



The Importance of Accessibility in Job Applications

The Session begins at 1:00 pm CST
We will be testing audio quality periodically

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1

Useful Keyboard Shortcuts

- Full list - *Keyboard Shortcuts* from the *Help* menu on the Menu Bar.
- Speaker level Up:
Windows: Ctrl+Alt+Up Arrow
Mac: Command-Option-Up Arrow
- Speaker level Down:
Windows: Ctrl+Alt+Down Arrow
Mac: Command-Option-Down Arrow
- Chat: Move cursor to the Message text box
Windows: Ctrl+M
Mac: Command-M

2

More keyboard shortcuts

- Open Closed-Captioning window
 - Windows: Ctrl+F8
 - Mac: Command-F8
- Close Closed-Captioning window
 - Windows: Alt+F4 or Ctrl+W
 - Mac: Command-W

3

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4

Listening to the Webinar, *continued*

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Pass Code:
148937

This is **not** a Toll Free number

5

Listening to the Webinar, *continued*

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Individuals can download the free Blackboard Collaborate App from the Apple Store, Google Play or Amazon



**Closed Captioning is not visible via the Mobile App and there is limited access to the white board for individual's using voice over technology

6

Captioning

- Real-time captioning is provided during this webinar.
- The caption screen can be accessed by choosing the  icon in the Audio & Video panel.



- Once selected you will have the option to resize the captioning window, change the font size and save the transcript.

7

Submitting Questions

- **You may type and submit questions in the Chat Area Text Box or press Control-M and enter text in the Chat Area**
- **If you are connected via a mobile device you may submit questions in the chat area within the App**
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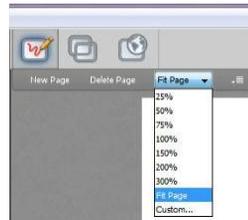


Please note: This webinar is being recorded and can be accessed on the website at www.ada-audio.org within 24 hours after the conclusion of the session.

8

Customize Your View

- Resize the Whiteboard where the Presentation slides are shown to make it smaller or larger by choosing from the drop down menu located above and to the left of the whiteboard. The default is “fit page”



9

Customize Your View *continued*

- Resize/Reposition the Chat, Participant and Audio & Video panels by “detaching” and using your mouse to reposition or “stretch/shrink”. Each panel may be detached using the  icon in the upper right corner of each panel.

10

Setting Preferences

- Depending on your system settings you may receive visual and audible notifications when individuals enter/leave the webinar room or when other actions are taken by participants. This can be distracting.
- To turn off notifications (audible/visual)
 - Select “Edit” from the tool bar at the top of your screen
 - From the drop down menu select “Preferences”
 - Scroll down to “General”
 - select “Audible Notifications” Uncheck anything you don’t want to receive and “apply”
 - Select “Visual Notifications” Uncheck anything you don’t want to receive and “apply”
 - For Screen Reader User – Set preferences through the setting options within the Activity Window (Ctrl+slash opens the activity window)

11

Technical Assistance

- If you experience any technical difficulties during the webinar:
 1. Submit a message regarding your issue via the chat area and the Moderator will address your concern via a private chat with you and/or refer it to one of the Great Lakes ADA Center IT Staff to contact you off line; or
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12



Agenda

- The Disability Workforce
- The Recruitment Landscape
- What Do We Mean by Accessibility?
- The Road to Inclusive Hiring



14

Research Data



2015 Kessler Foundation National Employment & Disability Survey: *Striving to work* ([Full Report](#))



Allegis Group State of Recruitment Report 2015



GettingHired Voice of the Job Seeker Survey 2014, 2015



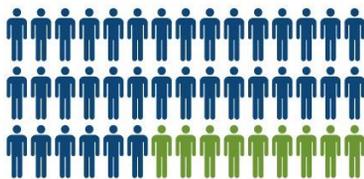
eRecruiting & Accessibility: Is HR Technology Hurting Your Bottom Line? ([Full Report](#))

15

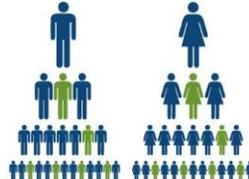
The Disability Landscape 1

5.9 Million in the Workforce have a Disability

20% of the U.S. Population has some type of disability



Largest Diversity Group



Unemployment – individuals with disabilities (2015)

10.3%

Unemployment - individuals without disabilities (2015)

4.6%

*USDOL: Bureau of Labor Statistics, Nov 2015

16

The Disability Landscape 2

2015 Kessler Foundation National Employment & Disability Survey finds that individuals with disabilities are *Striving to work*.

- 76.7% of job seekers with disabilities search for jobs online
 - 61.2% Contact employers directly
 - Minimal use of non-profits or state vocational rehabilitation counselors
- 68.4% of individuals with a disability are either working or looking for work
- 70.6% of individuals with a disability acquired their disability as an adult
 - 95% of these adults were working at the time they acquired disability
 - Only 43% of these adults were able to re-enter the workforce after disability

Status	Hearing	Vision	Lower Limb	Upper Limb	Cognitive
Currently Working	75.5	49.9	29.6	31.6	53.6
Want to Work	21.6	46.0	64.0	65.1	39.9

*Based on 3,013 participants

17

GettingHired Job Seeker Survey 1

Objectives

- Understand job search attitudes of candidates with disabilities (CWD)
- Identify how the job search experience differs between CWD and candidates without disabilities (CWOD)
- Identify opportunities for employers to improve inclusion

Methodology

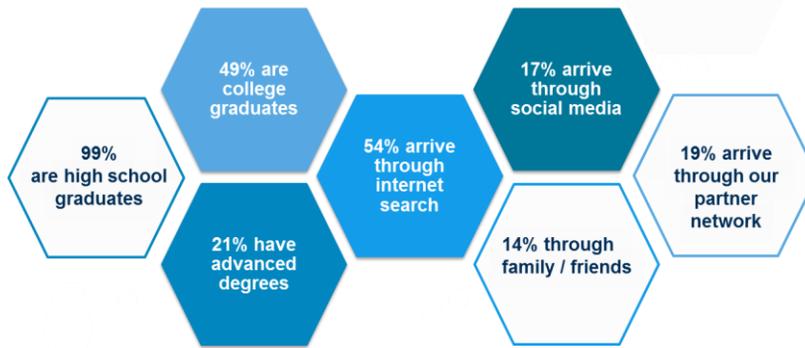
- GettingHired emailed the survey to candidates with disabilities

Responses

- 519 job seekers with disabilities

18

GettingHired Job Seeker Survey 2

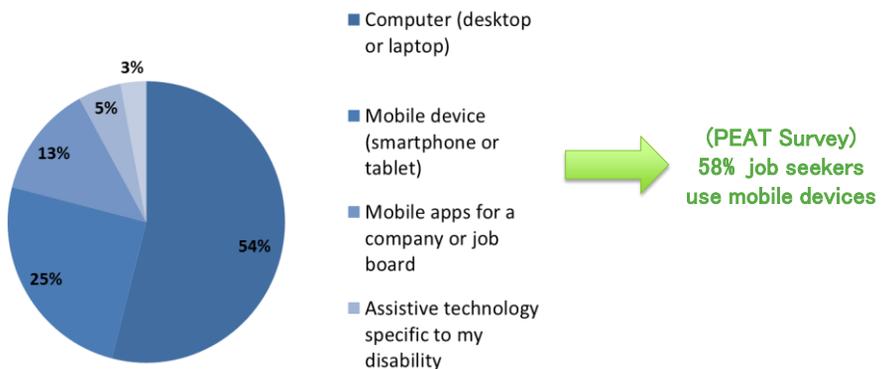


*GettingHired Job Seeker Survey 2014

19

GettingHired Job Seeker Survey 3

Technology Used To Apply For Jobs



*GettingHired Job Seeker Survey 2015

Most common answers for "other" include, paper application, mailing resume, and personally delivering application

20

GettingHired Job Seeker Survey 4

Most Frustrating Aspect During A Job Search?



41%
Little to no response from
recruiters



23%
Recruiters and managers who are
not sensitive to my disability



14%
Job descriptions are too specific

12%
Employers are unable to meet my request for a reasonable accommodation

10%
Career websites that are not accessible

21

GettingHired Job Seeker Survey 5

Among HR Professionals...

68% admit that their current recruiting processes are not capable of finding qualified people with disabilities.

48% admit to having "little to no knowledge" of how to implement a reasonable accommodation.

63% are not confident in their organization's handling of employee disabilities and accommodations.

Without a culture of inclusion, employees with disabilities are...

8% less satisfied with their company.

5% less proud of their company.

6% less likely to recommend their company.

5% less motivated to go beyond what's expected.



Candidates with disabilities are...

24% less likely to feel optimistic after an job interview.

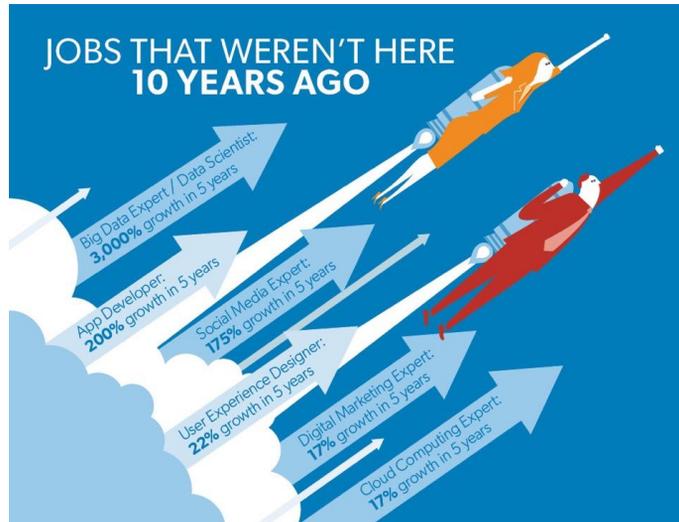
23% less likely to feel welcomed and by employers.

58% will not self-identify until a job offer has been extended.

Source: Human Resource
Management, 2014

22

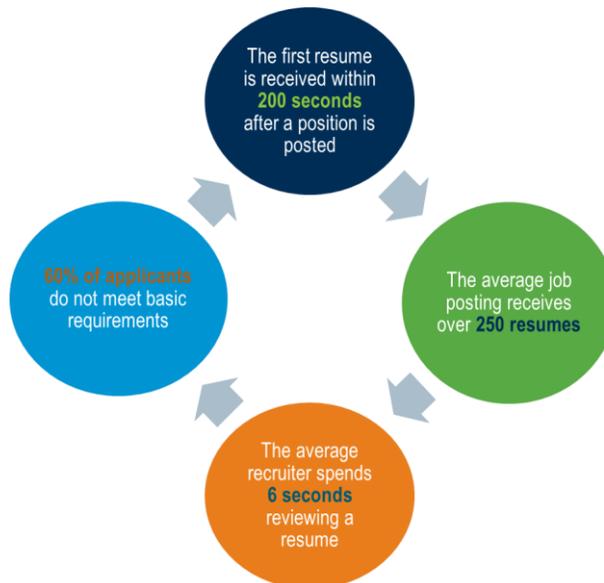
The Recruitment Landscape 1



*Allegis Group's 2015 State of the Recruitment Industry survey

23

The Recruitment Landscape 2



24

The Recruitment Landscape 3

THE TALENT ACQUISITION DILEMMA



Applicant Quality is the top rated performance metric – rated **80% more important than speed**

BUT...



30% 70%
companies are very satisfied with the quality of applicants



80%
of companies cite quality of applicants as a challenge in their current workforce strategy, with ~40% reporting it as a "significant issue"

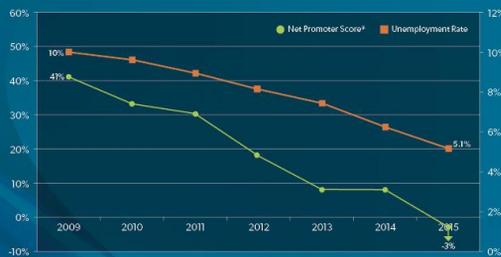
25

The Recruitment Landscape 4

CLIENT EXPERIENCE IS INCREASINGLY CRITICAL IN A TIGHT LABOR MARKET

WHAT THIS MEANS: After remaining steady for the previous year, client satisfaction has again resumed the negative trend and dropped to a new low of -3% NPS.

WHY IT MATTERS: For the first time, there are more client detractors than promoters, resulting in all-time low client satisfaction scores. With industry-wide satisfaction at such low levels, there is now more opportunity than ever to use worldclass client experience as a differentiator in the marketplace.



CLIENT SATISFACTION DROPS SHARPLY TO A NEW LOW OF



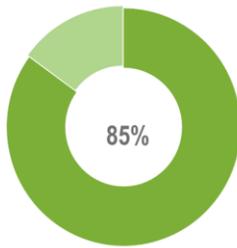
NOTE: Net Promoter Score® (NPS) is calculated by subtracting Detractor (those rating 1 or lower) from Promoters (those rating 9 or 10), on a scale from 0 to 100, after a customer has used your product or service.
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26

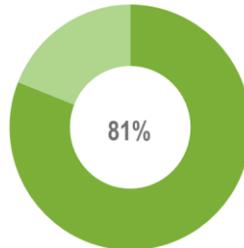
The Recruitment Landscape 5

Candidates without disabilities rate the top 3 most important aspects in the recruiting process

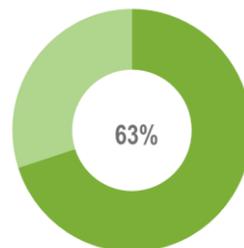
Consistent communication through process



Accurate job descriptions



Responsive to my calls and emails



*Allegis Group State of Recruitment Report 2015

27

The Recruitment Landscape 6

SOLVING THE PROBLEM

The problem with talent acquisition's "product" is related to problems with the process

Nearly **40%** of organizations state they do not have a documented recruitment process

48% of HR, **38%** of HM, and **45%** of candidates are very satisfied with the recruiting process

28

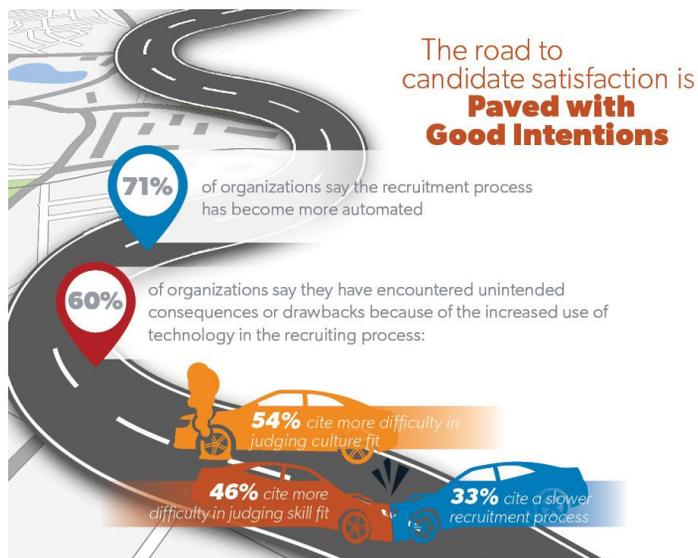
The Recruitment Landscape 7



*Allegis Group's 2015 State of the Recruitment Industry Survey

29

The Recruitment Landscape 8



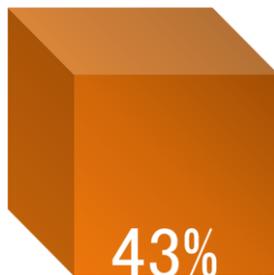
30

The Job Seeker Experience 1

3-4 months



1 Year +



Average time from interview to job offer:
2 – 4 weeks,
depending on the company

Average number of interviews:
2 – 3, depending on position

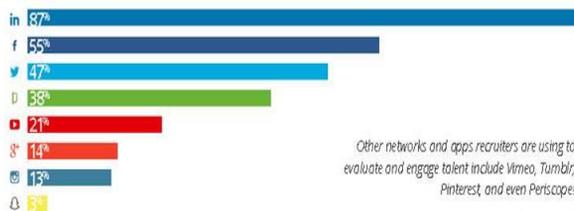
Time it has taken job seekers with a disability to get a job

31

The Job Seeker Experience 2

SOCIAL

Only 4% of recruiters DON'T use social media in the recruiting process, 4% aren't sure, but the 92% of recruiters that do use social media cast a wider net than ever:



Job Seekers with Disabilities:

50% have used social media to search for jobs

40% experienced accessibility or usability issues with social media

22% used social media sites, such as LinkedIn, to apply for a job.

* Jobvite's annual recruiting survey 2015

32

The Job Seeker Experience 3

JOB APPLICATIONS

46% rated their last experience applying for a job online as "difficult to impossible"



Of those 9% were unable to complete the application and 24% required assistance



67% have been asked to complete **pre-employment assessments** or testing for a job opportunity

Of those, **22% were unable to complete testing**

and **19% required assistance.**

TECHNICAL ASSISTANCE

Of those applicants using employer-provided "technical assistance"



42% were able to complete the application

58% were not able to complete the application

*PEAT 2015 eRecruiting & Accessibility Report

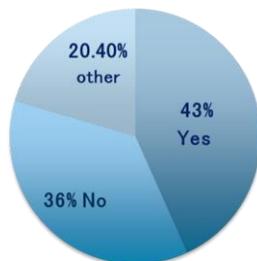
The Job Seeker Experience 4

Did You Ever Request An Accommodation From An Employer?

YES 39%
NO 61%

205 respondents said they have requested an accommodation from an employer at one point

Was the Employer Able To Provide the Accommodation?



Of these 205 individuals, **88 were successfully provided** with their needed accommodation, **while 75 were not provided** their accommodation by the employer

* 42 respondents answered "other," which includes responses like, some employers were able to while others were not, and I was fired before I could receive it

*GettingHired Job seeker Survey 2015

34

The Job Seeker Experience 5

TOP eRECRUITING ACCESSIBILITY ISSUES

- Complex navigation
- Timeout restrictions
- Lack of video captioning
- No alternative text for images
- Poor screen contrast
- Inaccessible form fields
- Mouse-only input option



Section 508

Web Content Accessibility Guidelines (WCAG) 2.0

Section 255 of the Communications Act 21st Century

Communications & Video Accessibility Act of 2010

*PEAT 2015 eRecruiting & Accessibility Report

35

GettingHired Job Seekers 1

Experience Level (Self-Selected)	Percent	Experience	Percent %
Entry Level	24%	Less than 1 Year	10.6%
Experienced (Non Management)	41%	1-3 Years	12.1%
Skilled Technician	5%	3-5 Years	10.5%
Management	14%	5-7 Years	9.3%
Senior Management	4%	7-9 Years	6.7%
Executive Management	2%	9-11 Years	7.0%
Other	10%	11+ Years	42.0%

36

GettingHired Job Seekers 2

Industry / Talent Area (Self-Selected)	Percent %
Industrial, Manufacturing & Repair	13.9%
Information Technology	12.9%
Healthcare	10.5%
Retail / Sales	9.9%
Customer Service	9.3%
Administrative & Office Support	8.2%
Accounting & Finance	6.8%
Education	6.7%
Management & Operations	6.5%
Engineering	6.2%
Government	3.1%
Advertising & Marketing	2.3%
Legal	2%
Other	1.7%

GettingHired job seekers are drawn from all 50 states, including Puerto Rico and the District of Columbia

37

The Job Seeker Experience 1

Why do candidates with disabilities choose to disclose or not disclose?



38

The Job Seeker Experience 2



25% believe they have been asked an **illegal** question during an interview

63%

Of our job seekers who have a **visible disability**, believe it affects their ability to get a job

Employers treat all candidates equally



23% of job seekers are **neutral**

33% of job seekers **agree**

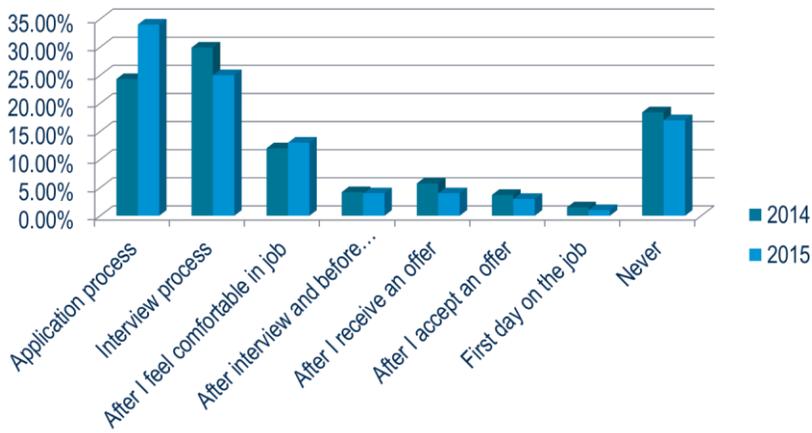
50% of job seekers **disagree**

Almost an equal number of respondents felt that they have and have not been **discriminated** against during the interview process

39

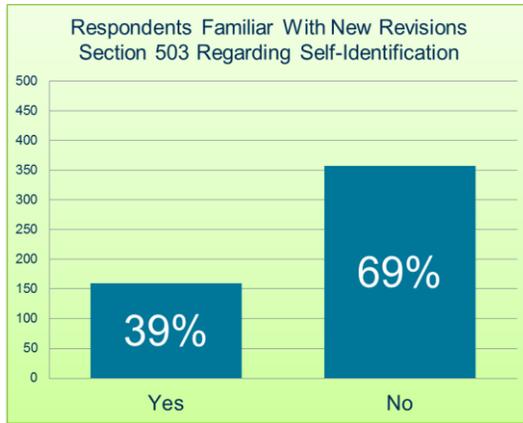
The Job Seeker Experience 3

At what stage in the hiring process do you disclose your disability?



*GettingHired Job Seeker Survey 2014-2015

The Job Seeker Experience 4



Section 503 of the Rehabilitation Act, directs federal contractors to invite applicants to self-identify as an individual with a disability

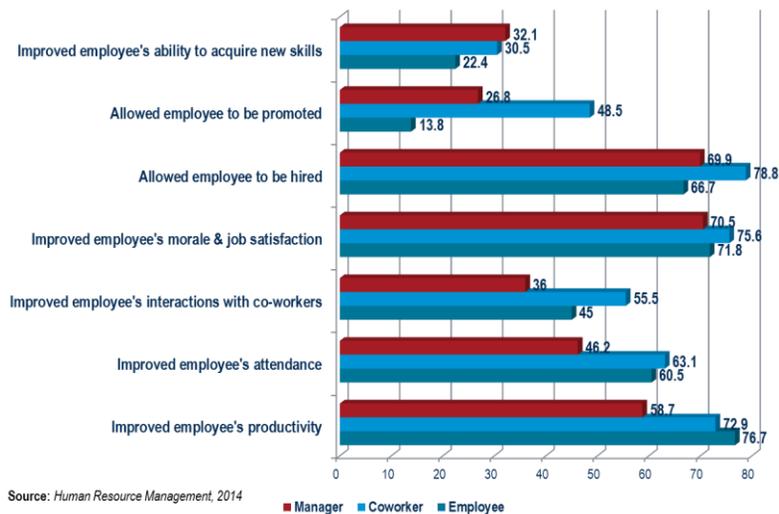
*GettingHired Job Seeker Survey 2015

41

Inclusive Hiring 1

Employee Performance, Engagement & Retention

A Positive Experience Providing a Reasonable Accommodation Resulted in...



42

Inclusive Hiring 2



Google Impact Challenge | Disabilities



Starbucks Largest Roasting Plant Offers Job Training for People With Disabilities



Microsoft hiring program opens more doors to people with autism

Using Artificial Intelligence to Help Blind People 'See' Facebook

Twitter Makes Images More Accessible for Visually Impaired

How Walgreens Prospers by Hiring People with Disabilities

The 2016 Diversity Inc. Top 50 Companies for Diversity

USBLN & AAPD Annual Disability Equality Index

43



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Thank you for participating!

NEXT SESSION IS **JULY 21, 2016**

**Real Life Accessibility: Software versus
Disability-Based UX Testing**

The session today was recorded
and will be archived at

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45