

# Welcome to Session 3 of the Disability Awareness and Sensitivity Series

## Disability Equality Index (DEI) A Roadmap to Disability Inclusion

Funded in part by Small Business Administration  
through the Community Navigator Pilot Program.

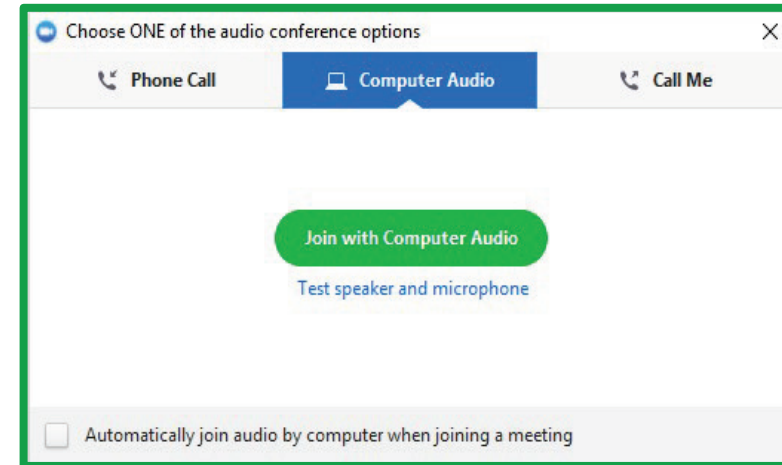


SMALL  
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- If you experience any technical difficulties during the webinar, please use the chat box to send a message to the NDI Host or email [rchavez@ndi-inc.org](mailto:rchavez@ndi-inc.org).
- Please note: This webinar is being recorded and the materials will be placed on the [Disability Small Business website](#) on the [Past Events](#) page within 1-2 weeks.

# Future Sessions

## Register for Upcoming Sessions

- [Session 3: Disability Equity Index - September 14th 2-3 EST](#)
- [Session 4: Intellectual and Developmental Disabilities - September 29th 2-3 EST](#)
- [Session 5: Blind and low vision – October 5th 2-3 EST](#)
- [Session 6: Implicit Bias – October 19th - 2-3 EST](#)
- [Session 7: Legal Considerations - The ADA – Date TBD 2-3 EST](#)
- [Session 8: Accessibility of print and digital information and materials – November 30th 2-3 EST](#)
- [Session 9: Connecting with Disability Specific Resources – December 14th 2-3 EST](#)
- [Session 10: The Integrated Resource Team Approach – December 21st 2-3 EST](#)

**All sessions will be recorded and available here within a week of the completion of the session:** [Disability Small Business Past Events](#)



# Disability Equality Index (DEI)

A Roadmap to  
Disability Inclusion

Becky Kekula, Director, DEI

**Disability:IN**<sup>TM</sup>  
Your business partner  
for disability inclusion.

# THE DEI



The Disability Equality Index (DEI) is a comprehensive **benchmarking tool** that helps companies build a **roadmap** of **measurable, tangible actions** that they can take to achieve disability inclusion and equality.

Learn more about the DEI:

[www.DisabilityEqualityIndex.org](http://www.DisabilityEqualityIndex.org).

## A JOINT INITIATIVE:





# WHAT DEI MEASURES?



- Culture and Leadership
- Enterprise-Wide Access
- Employment Practices
- Community Engagement
- Supplier Diversity
- Non-U.S. Operations (not weighted)

# THE GDEI



The 2021 [Global Disability Equality Index](#) pilot was launched in response to Disability:IN partners' desire to benchmark inclusion efforts around the world, both within their own brand as well as other industries. Disability:IN plans to continue the **Global DEI** with the goal of including more companies and countries on an annual basis and registration is currently open for the pilot's 2<sup>nd</sup> phase.

## A JOINT INITIATIVE:



# THE 2022 DISABILITY EQUALITY INDEX

## Context for the 2022 Disability Equality Index

Skilled labor shortages worldwide

Post-pandemic corporate rebuilding

New demand for workplace flexibility

Renewed attention to mental health

Broader considerations of diverse, marginalized populations

Need to cultivate and invest in new pipelines

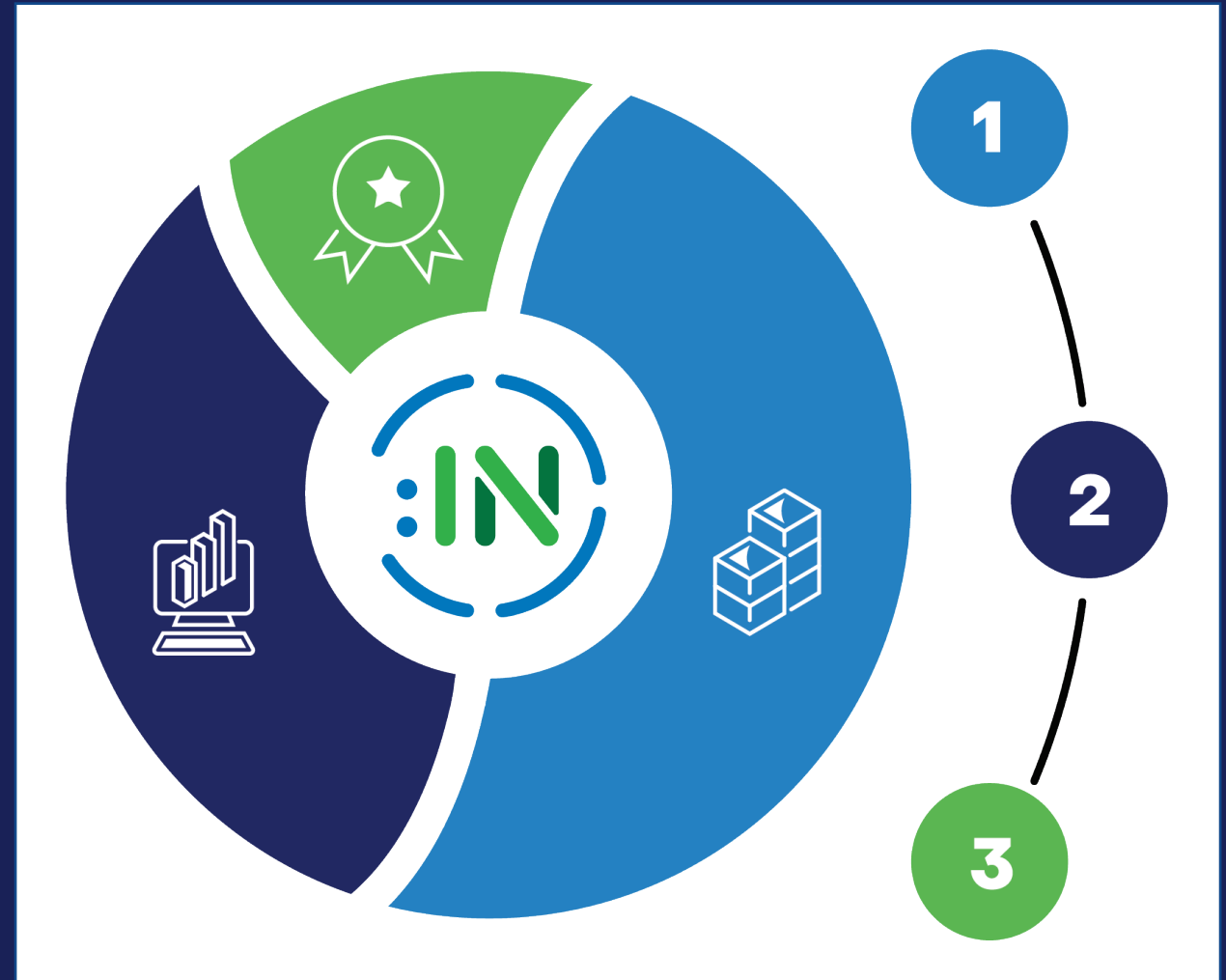


# About the 2022 DEI

- **415** Total Companies
- **30%** Increase Over 2021
- **111** First Time Participants
- **185** Fortune 500 Companies
- **29** Industries Represented
- **15 million** U.S.-based employees
- **8.8 million** employees outside the U.S.

# 2022 DEI Findings

The Story Behind 2022:  
**Progressing from  
Acceptance to Inclusion  
to Belonging**



# ARE YOU IN?

2022 DISABILITY:IN CONFERENCE | JULY 18 - 21



accommodation

## Foundational Practices

> 70% respondents

- Disability-focused ERG
- Vision and hearing benefits
- Offering disability accommodations in the interview process



# ARE YOU IN?

2022 DISABILITY:IN CONFERENCE | JULY 18 - 21



inclusion

## THE 2022 DISABILITY EQUALITY INDEX

# Emerging Trends > 50% of respondents

- **Company-wide disability hiring goals**
- **Auditing digital products for accessibility**
- **Supplier diversity goals set by executive level**



# ARE YOU IN?

2022 DISABILITY:IN CONFERENCE | JULY 18 - 21



belonging

## THE 2022 DISABILITY EQUALITY INDEX

# New Imperatives for Corporate Success

## < 50% of respondents

- Disability inclusion training for all people managers
- Incorporating disability metrics into performance evaluations
- Retention of employees with disabilities





# ACCESSIBILITY BEST PRACTICES



- Universal Design is an initiative through the Global Workforce Enterprise Services that is creating universally accessible workplaces on all sites and ensuring that all employees can comfortably and safely access their workplace.
- The Inclusive Design Program runs annually and trains hand-selected leaders across all units of the business in Inclusive Design, entering the experiences and expertise of individuals on the margins to build more equitable products, services, and experiences for them. This includes their disabled community, with whom we are co-designing new policies + practices, along with adaptive wear.
- Each month Enterprise Digital Governance hosts a roundtable discussion that informs our global colleagues on digital accessibility topics and best practices. Teams have an opportunity to hear success stories and learn tips and principles for inclusive design.

# MENTAL HEALTH BEST PRACTICES



- Ending workdays at 2 p.m. on Friday afternoons, enabling employees to start the weekend early, rest and refuel. Employees are not expected to “make up” this time during the week. Employees are encouraged to use this time for activities designed to support emotional and physical wellbeing.
- A well-being savings account which can be used on well-being products, memberships, services and gift cards.
- A wellness program that offers meditation, stretching, etc., lunchtime events. The stretching classes have instructions who include options for those who may can only do the exercises in a chair or require modified versions of a stretch to accommodate individuals with disabilities.

# ACCOMMODATIONS BEST PRACTICES



- Ensuring all employees begin the day set up for success; they have a dedicated adaptive technology lead who meets with anyone needs physical or mental assistance to allow them to do their job best; they provide the technology or specialized programs/software to meet their needs.
- While many employees are still working from home, employees with disabilities that need different hardware or software work with their team and with IT to get the technology that is needed to perform their job and sent to their homes.
- The company has developed and implemented a Meeting Accessibility Guide to help meeting planners, and to encourage advance planning for the needs of all meeting attendees, whether they have a disability or not.

# Engaging with DOBEs



# Thank You!

**Becky Kekula**  
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Disability:IN

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# Community Navigator Pilot Program Goals

- Support Entrepreneurs and Small Business owners with disabilities at any point of the Business Life-Cycle.
- Reduce barriers accessing needed programs to recover, grow, or start a business.
- Increase coordination of the DMV area ecosystem of entrepreneurial support organizations to be responsive and accessible to the needs of entrepreneurs and small business owners with disabilities.
- The ecosystem includes: financial assistance, access to capital, contracting and procurement assistance, marketing and communications, operations, management and business development, legal assistance preferred contracting status.
- For more information, contact our Community Navigator, [Ruth Chavez](#).

[NDI and SBA Small Business Hub](https://disabilitysmallbusiness.org) (disabilitysmallbusiness.org)

[Disability Owned Streaming Channel](https://disabilityowned.com) (disabilityowned.com)

