



NATIONAL ORGANIZATION ON  
**DISABILITY**

## **Disability and Accessibility**

MAY 2021



**NOD**

**Passionate Expertise**

CONSULTANTS WHO CARE

**38 Years**

INNOVATING DISABILITY SOLUTIONS

**Data Driven**

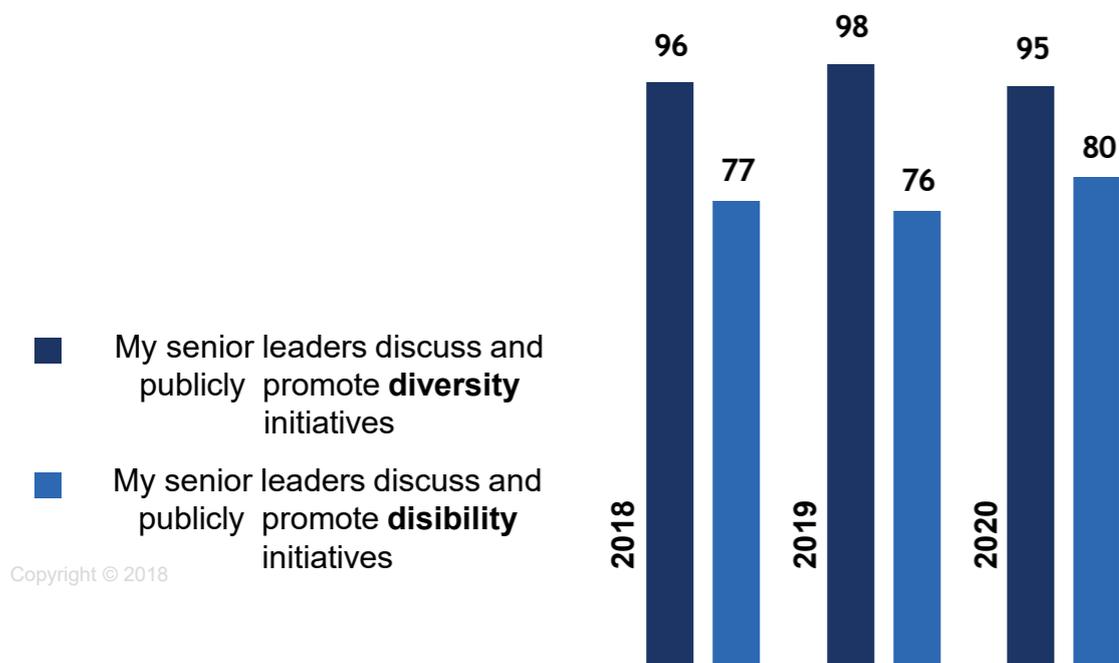
DISABILITY EMPLOYMENT BEST PRACTICES

**National Visibility**

YOUR SUCCESS IS OUR SUCCESS

# NOD's Disability Employment Tracker

- Confidential benchmarking survey
- Measures five areas of workforce inclusion
- Top Quartile get NOD Leading Employer Awards
- 228 companies with 10M employees



# NOD Disability Employment Maturity Curve

We Help With Every Step Of The Journey

## Exploration

- Internal discussions
- External scanning
- Associations & conferences
- Surveys & assessments

## Compliance

- Disability inclusion policy
- Hiring & retention goals
- Community outreach
- Self-identification survey & reporting
- Workplace ADA compliance audit
- Documented accommodation process

## Competence

- DC-suite topic
- Self-identification campaign
- ERG/BRG Impact
- Local hiring efforts
- Disability inclusion skills & accountability
- Integrated accommodation process

## Competitive Advantage

- Board-level topic
- Demonstrated business results
- Disability inclusion goals achieved
- Embedded policies & practices
- Accommodation institutional knowledge
- Universally designed workplace
- Disability inclusive employer brand

# PATHWAYS TO ADVANCE DISABILITY INCLUSION

- **EMPLOYMENT TRACKER**  
Free + confidential assessment
- **NOD LEADERSHIP COUNCIL**  
Network with peers and learn from experts
- **DISABILITY EMPLOYMENT SERVICES**  
Tools + services to advance
- **DISABILITY EMPLOYMENT POLICY**  
Advocating for change
- **SPONSORSHIP**  
Support premier programming, while earning brand recognition
- **PHILANTHROPY**  
Support innovative disability employment models



# Disability Defined

A physical or mental impairment that substantially limits one or more major life activities.

Defined in three ways\*:

- **Has** a condition that limits major life activities (incl. hypertension, asthma, migraines)
- **Had** a condition that limits life activities (survived cancer or had a heart attack)
- **Treated (or “regarded”)** as having a limiting condition (treated as if deaf or intellectually disabled, even if not disabled)

\* ADA Amendments Act of 2008

# Disability History

1700s

**“Poor houses” and prisons**

1800s

Services for Veterans  
**“Freak shows”**  
Asylums

1817

**People with disabilities are educated**  
Gallaudet: first permanent school for the deaf.

1927

**Supreme Court upholds forced sterilization of people deemed mentally unfit**

1932

**Franklin D. Roosevelt Elected:** first President with visible disabilities. The public is shielded from his use of a wheelchair

1935

**Social Security Act Passed. Set up cash benefits**

1945

**First National Employ the Physically Handicapped Week**

1960

**First Paralympics Games** held in Rome

1965

**Social Security Amendments of 1965**

1973

**The Rehabilitation Act of 1973.** Precursor to ADA, establishes civil rights and equal access.

1981

**United Nations International Year of Disabled Persons**

1982

**Oregon performed the last legal forced sterilization in U.S. history**

1990

**The Americans with Disabilities Act of 1990 (ADA)** prevents discrimination in employment, transportation, public accommodations, other services

1998

**Congress requires federal agencies to make electronic and information technology (EIT) accessible to people with disabilities**

1999

**Olmstead Decision** affirmed the right to live in the community vs institutions

2008

**The Americans with Disabilities Act Amendments Act of 2008 (ADAAA).** Broadens the protections of the ADA and the definition of disability.

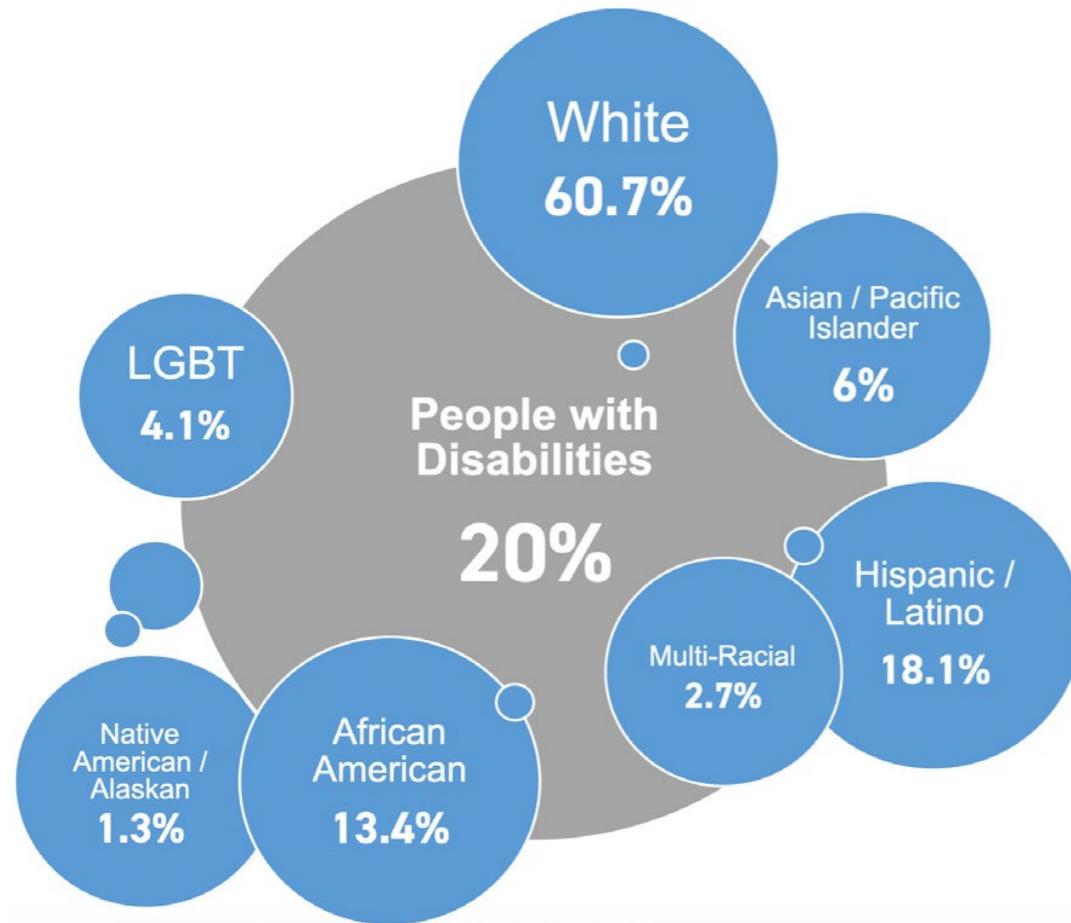
2013

**White House signs the “Section 503 Rulechange” with a 7% hiring goal for all Government Contractors.**

2020

**EEOC determines doctors may not confiscate ventilators from PwD with COVID**

# Facts & Figures



## US Population

**61 Million** people with disabilities  
**84 Million** family and friends of pwd

# Disability is Diversity

33 Million working age adults have disabilities

26% of the U.S. population are people with mental health, intellectual, or physical disabilities, making it the largest single minority group in the country

83% acquire a disability later in life

## Workforce

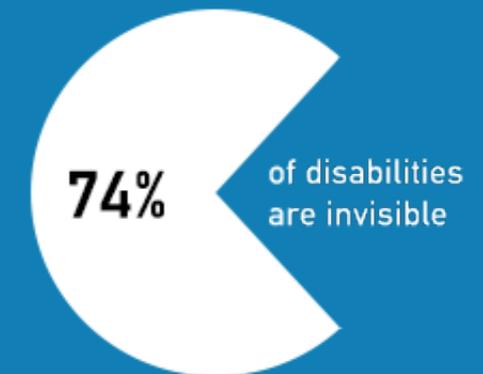
Non-Institutionalized People 16 and Older in the Workforce

With Disability

**31%**

Without Disability

**67.3%**



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# Facts & Figures cont.

## COVID-19

**20%** of people with disabilities lost their jobs in March and April alone while only

**14%** of people without disabilities lost their jobs

## Earnings

Median Earnings of the Population Age 16 and Over

With Disability	Without Disability
<b>\$23,848</b>	<b>\$36,034</b>

## Poverty

Population living below 150% of the poverty line

With Disability	Without Disability	Total Population
<b>32.5%</b>	<b>17.3%</b>	<b>19.6%</b>

## The Disability Consumer Market

**\$750 Billion** global people with disabilities

**\$8.1 Trillion** global pwd and their friends and family

**\$247 Billion** U.S. people with disabilities

**\$2.4 Trillion** pwd in the U.S. and their friends and family

## Talent and Consumer Preferences

**87%** prefer to patronize disability employers

- Tap into new sources of talent
  - Improved brand sentiment
- Develop new products for unmet needs
- Reflect the diversity of customers & employees

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## COVID AND DISABILITY



People with disabilities are the most disproportionately affected

- 90% of all COVID hospitalized: underlying conditions (disabilities)
- Social isolation = reduced direct support = nursing homes: 1/3 of all COVID deaths
- Medical rationing based on age + disability or perceived “lower quality of life”



## COVID RECESSION

“COVID Recession” most unequal in modern US History

- Low skill, low wage jobs lost @ 8 X high wage jobs
- Mainly service sector, will be slower to rebound
- “Occupational Segregation:” Filled by BIPOC and PWD
- PWD: Pre-pandemic: 30% labor force participation vs 70%
- Pandemic: LIFO: 1 million PWD’s lost jobs

# Diversity in the Tech Sector



- 0 tech companies on DiversityInc Top 50 Companies for Diversity: 2021
- Only 26 percent of tech positions are held by women.
- Black, Latina, and Native American women only make up 4 percent in the computing workforce
- Per the 2014 Diversity in High Tech Report from the U.S. EEOC, the percentage of Black employees in high-tech industries was 7.4%, and Hispanic employees was 8%. These numbers have barely moved since then.
- Looking at the D&I reports of 38 top tech companies, only 5 of the companies had any data on employees with Disabilities.

## NEW FRONTIERS

ADVOCATING FOR ACCESSIBLE TECHNOLOGY

### DIGITAL ACCESSIBILITY: THE CHALLENGE

- Most tech today is only “accessible-*ish*”
- COVID-19 has accelerated demand among consumers
- Technology and telecommunications innovators can pivot to claim market share

### DIGITAL ACCESSIBILITY: THE PROMISE

- Improve all users’ experiences
- Reflect the end users of accessible products in the workforce hired to develop them
- Closer connections to the people you love and the brands you value

# Making the Technology Workplace More Accessible

- Talent Sourcing
  - Climate and Culture
- People, Policies, and Practices
- Workplace and Technology
  - Strategy and Metrics

An aerial view of a city skyline, likely New York City, with the Empire State Building prominently visible in the center. The image is overlaid with a blue rectangular box containing white text.

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