

Disability Outreach and Inclusion Messaging: Assessment Checklist for Career Pages

Company career pages that clearly communicate a commitment to disability inclusion can be an effective way to increase an organization's pool of qualified candidates with disabilities. Career pages should contain, or link to, a section geared specifically towards hiring individuals with disabilities where disability diversity initiatives, leadership commitment, and an openness to accommodation requests is apparent. EARN conducted a review of the research literature and dozens of Fortune 500 corporate career pages. Corporate career pages utilized a number of different approaches designed to appeal to candidates with disabilities and highlight disability-inclusion, including the following:

- ✓ **Top-Leadership Commitment to Disability Inclusion**
- ✓ **Credible Message via Authentic Media**
- ✓ **Accommodations & Supports**
- ✓ **Disability Hiring Priorities**
- ✓ **Flexibility-in-Work Arrangements**
- ✓ **Partnerships with Community-Based Organizations**

The following checklist can be used to assess an existing career page(s) as well as identify possible ways to improve a company's disability-focused and inclusiveness messaging on career websites.

Utilize Inclusive Messaging:

Include a Diversity and Inclusion statement that includes people with disabilities and goes beyond a boilerplate Equal Employment Opportunity (EEO) statement.

Mention, or link to, a statement from a senior executive conveying companywide commitment to recruitment, inclusion, and/or career development for people with disabilities.

Provide employee testimonials from an employee(s) with a disability.

Highlight employee resource groups for employees with disabilities and/or family members of people with disabilities.

Utilize video or images of employees with disabilities that work for the company.

Highlight Your Appeal:

Reference, or link to, information about flexible work arrangements (e.g., work from home options, flextime, remote teams, particular benefits and time off options, etc.).

Provide information about work-life balance within the organization, such as parental leave, employee education, counseling, and wellness opportunities.

Mention, or link to, the “business case” for hiring qualified candidates with disabilities (e.g., references access to expanded talent pools, increased innovation, appealing to diverse customer base, etc.).

Reference, or link to, specific information about the provision of accommodations during the recruitment, application, and interview phase (e.g., availability of accommodations for the application process, whom to contact, etc.).

Describe the company’s openness to providing reasonable accommodations for current employees.

Mention, or link to, any awards received by the organization for disability inclusion efforts.

The following additional strategies convey an authentic dedication to workforce inclusion, without relying on corporate social responsibility (CSR) or charity-based initiatives.

Target Recruitment:

Highlight specific partnerships with disability employment organizations (e.g., state vocational rehabilitation, job placement providers, job coaching services, etc.).

Describe participation in, or utilization of, disability-focused recruitment sources (e.g., disability job-posting boards, job fairs, etc.).

Highlight existing targeted hiring and recruitment programs or initiatives (e.g., neurodiversity, autism-at-work, disability hiring plans).

Highlight existing disability-focused internship programs.

Describe any supplier-diversity program/initiatives, including disability- and/or veteran-owned business enterprises.

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