



# ADA ONLINE LEARNING

Welcome to the Accessible Technology Webinar Series  
Sponsored by the Great Lakes ADA Center and the Pacific ADA  
Center, both members of the ADA National Network.

**“How a Firm can Differentiate It Self by Hiring Technologists with  
Disabilities”**

**Scheduled to begin at 1:00 pm Central Time  
We will be testing sound quality periodically**

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DBTAC  
*great lakes*  
ADA Center  
A member of the ADA National Network

## Webinar Features

- **Closed captioning** – click **CC** icon (top of screen) or control-F8 and adjust your screen
- **Questions** - type and submit questions in the Chat Area Text box or press control-M and enter text in the Chat Area
- Please do not use emoticons or hand-raising features during this session



Debra Ruh, TecAccess CEO and Founder  
SSB BART Group, Chief Marketing Officer  
*"How a Firm Can Differentiate Itself By Hiring Technologists  
with Disabilities"*



## Current Climate

- People with disabilities are the largest untapped workforce, as well as spending, buying, and voting power in the world.
- Adding to the market's current potential; industry experts predict a further spike in the disabled population due to war, injury, aging workforce and increased longevity.
- As the workforce ages and as labor and skill demands increase, employers are looking for new ways to tap into all potential employees to remain competitive.
- Organizations are now experiencing increasing work force shortage and retention problems and have started including Aging Workers and People w/Disabilities in their Diversity Strategies.

### Impact

\$220 billion in discretionary income controlled by people with disabilities in the US, and 3 trillion worldwide.

60 million plus with disabilities in the US, affecting approximately 1 in 2 Americans "living with" or "directly affected by."

76 million "Baby Boomers" – we will soon witness a dramatic leap in people developing disabilities for the first time.

Hiring people with disabilities ranks 3rd as an indicator of a company's commitment to social justice.

## Introduction

- TecAccess was founded in the spirit of diversity, which is today reflected in our staff, our varied skill sets, and our deep pool of service offerings.
- Today, everyone from private industry to educational institutions are looking to improve more than just the accessibility of their technology, but also to hire a diverse workforce and drive in more business by focusing on social responsibility.
- In April 2011, TecAccess formed a Strategic Partnership with SSB Bart.
- Founded in 1997 by engineers with disabilities, the SSB BART Group helps companies like yours design and enhance their IT systems - including Web sites, Web applications, software, hardware, and services - so they are accessible to persons with disabilities.
- Our proven Accessibility Management Platform (AMP) is the industry's first on-demand solution that integrates the business and technical aspects of complying with regulations such as the Section 508 accessibility standards, ADA, and WCAG 1.0 and 2.0.

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## Our Business Model

- TecAccess and SSB Bart Group employs a diverse and skilled team of professionals from around the world, many of whom have disabilities, to help organizations address the growing disability market.
- TecAccess and SSB Bart Group offer a full suite of accessibility and disability awareness solutions from the top down.
- We realistically evaluate accessibility, usability, employment, and marketing from the perspective of people with disabilities.
- Our award-winning consultancy helps clients:
  - meet their immediate and long-term accessibility goals
  - increase their profitability and fiscal efficiency\*
  - widen their customer base to include people with disabilities, senior citizens, and the growing "Baby Boomer" population.



Bob English and Rosemary Musachio, TecAccess, SSB Bart Group Team Members

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## Why Businesses Want to Become Accessible

- People with disabilities are the largest untapped workforce, as well as spending, buying, and voting power in the world.
- Adding to the market's current potential;  
Industry experts predict a further spike in the amount of people with disabilities; due to increased life expectancy, injury and war.
- Two market segments causing this demographic to dramatically increase in the years ahead are:
  - a) veterans with disabilities, and
  - b) an aging population.

### Market Impact

- **\$220 billion in discretionary income is controlled by people with disabilities in the U.S., and \$3 trillion worldwide.**
- **There are an estimated 60 million people with disabilities in the U.S.; which affects approximately 1 in 2 Americans who are "living with" or "directly affected by".**
- **Baby Boomers – we will soon witness a dramatic leap in people developing disabilities for the first time.**

**It is estimated over 50% of the U.S. workforce will be 45 years of age or older by 2010.**

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## The World is Changing



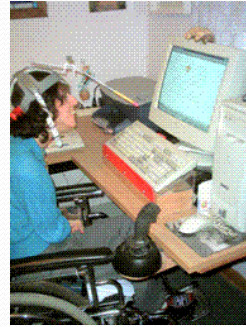
- The number of people with disabilities is on the rise due to many factors.
- Technological advances
- The United States, along with many other countries, has been taking major steps to ensure the rights of people with disabilities.
- UN Convention on the Rights of People with Disabilities.
- Section 508 Refresh, ADAA and more

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## Barriers to the Employment of People with Disabilities

- **MYTH:** People with disabilities cost more to employ than people without disabilities.
- **MYTH:** People with disabilities are not as productive as people without disabilities.
- **MYTH:** People with disabilities miss more work than people without disabilities.
- In addition, **Attitudinal Barriers** exist.



Rosemary Musachio working on PC

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## The New Workforce

- In the past, employers typically would not consider people with disabilities in high-tech and management positions as an option.
- Yet research has unequivocally proven that people with disabilities **can lead the way** in all levels of management, especially in the accessible technology field.
- TecAccess and SSB hire PwD in all positions especially testers and technical positions.



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## The ROI of Hiring People with Disabilities

- People with disabilities DO NOT cost more to employ than people without disabilities.
- Disability employment research has shown: There is **no** significant difference between the productivity of people with disabilities and people without disabilities, particularly in knowledge-related business.
- On the average, people with disabilities DO NOT miss more work than people without disabilities.
- Great new report by DOL, ODEP Workers with disabilities meet or exceed the job performance of co-workers without disabilities.  
<http://www.dol.gov/odep/categories/workforce/ReadyAble/ReadyAble.pdf>



Ed Ziegler at his work station

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## Hiring Technologists with Disabilities

- SSB Bart Group and TecAccess find that hiring technologists with disabilities has become a major differentiator.
- Since both firms are IT firms, we never hire a candidate unless they are talented, skilled, professional, and seasoned technologists.
- Our clients enjoy working with our technologists with disabilities because they understand that the technologists understand the technology and know if the technology is fully accessible.
- We have found that many of our IT experts with disabilities are innovative, creative and curious. These skills provide a major benefit to our team and our clients. "Thinking Outside the Box" is critical to our competitiveness in the global IT field.





## Using Telework to Tap into Talent

- TecAccess has allowed our team to Telework for years. SSB BART Group also allows team members a flexible schedule.
- Benefits include:
  - Expanded candidate pool, Access to Top Talent
  - Reduce Accessibility Issues
    - Transportation
    - Physical Limitations
    - Health Limitations
  - Requires only one set of AT Tools, PC, internet, communications and other IT Increased
  - Productivity Increases

## **“Employer of Choice”: Assure Online HR Systems and HR processes are accessible.**

- Many employers forget to assure their HR systems and processes are fully accessible.
- Can a wounded warrior submit her resume even if she is blind?
- Can someone that can't use a mouse submit their resume?
- What should I do if I need an accommodation during my interview?
- Employers say they want to employ people with disabilities but if their HR online systems and processes are not fully accessible and recruiters are not trained to accommodate PwD, you are sending a different message.

## Assure Online HR Systems and HR processes are accessible. (continued)

- Best Practices
  - Be sure everyone can access your online HR systems including people that are blind, vision impaired, deaf, Hard of Hearing, mobility issues and/or intellectual impairment.
  - Test using people with disabilities that use assistive technology
  - Remember to test for multiple disabilities and test every aspect of the process
  - Train recruiters, managers and team members
- Quick Tests
  - Unplug your mouse and try to only use your keyboard to access your online HR systems
  - Do all graphics, pictures and logo's have a text alternative?
  - Use the accessibility features in your operating systems like MS Vista and Windows 7.0.

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## New Directions, New Possibilities

### Meet Rose!

Though Rose cannot speak or use her hands, she...

- travels the world
- participates in adventure sports
- has her own column in an Ohio newspaper
- is a high level manager



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## Technology Makes It All Possible



"TecAccess gave me my respect back, TecAccess gave me my life back."  
---Rosemary Musachio

- Rose uses assistive technology
- Rose uses instant messaging, email, chat forums, new media, and social networking
- Rose takes advantage of the movement towards greater accessibility in all E&IT products and services
- Rose provides testing, training, and consulting for our clients
- Rose is a Senior Accessibility Testing Manager

## New Directions, New Possibilities

### Meet Ed!

Though Ed has traumatic brain injury, has suffered a stroke, and has limited use of his hands, he...

- participates in marathons
- serves as an inspirational speaker
- enjoys SCUBA diving
- holds a senior IT position



## Technology Makes It All Possible



"When I come to work, I know I'm a part of something bigger than me."

--Ed Ziegler

- Ed uses voice recognition software to send e-mails and instant messages, surf the web, and create documents.
- Ed uses ergonomic seating and chairs.
- Ed seeks out businesses and organizations that recognize the value of accessible design and who have taken the necessary steps to purchase and use technology that work with his assistive technology.
- Ed tests applications, software and websites

## Today's Bottom Line



- We now realize that it is more cost effective to retain skilled employees than to recruit new ones. By using accessible technology, organizations can keep aging employees in the workplace longer.
- Without accessibility strategies to attract or retain these workers, companies will have a significant loss in knowledge workers over the next 10 to 15 years.
- There is an increase in the number of people with disabilities who are just now graduating from major universities and training programs. Accessible technology is therefore more critical than ever before to enable these valued workers to contribute to the workforce.

## Where is the Talent?

- We hire team members from all over the world. Our telework model really allows us flexibility.
- Social Media is a huge tool for recruiting.
- Service providers have also learned about our work and send us great resumes.
- Word of Mouth



## Contact Information

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# Questions?

- You May Type and Submit Questions in the Chat Area Text Box or Press Control-M and Enter Text in the Chat Area

## Thank You

- Thank you for participating in today's session.
- Please Evaluate the session at
- <http://ada-conferences.May102011.sgizmo.com>

Next scheduled session: July 12, 2011

“How to Create Accessible Videos”

[Registration Now Open](#)