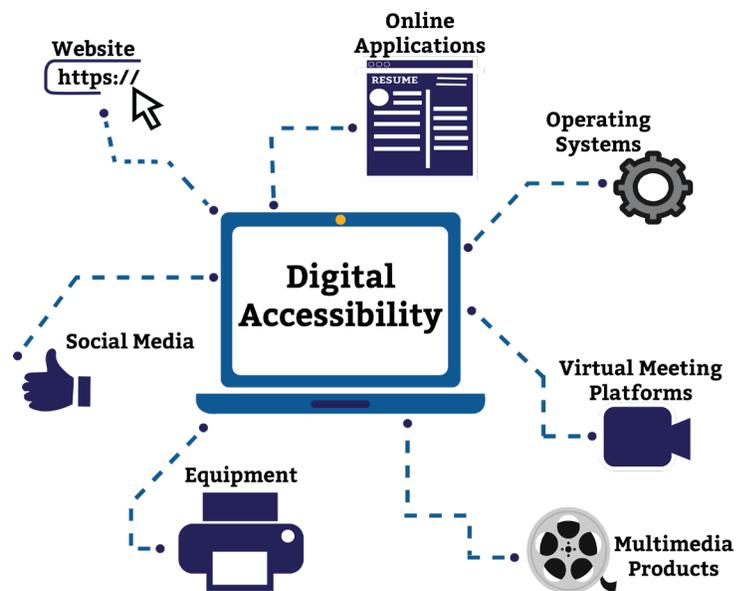


# Digital Accessibility: Driving Disability Inclusion in the Workplace

## Digital Accessibility: The Basics

According to the [Partnership on Employment & Accessible Technology](#) (PEAT), “digital accessibility” means that everyone can use the same technology as anyone else—regardless of whether they can manipulate a mouse, how much vision they have, how many colors they can see, how much they can hear or how they process information. Accessible technology provides on-ramps to technology allowing people with disabilities to access the same information as everyone else. When it comes to e-commerce, accessibility ensures that all customers are able to access goods and services.

Digital accessibility means taking into consideration things like platforms and systems used for virtual meetings, remote work, online job applications and pre-employment tests, websites, social media and multimedia components such as videos. Learn more about digital accessibility on the [PEAT website](#).



## How Lack of Digital Accessibility Impacts Business

Events over the past year have According to a [2019 report](#), U.S. e-commerce retailers lose up to \$6.9 billion annually to competitors with more accessible websites. Employers who don't make digital accessibility a priority are not only missing out on revenue, but also on talent. Individuals with disabilities can offer employers a competitive edge, helping diversify and strengthen their workplaces through varied perspectives on how to confront challenges and get the job done. And hiring people with disabilities has proven to positively impact a company's bottom line - a [2018 report](#) found that companies that embrace disability inclusion significantly outperform their peers - experiencing, on average, 28 percent higher revenue, twice the net income and 30 percent better performance on economic profit margins.

## How Lack of Digital Accessibility Impacts Racial and Social Equity

People with disabilities aren't the only demographic group that is impacted by a lack of digital accessibility. The Fletcher School at Tufts University [reports](#) that "Certain marginalized races and ethnicities (Black or African American and Hispanic or Latinx households) are over-represented in less-flexible, low-tech and 'high-touch' occupations and under-represented in the information economy and 'high-tech' occupations; an outcome of decades of disparity in access to critical digital services like stable and affordable internet and computers." Many in these communities are also impacted by disability. According to the [National Disability Institute](#), 14% of Americans with disabilities are Black, 8% are Latinx and 5% are Asian, so if a company's website and other technology isn't accessible, they are likely inadvertently leaving out these populations as well.

## Resources

- [EARN Guide: Adopting an Integrated Telework Policy for Employees With and Without Disabilities](#)
- [EARN & PEAT Checklist for Employers: Facilitating the Hiring of People with Disabilities Through the Use of eRecruiting Screening Systems, Including AI](#)
- [PEAT Digital Accessibility Basics](#)
- [PEAT Information about Artificial Intelligence](#)
- [Job Accommodation Network \(JAN\) Accessibility Webpage](#)
- [JAN Article: Making Pre-Employment Testing Accessible](#)

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