

***Self-Identification:***  
**Benefits to Federal Contractors and Career-Seekers**  
**with Diverse Abilities**

**2015 Hiring Abilities Employment Symposium**  
**November 2, 2015**

**Presented by: Leslie Wilson, President/CEO, Wilson Resources, Inc.**

# Statistics that Impact Business



- Largest minority in the U.S., which touches all other minority groups: One in 5 Americans has a disability; estimated 56.7 million people – 19% of the population identified during the 2010 Census.
- 24% of all American families have a family member with a disability
- Americans with disabilities have a combined income of more than \$1 trillion with \$220 billion in discretionary income.
- There are 7 billion people on the planet; 1.2 billion have disabilities. That is the equivalent of China's population.

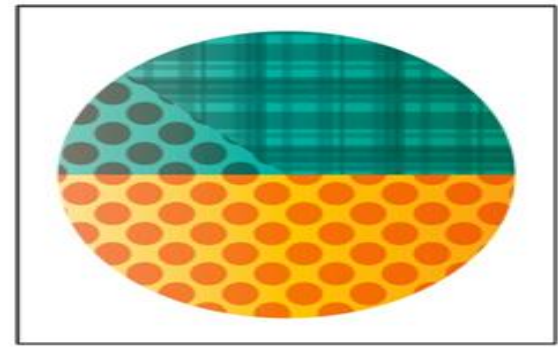
# The World is Changing

“The Hidden ‘D’ in Diversity is Disability”

- Trends indicate that the labor market will look much different tomorrow than it did in the past.
- The ability to recruit, retain, and engage employees will be affected by how well employers anticipate and adapt to this new workforce.
- The workforce is aging with five generations represented.
- There are 77 million baby boomers - many who are working longer. It is estimated that 52% of the boomers will become disabled.



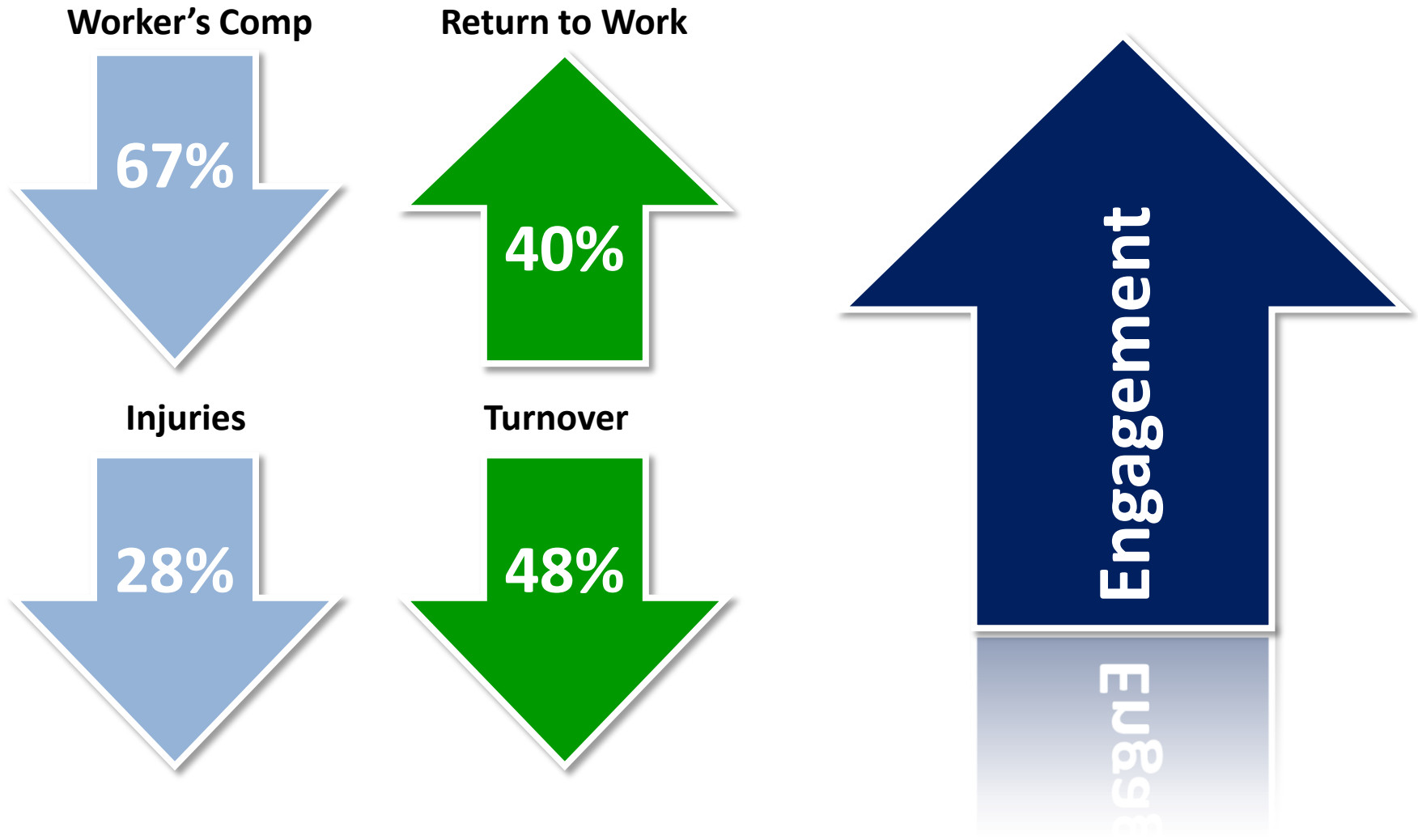
# The Business Case



- According to the 2010 Harris Survey most employers found people with disabilities DO NOT cost more to employ than people without disabilities.
- The research also found there is no significant difference between people with disabilities and their nondisabled peers in their, absenteeism, flexibility to adapt to new situations, ability to acquire new skills and dedication to the job. One-third of the employers said people with disabilities were more dedicated and less likely to leave.

Source: *Survey Conducted by Harris Interactive:* [2010 Survey of Employment of Americans with Disabilities](#)

# Example of Walgreen's & P&G Disability Hiring Results



# Change =

- *Those who make it*
- *Those who watch it*
- *And those who wonder what happened*

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# Section 503 of the Rehabilitation Act & Federal Contractors

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Section 503 is the most  
significant change to  
Affirmative Action in  
25 years –  
Since passage of the ADA





# Section 503 of the Rehabilitation Act for Federal Contractors

Effective March 2014, with rolling compliance through March 2015, Section 503 of the Rehabilitation Act requires federal contractors with 50+ employees and \$50,000+ in federal contracts to aspire to a goal of 7% across job groups for the employment of people with disabilities



# Section 503 of the Rehabilitation Act for Federal Contractors

*“Companies have to address  
disability-inclusion holistically.  
They can’t just send out a  
periodic survey.”*

The Conference Board Presentation,  
*Do Ask Do Tell*, September 2014

# Section 503 of the Rehabilitation Act for Federal Contractors

Self-Id of applicants pre and post-offer,  
within 1<sup>st</sup> year & then 5-year intervals for  
current employees using language  
prescribed by OFCCP.



## **Voluntary Self-Identification of Disability**

Form CC-305  
OMB Control Number 1250-0005  
Expires 1/31/2017  
Page 1 of 2

**Why are you being asked to complete this form?**

OFCCP Section 503 Website: <http://www.dol.gov/ofccp/regs/compliance/section503.htm>

# Section 503 of the Rehabilitation Act for Federal Contractors

## DIVERSITY WORKS



## Why Self-Identification Campaigns?

- Sending out an email asking for individuals to self-identify will not produce the desired effect
- Well-organized Self-Id Campaigns announce to all stakeholders that disability inclusion is important – enhances loyalty, engagement, & innovation

# Section 503 of the Rehabilitation Act for Federal Contractors

Examples of Components of an Effective Self-Id Campaign:

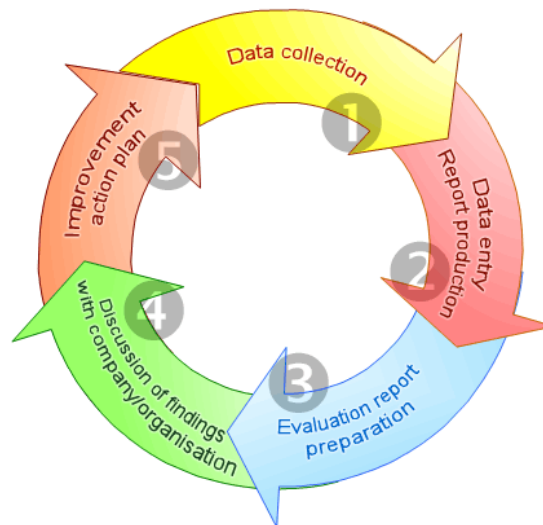
- Communication Plan with Deadlines & Assignments
- Memorable Slogan
- Communicate Why and Assure Confidentiality
- Raise Awareness of Definition of Disability
- Provide Training and Resources



# Section 503 of the Rehabilitation Act for Federal Contractors

Benefits to federal contractors in launching an effective Self-Id Campaign:

- Benchmark where you are in meeting the aspirational goal of 7% across job groups
- Develop data-driven affirmative action plans



## OFCCP Statement on Outreach & Recruitment

*"Outreach is more than just marketing your organization through diverse job boards – the OFCCP is now looking for the **relationship** you have built with each recruitment source to allow each of them to understand the specific and unique qualification requirements of your available jobs.*

*OFCCP believes that these personal and more engaged relationships make you more effective in your search to hire qualified protected veterans and individuals with disabilities."*

# Goldilocks Paradox: Too Experienced - Not Experienced Enough



- People with disabilities are often not hired, even though they are qualified
- A candidate with a disability who has extensive experience may be returning to work

More thinking outside the box in interviewing style/techniques  
Creativity – Example



# Section 503 of the Rehabilitation Act

Why should candidates and employees with disabilities self-identify?

- Voluntarily self-identifying is a good thing — it's how things change
- All things being equal during the application process with a federal contractor, it may provide you an opportunity to get noticed

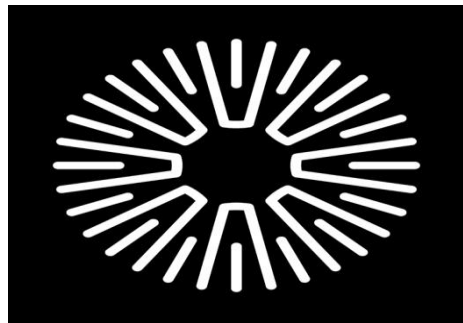
<http://www.dol.gov/ofccp/SelfIdVideo.html>

# Section 503 of the Rehabilitation Act

## Organizations Sourcing Candidates:

How you can help federal contractors meet their 503 compliance obligations?

- Gain knowledge of federal contractors' compliance obligations
- Visit companies' career sites
- Become a dependable source of talent
- Source only candidates who can perform the essential functions



# Section 503 of the Rehabilitation Act



How you can help federal contractors meet their 503 compliance obligations?

**FORMAL HIRING EVENTS:** *(A) Formal briefing sessions should be held... clear and concise explanations of current and future job openings, position descriptions, worker specifications, explanations of the company's selection process, and recruiting literature should be an integral part of the briefing... Formal arrangements should be made for referral of applicants, follow up with sources, and feedback on disposition of applicants.*

# Section 503 of the Rehabilitation Act

How you can help federal contractors meet their 503 compliance obligations?

**Training:** *All personnel involved in the recruitment, screening, selection, promotion, disciplinary, and related processes shall be trained to ensure that the commitments in the contractor's affirmative action program are implemented.*



# How Do You Find Federal Contractors?

Who is serving federal installations?  
Food service providers at federal installations  
Airlines, Railroads, Trucking Companies  
Ports  
Defense Contractors  
Hospitals with Federal Research Contracts  
Many Major Retailers



[WWW.FEDSPENDING.ORG](http://WWW.FEDSPENDING.ORG)  
[WWW.NATIONALILG.ORG](http://WWW.NATIONALILG.ORG)

# Resources

The Conference Board recently released a guide for employers titled: ***Do Ask, Do Tell: Encouraging Employees with Disabilities to Self-Identify***. The publication is complimentary and can be accessed by signing in or creating an account on The Conference Board website at this link: [Do Ask, Do Tell: Encouraging Employees with Disabilities to Self-Identify](#)

Toolkit for employers titled ***Recruiting, Hiring, Retaining, and Promoting People with Disabilities***, which was disseminated immediately following the White House Summit on Disability and Employment, held in February 2015.

Link: [Toolkit for Employers](#)

This public service announcement-style video encourages applicants and employees with disabilities to voluntarily self-identify by explaining the key role that self-identification plays in measuring contractors' progress toward achieving equal employment opportunity for people with disabilities.

The *Disability Inclusion Starts With You* video is available online for viewing or download at <http://www.dol.gov/ofccp/SelfIdVideo.html>

**October was National Disability Employment Awareness Month.** The Office of Disability Employment Policy (ODEP) at the US Department of Labor has some great ideas, videos and other activities. For more information:

[www.dol.gov/odep/ndeam](http://www.dol.gov/odep/ndeam) and [www.whatcanyoudocampaign.org](http://www.whatcanyoudocampaign.org)



# QUESTIONS & COMMENTS

11.2.15

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