

# Building the Pipeline: Successful Strategies for Recruiting and Hiring People with Disabilities

March 29, 2018



# Building the Pipeline: Successful Strategies for Recruiting and Hiring People with Disabilities



**Brett Sheats**  
National Project Director  
Employer Assistance and Resource  
Network on Disability Inclusion  
(EARN)

# Employer Assistance and Resource Network on Disability Inclusion (EARN)

- A no-cost resource for employers seeking to proactively recruit, hire, retain and advance qualified employees with disabilities
  - Access trainings, webinars and numerous publications
- Funded through a cooperative agreement with the U.S. Department of Labor's Office of Disability Employment Policy
- Collaborative of multiple partners with expertise in technical assistance, training and research
- Visit website at <http://AskEARN.org>

# Housekeeping

- For audio call: **415-655-0045**
  - Access code: **667 001 386#**
- Contact WebEx tech support at 1-866-229-3239
- Download slides at [AskEARN.org](https://www.AskEARN.org)
- An archived recording of the webinar will be posted to [AskEARN.org](https://www.AskEARN.org) within the week
- Submit questions via Q&A window or via [@AskEARN](https://twitter.com/AskEARN)
- Having trouble posting to the Q&A window? Email [AskEARN@viscardicenter.org](mailto:AskEARN@viscardicenter.org)
- Tweet using [#AskEARN](https://twitter.com/AskEARN)
- Live captioning is located at the bottom right of the screen
- Receive 1.0 general recertification credit hours through the HR Certification Institute (HRCI) and the Society for Human Resource Management (SHRM) (via email following the event)



On a scale of one to five (1 = very little understanding and 5 = extensive understanding), how would you rate your understanding of strategies for recruiting and hiring people with disabilities?

## The Employer Perspective

- Mary Lynn MacKenzie, Bank of America
- Interviewer: Katherine McCary

## The “Pipeline” Perspective

- Laura Owens, TransCen, Inc.
- Interviewer: Michael Murray

# Building the Pipeline: Successful Strategies for Recruiting and Hiring People with Disabilities



**The Honorable Katherine McCary**  
Temporary Policy Advisor, Employer  
Policy Team  
U.S. Department of Labor Office of  
Disability Employment Policy (ODEP)

**Mary Lynn MacKenzie**  
Senior Vice President, Diversity Talent  
Acquisition

# Inclusion@Work: A Framework for Building a Disability-Inclusive Organization





## Role, Responsibilities and Importance

*US Business Leadership Network Disability  
Equality Index (USBLN DEI)*

**100%**

Can you share some of those best practices on building a recruitment pipeline for talent with disabilities?

Can you talk briefly about the USBLN “Going for the Gold” recognition, and how that has supported your pipeline outreach?

Specifically regarding:

- Disability Education and Etiquette
- Increasing Pipelines

Another best practice to share -- within your Support Services department. Can you tell us more about that?

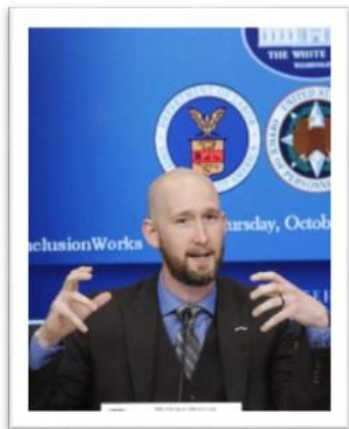
What do you feel is the “Bank of America difference” when it comes to disability inclusion?

Can you talk briefly about your culture and how that supports your efforts?

What are your recommendations for other employers who are tackling the pipeline concerns?

## Final Thoughts

# Building the Pipeline: Successful Strategies for Recruiting and Hiring People with Disabilities



**Michael Murray**

Director, Employer Policy Team  
U.S. Department of Labor Office of  
Disability Employment Policy (ODEP)



**Laura Owens**

President  
TransCen, Inc.



What can providers do to help employers understand the value of people with disabilities in the workforce?

What can employers do to educate providers about their businesses, culture and environment?

What can employers and providers do to remove language barriers and perceptions about their respective roles?

## What can employers do to increase successful employment outcomes?

How can employers and providers work together to identify customized employment opportunities?

What can employers do to make their company attractive as an employer of choice for people with disabilities?

## Final Thoughts

# Resources

- Employer Assistance and Resource Network on Disability Inclusion (EARN): <http://www.AskEARN.org>
- Job Accommodation Network (JAN): <https://AskJAN.org/>
- U.S. Department of Labor, Office of Disability Employment Policy (ODEP): <https://www.DOL.gov/ODEP>



# Contact Information

- **Brett Sheats**

National Project Director

Employer Assistance and Resource

Network on Disability Inclusion (EARN)

Email: [BSheats@ViscardiCenter.org](mailto:BSheats@ViscardiCenter.org)

Website: [www.askearn.org](http://www.askearn.org)

- **Michael Murray**

Director, Employer Policy Team

U.S. Department of Labor Office of Disability

Employment Policy (ODEP)

Email: [Murray.Michael.D@DOL.gov](mailto:Murray.Michael.D@DOL.gov)

Website: <https://www.dol.gov/odep/>

- **The Honorable Katherine McCary**

Temporary Policy Advisor, Employer Team

U.S. Department of Labor Office of Disability

Employment Policy (ODEP)

Email: [McCary.Katherine.O@DOL.gov](mailto:McCary.Katherine.O@DOL.gov)

Website: <https://www.dol.gov/odep/>

# Contact Information Continued

- **Mary Lynn MacKenzie**  
Senior Vice President,  
Diversity Talent Acquisition  
Email: [mary.l.mackenzie@bankofamerica.com](mailto:mary.l.mackenzie@bankofamerica.com)  
Website: <https://www.bankofamerica.com/>
- **Laura Owens**  
President  
TransCen, Inc.  
Email: [lowens@transcen.org](mailto:lowens@transcen.org)  
Website: <https://www.transcen.org/>

# Audience Questions



# Takeaways

## Bank of America (Demand-side)

- Disability-inclusive businesses must employ focused strategies with senior leadership support. One key to Bank of America's success is the creation of a role focused on disability hiring. This person leads partnership development and sustainability as well as internal education and engagement. Disability inclusion requires strong business relationships and pipeline partners built upon mutual respect and professionalism with clearly defined goals and shared mission.

# Takeaways Continued

## TransCen, Inc. (Supply-side)

- The Provider Community needs to build and strengthen partnerships with the business community. To do this, it must employ four key strategies:
  - ✓ Providers, as the subject-matter disability experts, must play a key role in education as well as providing access to the talent pipeline.
  - ✓ Providers are most successful when viewed as consultants who listen and support their client, the business.
  - ✓ Providers must understand the business language and culture and work together with employers to find solutions.
  - ✓ Provider success comes with having a shared goal of long term relationships with successful inclusion of talent with disability.



On a scale of one to five (1 = very little understanding and 5 = extensive understanding), how would you rate your understanding of strategies for recruiting and hiring people with disabilities?

# Thank You!

Visit us at [AskEARN.org](https://www.AskEARN.org)