tommy Hilfiger, Nike, and Zappos are creating clothing for people with disabilities, and technology firms led by Apple are making devices and software that are accessible, as well.

With all this opportunity why are employers failing to hire more people with disabilities?

### **The Fear Factor**

At the root of misperceptions about people with disabilities is fear. I do not mean that people with disabilities are scary. I mean that people without disabilities who carry misperceptions of people with disabilities are afraid of making mistakes. Sometimes, they are simply afraid of

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what they do not know. The best way to face fear is head-on. Let's take a look at some common misperceptions of employers and how we might respond to them.

## Concern and Counterpoint

**Concern #1. If I hire a person with a disability and they don't perform, I can't fire them without getting sued.**

**Counterpoint:** A business can be sued by any employee, with or without a disability, for things like discrimination and unfair hiring or promotion practices. The Americans with Disabilities Act (ADA) protects the rights of people with disabilities at work; however, no evidence shows that hiring a person with a disability makes any business more prone to lawsuits. On the other hand, a business may be sued by a customer for lack of accommodations under the ADA, which builds a case for having people with a disability perspective inside the company to ensure that accessibility and accommodations are considered in the production of services and resources ([Bonner, 2019](#)). The benefits to hiring people with disabilities are clear, and the risks appear low.

**Concern #2. I can't afford to hire someone as a charity case.**

**Counterpoint:** People with disabilities, like those without disabilities, bring a wide range of knowledge, skills, abilities, and aptitudes to the workplace. Usually, this concern arises from a limited perspective on what a person with disability can do. In fact, no difference has been found in the capacity to produce between people with and without disabilities ([Lengnick-Hall, Gaunt, Brooks, n.d.](#)). Hiring people with disabilities can actually benefit your bottom line, by ensuring that your company's services and products have been designed, developed, and marketed by and for people with disabilities. Your employees with disabilities can provide the diversity of thought and insights you need to increase your market share. Not to mention, people with disabilities and their family members are more likely to be loyal to your brand when they know you employ others with disabilities ([Nielsen, 2016](#)).

As with any employee, a person with a disability who meets the requirements of the job can do the job. It's really that simple. The benefits to hiring someone with a disability include lower employee turnover costs and often an improved organizational culture that benefits everyone.

**Concern #3. I tried to hire someone with a disability once, but they asked for a lot of accommodations and it was just too much (too much money, too complicated). I won't do that again.**

**Counterpoint:** People with disabilities, like those without, are advised to negotiate for what they want (higher salary, job title) and what they need (accommodations, accessible tools, flex

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time, resources to do the job). The law states that an employee may request a reasonable accommodation; however, common misunderstandings can occur when an employer is unfamiliar with what is reasonable and what an accommodation might entail.

Usually, accommodations and their costs are minimal ([Ask JAN, 2019](#)), and some employers may also have access to work opportunity tax credits ([WOTC](#)) that can add up to thousands of dollars. The employer and potential employee should have conversations about what accommodations are needed and how they will be used, which can lead to better understanding. Resources like the federally funded, regional [ADA Centers](#) can help allay concerns of employers about what types of accommodations they are responsible for and how to negotiate those accommodations with the potential hire.

## **Concern #4. I don't know anyone with a disability and hiring someone like that would make me or my staff uncomfortable.**

**Counterpoint:** The reported rate of disability in the U.S. ranges up to 19% and it is generally thought that this number is under-reported due to stigma. This means that about 1 out of 5 people in our country has a disability. It would be surprising for anyone to *not* know someone with a disability. In my family alone, I am aware of family members who have the following disabilities: deafness, cerebral palsy, autism, severe learning disabilities, and mental and emotional health challenges. Others in my family have physical illnesses that can lead to disability. My family experience is not an anomaly.

What typically underlies this concern is the fear of the unknown. And yet, most of us already know at least one and possibly several people who have disabilities. We just don't think of them that way—as a person with a disability. When we know someone, we can look past that one aspect to see the whole person. Historically, there has been a lack of positive role models of people with disabilities living full and independent lives, but that is changing. Hiring people with disabilities can impact your company's culture for the better, by letting staff know that it is safe to disclose their own disability, and by creating a culture of inclusion.

## **Concern #5. I don't know how to find people with disabilities to hire them.**

**Counterpoint:** The truest thing I know about finding a job is that it relies a bit on the resume, a bit on the cover letter, and a lot on networking. Whom you know and the breadth of your network can help you find a job. For employers, broadening that network and outreach to groups that include or work with people with disabilities is key to finding them. If you do nothing else, reach out to your state vocational rehabilitation agency and ask them to point you to employment specialists who can help your human resources staff find the right match for the job. The next step would be to reach out to organizations led by people with disabilities and

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open the conversation about where to advertise your jobs to reach people with disabilities. Be sure to include a note in your job posting that you *encourage* people with disabilities to apply.

Interested in learning more about how to create a disability-diverse workplace culture?

Contact:

**Dahlia Shaewitz, Vice President for Disability & Employment**

**IEL**

**[shaewitzd@iel.org](mailto:shaewitzd@iel.org)**



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## **Improving Lives for People with Disabilities in the Workplace and the Marketplace**

**By Michelle Yin, American Institutes for Research**

The mission of the American Institutes for Research (AIR) is to conduct and apply the best research and evaluation to improve people's lives. I am proud that for the past nine years, I have been a part of AIR's mission-focused work to improve the lives of people with disabilities, especially in the workplace and the marketplace.

I enjoyed sharing some of our work at the 2019 Disability Matters Conference and speaking with employers from various industries. Our research not only highlights the workplace challenges that adults with disabilities and employers face, but seeks to offer solutions.

To frame these issues, here are some of the main takeaways from our research:

### **Salary and Access Gaps**

Federal and state laws and policies have raised awareness of the challenges that people with disabilities face in receiving an education, and progress has been made. But even if they do successfully complete their education, the workplace and marketplace are not friendly to people with disabilities. Over the past few years, AIR has published research highlighting the gaps and challenges that people with disabilities face in the job market. Among our findings:

[Those with disabilities earn far less than their peers without disabilities.](#) For instance, workers with disabilities who have at least a high school education earn 37 percent less, on average, than their peers without disabilities. The largest earning disparities are among those with the most advanced degrees;

[Disability remains a primary reason that Americans are not in the workforce.](#) In fact, the percentage of working-age people with disabilities who are in the labor force actually fell from 25 percent in 2001 to 16 percent in 2014; and

[An individual's type of disability makes a difference in the labor market.](#) For instance, about 45 percent of those with vision or hearing difficulties were employed in 2013, while just 14 percent of those with self-care difficulties were employed.

There are many reasons these disparities have developed and persisted over time. While there has been progress in education, there is still a significant achievement gap between students with disabilities and their non-disabled peers, at all levels. Also, some business and industry has not fully embraced the talents and perspectives that people with disabilities bring by mak-

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ing work spaces and policies more inclusive. There has been some progress, but it's not happening quickly enough.

## Getting to the Bottom Line

There are countless benefits to increasing the number of people with disabilities in the workforce, starting with the need to provide all people with the best opportunity for success. But for business and industry to pay attention, perhaps it's best to get to the bottom line: The earning and spending potential of people with disabilities is too big to ignore.

Last year, [we released a study on the spending power of people with disabilities](#), which included some eye-opening findings:

- ◆ The total disposable income for U.S. adults with disabilities is about \$490 billion, which is comparable to other significant market segments, such as African Americans (\$501 billion) and Hispanics (\$582 billion). (Disposable income is what is left after taxes are paid); and
- ◆ Discretionary income for working-age people with disabilities is about \$21 billion, which is greater than that of the African American (\$3 billion) and Hispanic (\$16 billion) market segments, combined. (Discretionary income is the money remaining after deducting taxes, other mandatory charges, and spending on necessities, such as food and housing.)

Several U.S. companies have already begun to see the purse power of adults with disabilities. For instance, Nike and Zappos have begun marketing shoe and clothing lines to meet the needs of people with disabilities, and many technology companies see people with disabilities as 'super-users' of their products.

## Overcoming the Challenges

Accessing this substantial purchasing power will require some specific strategies. It starts with hiring more people with disabilities to work at companies and involving them in product development and testing. That means business and industry will have to invest to make workplaces more accessible and take steps to ensure people with disabilities have the best chance of success. I spoke to many employers at the Disability Matters conference who are taking important steps in this area, but know that more needs to be done.

Companies should also consider involving people with disabilities in advertising and marketing, and not just for products that are designed for them. People with disabilities—like everyone else—are more loyal to products that they believe their peers are using.

Accessing this purchasing power will also require training employees on how to best serve people with disabilities. This work is happening across the country. For instance, AIR is

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working with [the travel and hospitality industry](#) to improve access in transportation hubs, such as airports.

Our research shows that people with disabilities can make an even greater contribution to society and the economy if they are given the opportunity. In order to realize that potential, we must go beyond ‘compliance’ and really meet the needs of people with disabilities in schools, in the workplace, and in the marketplace.

*Michelle Yin is a Principal Economist for the American Institutes for Research, based in Washington, D.C.*





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## MARKETPLACE



This award category represents marketing, advertising, public/community relations and related initiatives that both target and support consumers who either have a disability or are caring for a child or other dependent with special needs.

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Spectrum’s Accessibility Center of Excellence was established in January 2016. In July of 2018 the program was reorganized with the hiring of Mark Balsano, Vice President, Accessibility.

The Accessibility Center of Excellence (ACE) is part of the Product and Strategy organization, and is integral to the development of Spectrum’s products and services. The team of 25 is located in Denver, CO, and includes accessibility experts who are dedicated toward creating universal and accessible experiences for all of the company’s applications and hardware across its footprint, as well as for employees and internal systems. About 60% of ACE’s employees have disabilities and are living the experience of using assistive technology to perform their jobs. The team is uniquely qualified to help others at Spectrum plan, build and support all Spectrum deliverables.

To us, the most exciting aspect of Accessibility, or Universal Design, is not the question “Why?” but “Why Not?” We avoid the misconception that achieving accessibility is simply a compliance checklist to complete. The exciting advances in technology are enabling us to push the boundaries of what’s possible. Advancements in our tools are creating a stronger connection between people and their environment.

The ACE is responsible for accessibility oversight, outreach, training, user experience, and technical services. We handle all aspects of accessibility including but not limited to:

- Governance, legal, corporate policies
- Customer complaints and escalations
- 3<sup>rd</sup> part contracts, non-technical product support, intake management
- Outreach, speaking engagements, conferences and demos, events, social media, brand value
- Training, workshops, bulletins
- Custom Apps, architecture of process automation, accessibility labs and demos, employee experience and tools, onboarding
- Integrating Braille into all of our new hardware
- Tactile Maps for remote controls
- Increment planning, standards requirements, grooming, prioritization, architecture, validation, consultation for product development, implementation of process

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- automation

Examples of ACE's customer facing engagements include websites, mobile apps voice and TV products, accessible hardware, accessible collateral (Braille, large print, emails).

Some of our employee facing engagements include internal tools, training, assistive technology consultation, empathy awareness, accommodations, real estate/facilities.

The program is built to be sustainable, flexible, and second to none, and is empowered as a company-wide resource.

Accessibility is a top priority in all Spectrum products. Not only is accessibility good business practice and required by law, it is the right thing to do. From a marketing perspective, accessibility addresses the needs of a specific customer segment whose challenges may include visual, hearing, mobility and cognitive impairments. Universal design is an integral part of Spectrum's strategy of delivering a broad range of innovative user benefits to our entire customer base.

The ACE develops standards for universal design that allow for accessibility to be built into products during the design phase, reducing the need for a bolt on solution once the product has been developed. Spectrum Accessibility Architects work with the product development teams throughout the development life cycle ensuring accessibility requirements are accounted for every step of the way. Since the summer of 2018, Spectrum has launched its first set of "born accessible products" Spectrum Mobile and Spectrum TV App on Apple TV.

With an inclusive culture fostered by leadership, Spectrum's Accessibility Center of Excellence has strong support from all levels of the organization including the company's Chairman. Rich DiGeronimo, Executive Vice President and Chief Product Officer for Spectrum demonstrated commitment to accessibility by hiring Mark Balsano, VP of Accessibility to lead the ACE and ensure program success. Progress and success of the program is monitored through product and user experience testing.

Spectrum partners with many disability organizations to ensure alignment with the needs of people with disabilities, such as American Council of the Blind (ACB), National Federation of the Blind (NFB), American Association of People with Disabilities (AAPD), National Association of the Deaf (NAD, Telecommunications Deaf Inc (TDI), American Federation of the Blind (AFB), Disability: In, National organization on Disabilities (NOD) and of course, through our latest connection with Springboard Consulting and the Disability Matters network.

Rich DiGeronimo is also the formal sponsor for Spectrum's Business Resource Group,

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SpectrumAble, for employees who have disabilities or have children with special needs. In 2018, Spectrum celebrated Global Accessibility Awareness Day as well as National Disability Employment Awareness Month in its corporate locations to spread empathy, awareness, and enable employees with disabilities. We support a dedicated site for accessibility and a website notification process. Spectrum also sponsors multiple community events across the nation.

For more information or to connect with Spectrum's ACE team, you can write to [accessibility@charter.com](mailto:accessibility@charter.com)

Or, you can reach out to Petr Kucheryavyy, Sr. Manager: ACE Outreach

[Petr.kucheryavyy@charter.com](mailto:Petr.kucheryavyy@charter.com)

P: 720.536.9223



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Procter & Gamble was recently recognized for our Workplace Initiative Efforts by Springboard Consulting at their 2019 Disability Matters Conference held in Jupiter, Florida. Disability Matters recognizes organizations for their programs and initiatives that focus on the segmentation, outreach and engagement of consumers who either have a disability or who are caring for someone with a disability.

P&G was specifically recognized behind our Consumer Messaging that sheds a positive light on People with Disabilities. Two of our ad campaigns were called out which included: Olay's "Face Anything Campaign" and Gillette's "Your Best Never Comes Easy" Campaign.

In 2016 P&G expanded the scope of our Citizenship work which had only highlighted our efforts in Environmental Sustainability to now include Ethics & Corporate Responsibility, Community Impact, Diversity & Inclusion and Gender Equality. Our aspiration is clear. We want to be a force for good a force for growth. We know that the more we integrate and build Citizenship into how we do business, the bigger the impact we can have on the people we serve, the communities where we live and work and the broader world that surrounds us. In turn, this helps us grow and build our business.

Our efforts in these areas support nearly every objective outlined in the United Nations Sustainable Development Goals. This report can be found on our P&G home page at: [www.pg.com/citizenship2018](http://www.pg.com/citizenship2018)

P&G has made a conscious choice to leverage our voice in advertising, our company social impact programs and creating an inclusive environment at P&G where everyone can contribute to their full potential – all aimed at creating a gender-equal world and inclusive culture for all to succeed.

Olay's Face Anything Campaign as well as Gillette's "Your Best never comes easy" Ad campaigns are just two examples of advertising where P&G is leveraging our scale, driving an inclusive message and utilizing individuals with disabilities in our messaging.

Link to youtube videos

[https://www.youtube.com/results?search\\_query=olay+face+anything+campaign](https://www.youtube.com/results?search_query=olay+face+anything+campaign)

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<https://www.youtube.com/watch?v=EdJ5TyaDBVc>

Respectfully submitted  
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This year, for the first time, the Disability Matters North America conference included a panel discussion on neurodiversity. Landmark College (LC) sponsored this session, because the topic — while only recently embraced by culture and society at large — has been central to the mission of the College since its founding in 1985.

Established as the first college for students with a specific learning disability — dyslexia — LC has evolved over the decades to recognize the many forms neurodiversity takes. Embracing the concept of universal design, LC has become an educational leader, serving learners of all styles who have a range of learning disabilities and learning differences (LD).

Advocates are building a social justice movement around neurodiversity, and corporate culture has taken notice. Whole industries and progressive corporations are recognizing the unmatched strengths that neurodivergent individuals — those who think and operate “outside the box” — bring to the workplace. Autism, dyslexia, ADHD, and other significant challenges are no longer merely seen as deficits but as differences that can generate innovation and creativity.

Still, individuals with LD face serious obstacles and misconceptions about their own abilities. For that reason, it was important for Landmark College to organize the Disability Matters panel discussion, “Neurodiversity in the Workplace.” The panel included Jan Coplan, director of LC’s Office of Career Connections; Max Lyttle, a neurodivergent LC alumnus who now works at the College, mentoring students with autism; Andrew Garcia, also a neurodivergent alumnus who is New Balance Inc.’s talent acquisition lead; and moderator Jessica Nelson, associate director of LC’s Office of Career Connections. Over the past several years, LC, through its Office of Career Connections and its recently established Center for Neurodiversity, has been building partnerships within the corporate world. In 2018, the College was designated the first U.S.-based Neurodiversity Hub, joining an international effort to establish a pipeline of work-ready, talented candidates for employers. DXC Technology, an Australia-based IT services corporation, established the concept of the Neurodiversity Hub to offer a scalable and sustainable solution for improving the employability of neurodivergent individuals.

The Hub’s definition of innovation is “shifting perceptions when they previously seemed unshiftable and promoting growth through positive change.” At Disability Matters, we were encouraged to find so many corporate leaders from a range of industries, invested in enacting such “positive change” by building a neurodiverse workforce. These leaders and the companies they represent have long recognized the need for equity, inclusion, and accessibility for the physically disabled. Now, thanks to a growing awareness of neurodiversity as a pillar of human diversity, the same leaders are acknowledging the need for such equality to be extended to those with “invisible” disabilities.

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One of the most affecting events during Disability Matters was a screening of the film *CinemaAbility: The Art of Inclusion*, which painfully illustrated the ways in which individuals with disabilities have been portrayed throughout popular culture via film and entertainment. The impact of these pop culture tropes is measurable because of the shared, global nature of mass media. Viewpoints have diversified, knowledge has evolved, and the entertainment industry has strived to become more inclusive, sensitive, and accurate in portrayals of those with disabilities. Now we are entering an era in which the workplace must mirror this enlightened view of individuals with disabilities — physical, learning, or otherwise — as potential assets precisely because of their differences.

If the attendance and participation at Springboard’s 2019 Disability Matters North America conference is any indication, we are on a promising path.

Mark DiPietro  
Director of Marketing & Communications  
Landmark College  
Putney, VT 05346



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## Helping Employers Tap the Benefits of Disability Inclusion

*By Michael Murray, Director, Employer Policy Team, Office of Disability Employment Policy, U.S. Department of Labor*

In today's economic landscape, increasing the labor force participation of people with disabilities—as well as other underrepresented groups, such as older Americans or parents who have taken time off to focus on family—is key to strengthening an already strong economy, one in which the [number of job openings exceeds the number of job seekers](#).

But there is also another factor at play, one larger than economics and employment rates. America was built on the spirit of self-determination, and the opportunity to work and contribute is at the heart of this principle. All people, including those with disabilities, should have opportunities to prepare for, obtain and maintain employment. But that alone is not enough. We must also ensure employers know how to foster flexible, inclusive workplaces welcoming of their skills and talents.

That's where the [Employer Assistance and Resource Network on Disability Inclusion](#) (EARN) comes in. A service of the U.S. Department of Labor's Office of Disability Employment Policy (ODEP), EARN offers a wide range of resources for employers on its website, [AskEARN.org](#).

### Inclusion@Work

The foundation for EARN's work is [Inclusion@Work](#), an employer policy framework developed in collaboration with a range of employers with exemplary track records in disability employment. This framework outlines seven core components of a disability-inclusive workplace, along with a menu of strategies for achieving them.

These include:

- Lead the Way: Inclusive Business Culture
- Build the Pipeline: Outreach and Recruitment
- Hire (and Keep) the Best: Talent Acquisition and Retention Processes
- Ensure Productivity: Reasonable Accommodations
- Communicate: External and Internal Communication of Company Policies and Practices
- Be Tech Savvy: Accessible Information and Communication Technology
- Measure Success: Accountability and Self-Identification



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## Training Center

Inclusion@Work also forms the basis for EARN's *Dinah Cohen Training Center for Disability Employment and Inclusion*, which offers a wide range of webinars and videos that employers can use to conduct virtual or live disability inclusion training in their workplaces. It is named in honor of Dinah Cohen, a former EARN trainer and long-time leader in the disability employment arena who passed away last year. To learn more, visit [AskEARN.org/training-center/](http://AskEARN.org/training-center/).

## Mental Health Toolkit

EARN also recently developed a [Mental Health Toolkit](#) that helps employers learn about mental health issues and cultivate a welcoming and supportive work environment for employees who have mental health conditions. This toolkit presents an easy-to-follow employer policy framework for fostering a mental health-friendly workplace, centered around four pillars referred to as the “4 A’s”: Awareness, Accommodations, Assistance and Access.



- The first pillar, *awareness*, involves strategies for educating workers on mental health issues and taking action to foster a supportive workplace culture.
- The second, *accommodations*, means providing employees with mental health conditions the supports they need to perform their jobs. Common examples include flexible work arrangements and/or schedules, which may be considered reasonable accommodations under the Americans with Disabilities Act (ADA) and other disability nondiscrimination laws and regulations.
- The third, *assistance*, refers to assisting employees who have, or may develop, a mental health condition, something many employers do through formal employee assistance programs (EAPs).
- The final pillar, *access*, encourages employers to assess healthcare plans to ensure or increase coverage for behavioral/mental health treatment.

In addition, the Mental Health Toolkit provides summaries of research and descriptions of initiatives implemented by employers of varying sizes and industries to support their employees' mental health. To access it, visit [AskEARN.org/mentalhealth](http://AskEARN.org/mentalhealth).

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## [Additional Resources](#)

EARN's website also offers a wealth of information on topics such as disability recruitment and hiring, retention and advancement, related laws and regulations, workplace accessibility, federal contractor requirements and state and Federal Government employment. For employers new to the world of disability diversity and inclusion, a good place is EARN's "[Primer on Disability Inclusion](#)," which was recently updated to include new research and resources on the topic.

In addition to its online resources, EARN offers a series of free [webinars](#) to educate business owners, human resources professionals, diversity and inclusion professionals, and others on strategies for building disability-inclusive workplace cultures and effectively recruiting and retaining people with disabilities. Through its Inclusion@Work Network, EARN also works closely with a diverse range of business membership organizations to educate their members about the benefits of a disability-inclusive work culture.

Perhaps more than any other group of people, people with disabilities have the ability to adapt to different situations and circumstances. In the workplace, this resourcefulness translates into innovative thinking, fresh ideas and varied approaches to confronting business challenges and achieving success. Employers of all sizes and in all industries can turn to EARN for assistance in tapping these benefits—for the good of their business, their employees, their communities and our nation's economy.

*For more information on EARN, visit [AskEARN.org](#) or email [askearn@viscardicenter.org](mailto:askearn@viscardicenter.org).*





# The More We Grow, The More We Know

If you lead a Disability, LGBTQA+, or Veteran Employee Business Resource Group, what do your leadership teams know about your peer constituencies?

Springboard believes the more we know, the more we grow. This is why we encourage you to attend Disability Connect, a one-day event to intentionally learn about the intersectionality of these three groups.



**When:** September 12, 2019

**Where:** UPMC  
LIFE CHANGING MEDICINE

**The Center for Connected Medicine**  
60<sup>th</sup> Floor  
600 Grant Street  
Pittsburgh, PA 15219



**TO LEARN MORE & TO PURCHASE A TICKET**  
<https://consultspringboard.com/sc-events/2019dcna-welcome/>

# Disability Matters - North America

## KEYNOTE: Tricia Downing



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**KEYNOTE: LEX GILLETTE**



## THE SPRINGBOARD FOUNDATION

### WHAT WE DO

The Springboard Foundation, Inc. is a Not-for-Profit 501(c)(3) Corporation, incorporated under the laws of the State of New Jersey. The purpose of the Foundation is to provide scholarships to full-time college/university students who have documented disabilities of any type, deemed to be protected under the Americans With Disabilities Act and/or the Rehabilitation Act of 1973. The Foundation's intent in providing these scholarships is to contribute to the increase in employment opportunities for college/university students with disabilities.

### WHO WE HELP

The Springboard Foundation is proud to extend scholarships to full-time college students who have documented disabilities of any type that are protected under the ADA and or the Rehabilitation Act of 1973. Our scholarship recipients attend colleges and universities across the United States and have a GPA of 3.0 or above. We expect our Springboard Foundation Scholarship recipients to Achieve, Give Back and Make an Impact!

### HOW YOU CAN HELP

\$10 ..... Buys 1 college meal  
\$100 ..... Buys 1 college text book  
\$250 ..... Buys 1 college credit hour  
\$1,500 ..... Makes available 1 general college scholarship  
\$2,500 ..... Makes available 1 named corporate scholarship

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# Disability Matters - North America

## 2019 HONOREES: WE ARE THE CHAMPIONS





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## GALA PERFORMER: NATALIA SULCA



# Disability Matters - North America

## AWARDS GALA

*Jupiter, Florida, April 23-25, 2019*



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# Disability Matters - North America Conference & Awards

*Jupiter, Florida, April 23-25, 2019*

## RESEARCH INFO

### Research papers from American Institute for Research

A Hidden Market: The Purchasing Power of Working-Age Adults With Disabilities

>><https://www.air.org/system/files/downloads/report/Hidden-Market-Spending-Power-of-People-with-Disabilities-April-2018.pdf>

One Size Does Not Fit All: A New Look at the Labor Force Participation of People with Disabilities

>><https://www.air.org/sites/default/files/downloads/report/Labor-Force-Participation-People-with-Disabilities-Yin-Sept-2015.pdf>

An Uneven Playing Field: The Lack of Equal Pay for People With Disabilities

>><https://www.air.org/sites/default/files/Lack%20of%20Equal%20Pay%20for%20>

### Article from Working Mother Research Institute

How Coming Out At Work With Your Disability Changes Everything

>><https://www.workingmother.com/how-coming-out-at-work-with-your-disability-changes-everything>

### Research papers from Landmark College

- Autism @ Work Playbook
- HBR: Neurodiversity as a Competitive Advantage - Robert D. Austin/Gary P. Pisano
- Neurodiversity At Work

>><https://consultspringboard.app.box.com/v/2019dmna-newsletter-research>

### Research papers from DiversityMBA

- DMBA ILI: Inclusive Leadership Index Recruiting Report
- Custom Research Report: Self Identification & Full Disclosure Insights on Practices

>><https://consultspringboard.app.box.com/v/2019dmna-newsletter-research>