

***The McGraw-Hill Companies***

# Creating a Positive Work Environment

GettingHired.com Advisory Council

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Terri D. Austin  
Chief Diversity Officer  
The McGraw-Hill Companies





# Current Corporate Environment

- Competitive
- Fast Paced
- Constant Change Management
- Politically Charged

# Issues Facing People with Disabilities in the Workforce

- Lack of opportunity
- Lack of inclusiveness
- Lack of senior level positions



# Diversity & Inclusion Defined

- Definition in the United States
- Definition in other regions
- Definition for McGraw-Hill



# Role of the Chief Diversity Officer

- Develop D&I Councils
- Establish Mentoring Programs
- Support Cultural Celebrations
- Support Employee Engagement
- Oversee Employee Resource Groups
- Promote the Business Case for Diversity



*Goal is to enhance inclusiveness and engagement*

# United Nations and US Census Statistics

Around 10 per cent of the world's population, or 650 million people, live with disabilities.

US 2000 Census counted 49.7 million people with disabilities.

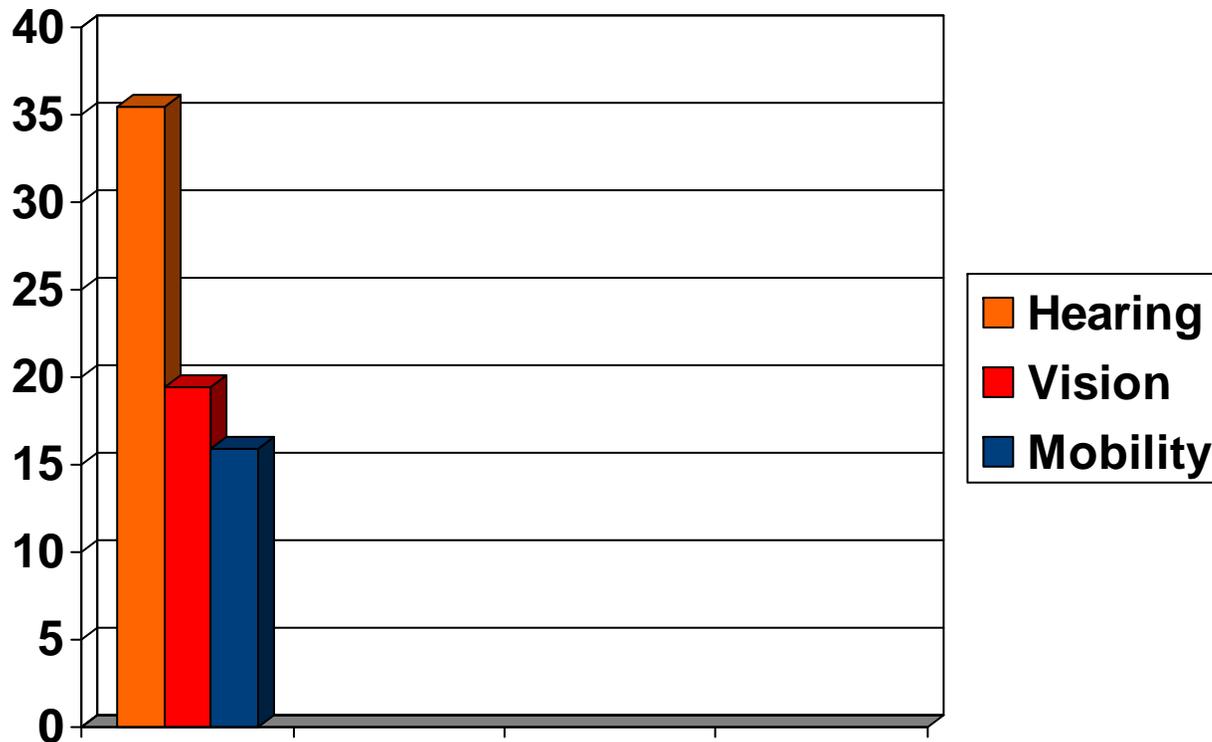
Persons with disabilities are routinely denied basic rights such as to equal recognition under the law, freedom of expression, and the right to participate in political and public life.

Eighty percent of persons with disabilities – more than 400 million people – live in poor countries and there is a strong link between disability and poverty.

In developing countries, 80% to 90% of persons with disabilities of working age are unemployed.

# US Statistics for People with Disabilities\*

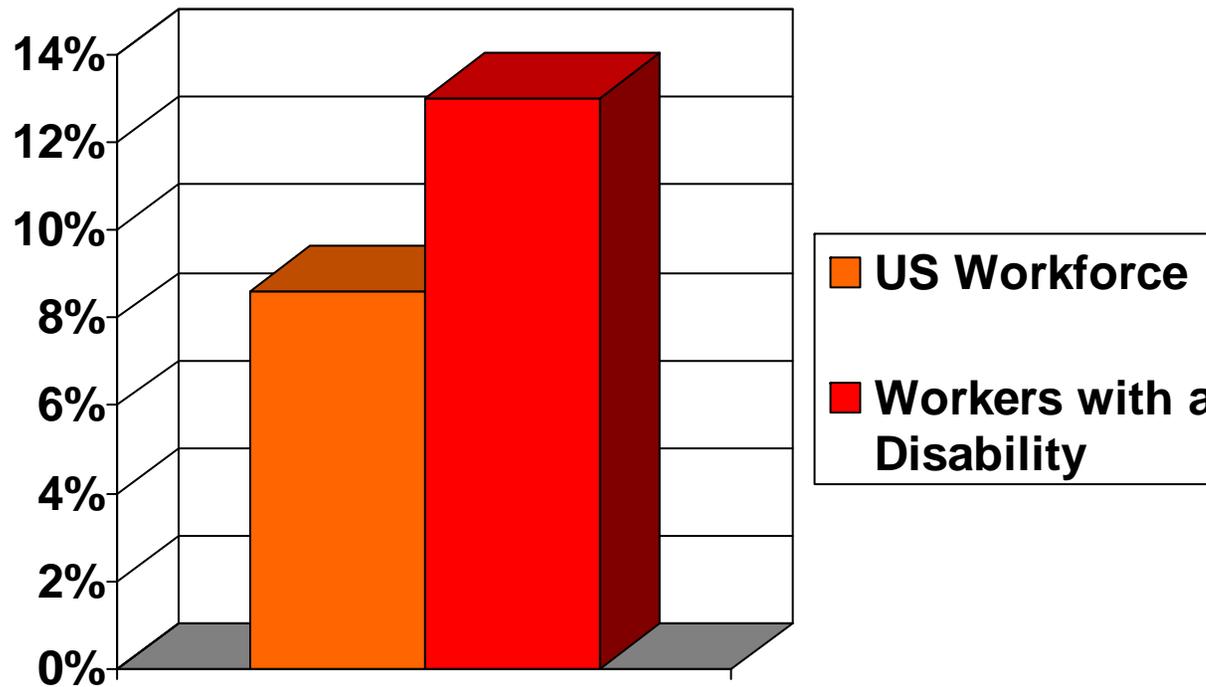
Number of adults with hearing trouble: 34.5 million or 15.2%  
Number of adults with vision trouble: 19.4 million or 8.6%  
Number of adults with difficulty walking: 15.9 million or 7.0%



\*Non-institutionalized adults 18 years and older according to CDC.

# Current US Unemployment Rate

The unemployment rate for workers with a disability is 13% compared to 8.6% for all workers.



# New US Rule Proposed December 8, 2011

The Obama administration plans to set new hiring procedures for government contractors.

The Labor Department proposed a new rule last week that would require most companies with federal contracts to set goals requiring that disabled workers make up 7% of their workforce.

Patricia Shiu, Office of Federal Contract Compliance Programs, stated, "This is probably the greatest proposal for real substantive change since the passage of the Americans with Disabilities Act ...the rules have said that contractors simply need to make a 'good faith' effort to recruit and hire people with disabilities. Clearly, that's not working."

The proposed rule would require companies to devote more resources to recruiting efforts to hire disabled workers, improve training programs and update data collection. Contractors would have to keep detailed records showing they were complying. The rule would require them to list job openings to increase their pool of qualified applicants.

Federal contractors and subcontractors account for nearly a quarter of the nation's workforce. The proposal could have a ripple effect across the country and help bring down the 13 percent unemployment rate for disabled workers. The rate is 8.6 percent for all workers.

# McGraw-Hill Disability Initiatives

GettingHired.com

National Organization on Disability

Springboard Consulting

New Alternatives for Children

Young Adult Institute

Disability Mentoring Day

Launch of EASE

# GettingHired.com

McGraw-Hill posts all open positions with GettingHired.com

We participate in webinars.

We hope to increase partnership opportunities.



# National Organization On Disability (NOD)

- McGraw-Hill partnering with Carol Glazer.
- Provided keynote address for launch of ERG.
- Will work Bridges to Business program.



# Springboard Consulting

- Worked with Nadine Vogel to train senior management.
- Springboard assisted with formation of disability ERG.



# New Alternatives for Children (NAC)

NAC's mission is to provide innovative, high quality services in support of birth, foster, and adoptive families who are caring for children with special medical needs at home.

Working primarily with children whose birth families live in poverty, NAC seeks to enable them to remain in, or return to, their homes whenever possible, or to be adopted by loving families when necessary.

McGraw-Hill sponsors and volunteers with NAC.



# YAI Network

McGraw-Hill was honored last at the YAI Network's Benefit for Hope Gala with the Corporate Partner of the Year Award.

McGraw-Hill's partnership with the YAI Network began nearly four decades ago, when the company hired individuals with developmental disabilities from YAI's employment training programs. YAI serves 20,000 people of all ages with disabilities and their families through more than 450 community-based programs.

Robert J. Bahash, President, McGraw-Hill Education, accepted the award. "The individuals from the YAI Network who work at McGraw-Hill are significant contributors to society," Mr. Bahash said. "They are important members of our organization who want to succeed, and we greatly value the longstanding partnership we have developed with the YAI Network."

"The partnership between YAI and The McGraw-Hill Companies plays a pivotal role in promoting public awareness and in enhancing the lives of people with disabilities," said Dr. Philip H. Levy, CEO and President of the YAI Network.

# Disability Mentoring Day

## What is Disability Mentoring Day

A large-scale national effort designed to promote career development for students and job seekers with disabilities (the mentees) through hands-on career exploration, on-site job shadowing, internship and/or employment opportunities, and matching of mentee/mentor. DMD is observed each year on the third Wednesday of October to coincide with National Disability Employment Awareness Month.

## What are the Goals of Disability Mentoring Day?

- To increase employment opportunities for people with disabilities
- To dispel employers' fears about hiring people with disabilities
- To promote disability as a central part of diversity recruitment for a more inclusive workforce
- To serve as a launching point for year round efforts to foster more career oriented mentoring opportunities



# Launched EASE on October 24, 2011

## **Membership**

Open to all employees

Veterans with service-related disabilities

Maturing workers with age-related disabilities

Employees who have children with special needs

Employees who have other dependents with special needs

Friends and allies of any of the above mentioned groups

## **Mission**

To create an environment that empowers people impacted by disabilities to reach their full potential and positively affect our markets and communities.

## **Objectives**

Educate the organization on the importance of the application of disability etiquette and awareness

Support the company in attracting, developing and retaining qualified individuals with disabilities

Create a platform to encourage our employees to share knowledge, experiences and best practices relative to disabilities

To align with business partners to support their development of products and services that serve the disability community



# EASE Structure

General membership open to all employees

Advisory Board

Executive Sponsor

President

## Committee Roles

- Marketing & Communications
- Membership Community Outreach
- Talent Development
- Program Development
- Treasurer

# EASE Activities

## Educational activity

- Develop webinars

## Attract and Retain talent

- DMD Day (quarterly basis)
- Recruiting fairs

## Knowledge and Experience

- Focus groups
- Panel discussion

## Business Activity

- Determine current suite of products
- Understand the needs
- Create assessment tools
- Develop products
- Expand markets

# McGraw-Hill Employee Resource Groups

Through grassroots-driven Employee Resource Groups (ERGs), we recognize and support diversity in the workplace. These groups enable employees to connect and discuss a shared set of interests, experiences and perspectives and have been vital in fostering a mentoring culture throughout The McGraw-Hill Companies.

APEX: Asian Professionals for Excellence

BEAM: Black Employees at McGraw-Hill

EASE: Enable Achieve Succeed Empower

GLBT: Gay, Lesbian, Bisexual & Transgender

HHN: Hispanic Heritage Network

LEAD: Learning, Empowering, and Accelerating Digital

WINS: Women's Initiative for Networking and Success



# Results of a Successful Diversity & Inclusion Strategy

- An engaged workforce
- Higher productivity
- Increased employee retention
- Reduce costs associated with turnover and low productivity
- Greater Return on Investment from training and other initiatives
- Greater customer and client satisfaction
- Stronger employee endorsements for the company
- Save advertising expenses based on employee endorsements
- Provides competitive advantage for innovation, process improvement
- Development of new products and services
- Greater flexibility in changing marketplace to appeal to new customers
- Gain new market share with an expanded diverse customer base
- Increased revenue from increased sales and profits
- Higher dividends and greater shareholder value

# Measurements for McGraw-Hill

Employee Engagement has increased year over year.

ERG membership in all groups is on the rise.

External recognition has increased.



# What Corporate America Can Do to Help

1. Begin the discussion
2. Move beyond legal requirements
3. Promote best practices
4. Work with advocacy groups



## Contact Information

Terri D. Austin

Chief Diversity Officer

The McGraw-Hill Companies

1221 Avenue of the Americas, 47th Floor

New York, NY 10020

Phone: (212) 512-4531

Fax: (212) 512-4440

[terri\\_austin@mcgraw-hill.com](mailto:terri_austin@mcgraw-hill.com)