Becoming Tech Savvy: Accessible Information & Communication Technology

NETAC
National Technical Assistance, Policy, and Research Center
for Employers on Employment of People with Disabilities

EARN
Employer Assistance and Resource Network

Presenters

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Business Strategies that Work:
A Framework for Disability Inclusion

- Lead the Way: Inclusive Business Culture

- Hire (and Keep) the Best: Personnel Processes

- Ensure Productivity: Reasonable Accommodation Procedures

Business Strategies that Work (cont.)

- Build the Pipeline: Outreach and Recruitment

- Communicate: External and Internal Communication of Company Policies and Practices

- Be Tech Savvy: Accessible Information and Communication Technology

- Grow Success: Accountability and Continuous Improvement Systems

Who We Are

- A National Non-Profit, Non-Partisan Business-to-Business Organization

- The collective voice of over 50 Business Leadership Affiliates across the U.S., representing over 5,000 business

- Three Pillars: Workplace, Marketplace, Supply Chain

Becoming Tech Savvy:
Guidance from USBLN® Businesses

- Technology that is usable by all is a workplace & marketplace issue

- Inclusion starts with an accessible front door: Actual or Virtual

- Inclusive Access allows all employees to do their jobs and enjoy the full benefits of employment

Business Leadership Network

USBLN

DISABILITY AT WORK

Becoming Tech Savvy:
Guidance from USBLN® Businesses

- Business practices follow a strategic action plan

- Only ICT products that are designed to be usable by all are procured

- Customer and Internal Websites are designed to be usable by all

- Training and education on universal design principles are provided to all internal designers, systems developers, and purchasing agents

Who We Are

- AT&T is a premier communications holding company

- Alexander Graham Bell's invention of the telephone in 1876 laid the foundation for the company that later became AT&T

- We operate the nation's largest 4G network and largest Wi-Fi Network

- Nearly 250,000 Employees

- Committed to delivering innovative, reliable, high quality products and services and excellent customer care

Why Accessible ICT is Important to Us

- Enables us to create a diverse workforce
  - Our employees expect it and our customers and shareholders benefit from it
  - Makes us a great place to work, a desired business partner and a committed member of the communities we serve

"A diverse workforce and inclusive culture are essential to AT&T. They allow us to attract and retain the best and the brightest to develop the most innovative products and solutions to meet our customers' needs."

– Randall Stephenson, Chairman & Chief Executive Officer

How We Developed Our Inclusive Business Strategy

- Fully accessible application process (att.jobs/inclusion)
  - Accessibility technology at career events
- Recruiting outreach to people with disabilities
- Collaboration with third party organizations for training
  - Project CapABILITY

Expand Your Boundaries of *can*.

Can has no boundaries. Our diversity, coupled with an inclusive culture, makes us who we are and AT&T a great place to work.

At the core of AT&T, you'll find diversity. After all, diversity has a real power. It's an investment in our present and in our future. That's why we celebrate and respect the rich culture and differences of our employees, customers, business partners, and communities in which we do business.

Learn more and search for jobs at: www.att.jobs/inclusion

How We Developed Our Inclusive Business Strategy (cont.)

Multi-stakeholder process

- Internal Stakeholders
  – Employee Resource Groups (IDEAL and AT&T Veterans)
  – Corporate Accessibility Technology Office
  – AT&T Labs
  – Supplier Diversity

- External Stakeholders
  – AT&T Advisory Panel on Access and Aging
  – Career Opportunities for Students with Disabilities
  – Other third parties (USBLN, AAPD, etc.)

Resources

- Dedicated staffing and resources for recruiting and marketing within the disability community

- Corporate funding for IDEAL Employee Resource Group (scholarships, conference attendance, etc.)

- Corporate Accessibility Technology Office and Chief Accessibility Officer

- Ongoing outreach to the disability community on a wide range of issues

Outcomes & Benefits

- Enhanced AT&T's inclusive culture and created a more supportive community

- Development of PACT subgroup within IDEAL

- Over 25 employees in the Memphis facility came through Project CapABILITY

- Continued and enhanced focus on developing a product suite that meets the needs of disability community

- Recognition from leaders in the disability community

Contacts & Resources

EARN   www.askearn.org

AT&T   www.att.com/accessibility

ODEP   www.dol.gov/odep

USBLN   www.usbln.org

Center for Universal Design

http://www.ncsu.edu/project/design-projects/udi/

JAN's SNAP Tool:

http://askjan.org/bulletins/SNAPTool.htm