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Self-Identification Form: Effective Tips for Better Results

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AGENDA

- Disability Demographics
- Disability Point of View
- Overview of Section 503
- Self ID Form : Pre, Post, 5 yrs.
- Internal Tips
 - Keys to success
- External Tips
 - Keys to success
- Critical Tips
- Next Step





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HirePotential, Inc.

- **Since 1999: Working with Federal Contractors and Fortune 500 Companies**
 - **The Leader in Disability Compliance and Inclusion**
 - **Corporate and Staffing Background: Placing hundreds of Candidates**
- **Disability Strategic Solutions and Services**
 - *Outsourced Recruiting*
 - *Training Courses – HRCI Credit*
 - E-Learning courses, Webinars, Onsite
 - *Technical Accommodation Outsource Solution*
 - Screen reader, magnification, voice activation, hearing
 - Help desk for Assistive Technology users in Business
 - *Tax Credit Administration Services*
 - *Web Assessment Services and Solutions*
 - Testing, development coding training and software testing
 - *Consulting*
 - Gap Analysis – Compliance and Accommodations
 - Expertise



Demographics

- **56M Individuals with Disabilities**
 - 19% of US Population
- **70M Aging (55+)**
 - 8000-10,000 turning 65y/o per day
 - By 2020, 73% able to retire only 5% coming in
 - 40% disability by 65y/o
- **23.9M Veterans**
 - 9% of US population (est. 30% have disability)
 - 2.8 M (known)



Disability Point of View

- Told not to disclose
- Fear of attitude barriers
- Lack of trust
- Limited Marketing
 - Language/Ads
- Limited Branding





Overview of 503

Title	Description
Incorporation of EO Clause	Required to use specific language when incorporating the EO clause into a subcontract by reference
Utilization Goal	7% of all Job Groups 100+
Data Collection	Document & update annually number of IWD applying & hired
Invitation to Self ID	Pre, Post, 5 years
ADAAA	Revision of the definition of disability & certain non-discrimination provisions of implementing regulations
Records Access	Must allow OFCCP to review documents related to a compliance check



How do I know if I have a disability?

You are considered to have a disability if you have a physical or mental impairment or medical condition that substantially limits a major life activity, or if you have a history or record of such an impairment or medical condition.

Disabilities include, but are not limited to:

- Blindness
- Deafness
- Cancer
- Diabetes
- Epilepsy
- Autism
- Cerebral palsy
- HIV/AIDS
- Schizophrenia
- Muscular dystrophy
- Bipolar disorder
- Major depression
- Multiple sclerosis (MS)
- Missing limbs or partially missing limbs
- Post-traumatic stress disorder (PTSD)
- Obsessive compulsive disorder
- Impairments requiring the use of a wheelchair
- Intellectual disability (previously called mental retardation)

Please check one of the boxes below:

- YES, I HAVE A DISABILITY (or previously had a disability)
- NO, I DON'T HAVE A DISABILITY
- I DON'T WISH TO ANSWER



Voluntary Pre

Process	Candidate w/ a Disability
Candidates will be asked to disclosed during application process	<ul style="list-style-type: none">• Candidates will feel reluctant fearing discrimination• Candidates with disabilities not informed about the new regs

Post

Process	New Hire w/ a Disability
New Hires will be asked to Self Id in the onboarding process	<ul style="list-style-type: none">• New hires may still be in fear, don't know culture or regs• May have better results now being an employee but still may be reluctant.



Every 5 years

Process	Employee w/ a Disability
Surveys 5 years	Employees more likely to disclose once they learn about the culture and environment
Surveys to Engage Employees	↓
Marketing Campaigns to Encourage	



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Internal Tips



- Culture
 - Change culture norms around IWD in the workplace
 - Okay to disclose
 - Disability can be anyone – a part of life – aging
 - Supportive and willing to help all employees be successful
 - Surveys: build trust
- Surveys
 - Introduce the Self ID form
 - Gain a baseline
 - Show Improvement
- Campaigns
 - Why?
 - you want it & why they should disclose
 - Give clear information of the info you want and need
 - What happens to the data?
 - Set goals



Key to Successful Internal Campaigns

- Clearly Define your Messaging
 - Why
 - Inclusive/ federal contractor
 - C level commitment – willing to disclose
- Align with Culture
 - Meaningful to your organization
 - Core Values
 - Product and services (Apple)
- Timing and Frequency
 - Consistency
 - Not immediately but over time
 - Develop a Plan - Disability Inclusion is a Priority
- Communicate & Celebrate
 - Celebrate results – Inclusive culture
 - Stories of Champions
 - Self Identifying makes us a competitive company





Marketing Ads

- Candidate
 - Website
 - Pictures with IWD
 - Accessibility
 - Accommodation Statement
 - Alternative formats
- Customer
 - Advertise: Swifter, Bank of America
- Messaging
 - Ability, independent, confidence, and “just is”
- Be consistent



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Key to Successful External Campaigns

- Define your Target Audience & Messaging
 - Align with theme, look & feel
 - Skills and abilities of IWD's
 - Many change with audience
- Align with External Branding
 - Fully inclusive overall
 - Align with products and services (Apple)
- Timing and Frequency
 - Consistency
 - Multiple channels on a topic
 - Develop a Plan - Disability Inclusion is a Priority
- Communicate & Celebrate
 - Increase in Market Opportunity
 - Increase in customer satisfaction
 - Cast a wider net of talent and improve disclosure rate





CRITICAL Tips to Include

- Website and Applicant Tracking System
 - Accessibility – Global Standard/Best Practice
 - Get testing and a repeatable solution
 - Accommodation Statement
 - Recruiting Job Board specific to IWD
- Marketing Materials
 - Alternative formats
 - Business cards- Braille
- Accommodation Process
 - Interactive process
 - Self ID
 - 3rd party Outsource
- Training
 - Etiquette, interviewing, onboarding, managing, retaining
- Employee Resource Group
 - Messaging, communicating





CRITICAL Tips to Include

- Messaging and Images
 - Business, Organization, People, Culture – Diversity & Inclusion
 - IWD webpage on your site
 - Images: Strong, active, empower, capable
 - Across all lines of business and departments





- Find Champions
 - C level, SVP, managers
 - Align with efforts
 - Be a voice
- Existing Communication Channels and Messages
 - Social Media
 - Internal methods – i.e., newsletter
- Accessibility
 - Recruiting flow- ATS
 - Test and repeatable testing process
 - Education and Training





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Next Steps



- Accommodation
 - Self ID form when request is made
 - Interactive process
 - Training
- Training: Annual for all employees
 - Etiquette, Interviewing, onboarding, managing, retaining
 - Recruiters, managers, co-workers, customer service
- Other:
 - Employee Resource Group
 - Work Opportunity Tax Credit - Form





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Thank YOU!

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