WHAT IS COMMUNICATION OF COMPANY POLICIES & PROCEDURES?

To attract qualified individuals with disabilities, a company should clearly communicate its commitment to employing them, both externally and internally. This commitment goes beyond just formal statements, however. It also includes efforts such as internal campaigns, disability-inclusive marketing, vendor communication, and participation in disability-related job fairs and awareness events.

EXAMPLES OF BEST PRACTICES

Examples of best practices for communication of company policies and procedures include, but certainly are not limited to:

- Incorporating disability imagery into advertising and marketing materials, both general and employment-related;
- Informing local disability organizations about company-sponsored career days;
- Distributing information about relevant disability policies and priorities to subcontractors, vendors and suppliers and requesting their support (and when feasible, requiring it via contract); and
- Publicizing the company's commitment in internal communiqués (e.g., intranet, employee newsletters/magazines).

DISCUSSING COMMUNICATION OF COMPANY POLICIES & PROCEDURES

Use the following questions to spark conversation about this topic in a group setting, for example, with human resource professionals, diversity and inclusion professionals, employee assistance professionals, business executives and supervisors/managers. This is a great opportunity to use these questions to complement EARN's training, Communicate: Internal & External Communication of Company Policies & Procedures, available at AskEARN.org/inclusion-work.

- What are some examples of ways your company communicates its commitment to disability inclusion internally? Do you have any ideas for ways your company can improve in this regard?
- What are some examples of ways your company communicates its commitment to disability inclusion externally? Do you have any ideas for ways your company can improve in this regard?
- Do any companies come to mind that you feel do a particularly good job communicating their commitment to disability inclusion externally?