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GETTINGHIRED.COM ADVISORY COUNCIL MEETING

Edited

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>> TOM CAPATO: Good afternoon, folks, this is Tom Capato from GettingHired.com.

I would like to thank all the participants for attending today. Hopefully you all had received an agenda from Jim Lunny midday yesterday.

And we are going to proceed and move through the agenda rather quickly today. To do a few housekeeping items before we get started, if you don't mind placing your phone on mute, that would be helpful. If you're going to ask a question, remember to unmute. That would be helpful as well.

If you have to get off the phone, please do not put us on hold because music will play and disrupt the sound on the Webex here.

And finally, thank you and let's enjoy the session.

Which leads me to the GettingHired.com update on slide number 3 that is going to appear on your screen very shortly.

These figures show the progress we have made over the past three months since our last quarterly Advisory Council session on March 15th, 2011.

We continue to add new job seekers that are interested in finding employment. As you can see from the first group of bullets there, we

are up about 12 percent in round numbers in terms of additional seekers that have registered, which has resulted in about an 18 percent improvement in applicants or applications submitted to employers.

From an employer perspective, we increased our active employer members to 273 from 246. So an 11 percent increase there. Our postings are up about 15 percent. We now currently have about 118,000 open positions on the portal. And our service provider registration process is chugging along at about a 7 percent increase since our last session in terms of providers who have signed up and are available to provide services and/or products for employers or job seekers.

And also our university program, I apologize for not having the last quarterly number there, but we'll track it going forward in terms of the additions that we are bringing on board of colleges and universities that are participating in the program as well.

So all in all, from our end we continue to make progress, as I said. We are never completely happy with our progress, but we are continuing to chip away at it, working to make the site as strong and complete a resource as we can for all participants.

If we go to slide 4, if we have any new employer members joining us for the first time, welcome. Thank you for becoming a member and thank you on behalf of the population of people with disabilities that we're looking to connect with employment opportunities.

And the bottom of that chart also talks about renewals over the last three months. These are not all of them, they're just a few. And our renewal rate is running at a fairly good percentage. I think we are still maintaining close to a 70 percent renewal rate. In cases where we are not getting renewals, it usually just comes down to budgeting dollars related to where the corporation is deciding to spend their money or not at this particular time.

So moving on to slide 5, we wanted to tell you about two new members of the GettingHired.com community. One, the Epilepsy Foundation with its 50 affiliates. They are representing over 3 million people in those 50 affiliates. We are in the process of marketing to those affiliates to help their 3 million folks who are unemployed and looking for possibilities from an employment perspective.

And the last group there is a group called Destin Enterprises. We have been working with these folks the last six weeks. They are new to the group and they focus on providing services to employers hiring veterans coming back from the wars in Iraq and Afghanistan. There is probably more news down the road that we will announce in terms of relationships we are forming with them so we can help our employers when they have a specific need or challenge in terms of hiring vets and incorporating them into the workplace.

So I'm very excited about the two new relationships in terms of what they will do for GettingHired.com and our members.

Slide 6 contains some news about a big change that we made on June 1st to our home page. Yes, June 1, about 14 days ago.

One of the things that we were consistently hearing from our employer members was comment or feedback related to wanting more traffic and a greater number of applicants applying for their positions from GettingHired.com. So we sort of looked at our registration process related to how job seekers were doing that currently. We made a strategic decision to change that. And the change at a very simple level is that prior to this change on June 1st, a job seeker had to register to the portal before being able to view jobs and apply to them.

As of June 1st what we did is made the home page more job-search friendly. So an individual can search right off the bat in terms of visiting this site and actually apply for up to three jobs without registering. Then when going to a fourth job, if he wanted to apply, requiring a light registration so that we can market to him later to become a registered member of the community, build a profile and use all of the other available career resources.

So in order to create additional traffic and a greater number of applicants for the employer customers, this is the mode of operation or the change that we put in place effective June 1.

Here are some of the preliminary results -- again, this is only 12 days worth of data. So we are trying to temper our excitement in terms of the results, but as we go along and report at the next Advisory Council session, we'll have three months of data and we will be able to report that to you.

Our page views, pages that seekers are actually viewing with your jobs, are up about seven and a half percent. Our applications, or as I would call them referrals to an employer's ATS system, because they are applying on your systems, is up 170 percent.

And then, unique positions applied to is up 140 percent. So the initial reaction after 12 days related to the traffic generation on behalf of the employer looks very positive. And not to repeat myself, but after a quarter when we have our next Advisory Council session, we will report back to you and hopefully, we'll be maintaining these percentage increases or, if not, doing better, which we really anticipate the case to be.

So with that being said, I have taken us through introductions and the GettingHired.com update. I would like to ask if there are any questions related to those three or four slides that we presented? If not, we'll get started with our special guests and go from there.

Any questions for GettingHired.com at this point?

(There is no response.)

>> TOM CAPATO: Okay, thank you.

>> AUDIENCE: Sorry. I'm just wondering, are these slides going to be available after the call at all?

>> TOM CAPATO: Yes. Who is asking the question, please?

>> AUDIENCE: Hi, this is Tonia Shupien from Medtronics.

>> TOM CAPATO: Welcome to GettingHired.com and we are happy to have you here as well.

Tonia, we will send you the URL for the Advisory Council site by e-mail shortly after the session. What we do is post all the Power Point presentations after the session and then you have access to that, as many times as you want in terms of pulling that data down or reviewing old presentations as well as the new ones.

>> AUDIENCE: Great. Thank you.

>> TOM CAPATO: Okay?

>> Carl, can you hear me?

>> TOM CAPATO: This is Tom, Phil, but I'll be Carl today, I'm okay with that.

>> PHIL HENDRICKSON: I'm really excited with about your new partner, Destin. Do you have any current data on veteran members? I remember last time you gave us an update on that in terms of folks who have registered and acknowledged or indicated some veteran status. Just curious if you have any updates.

>> TOM CAPATO: Yes. Hold on one second. Let me grab something here real quick so I don't mislead you and give you a wrong piece of data.

I should have actually included this. It would have been a good follow-up to the last session. We will include a slide in the deck that is not in there right now and it will get posted to the website. But give me one second here.

Phil, why don't we -- I'm trying to find something too quickly. I don't know want to hold up the 140 people we have online. At the end I'll come back and answer your question and we'll include that slide in the Power Point deck as well.

>> PHIL HENDRICKSON: Fantastic.

>> TOM CAPATO: Any other questions for GettingHired.com?

(There is no response.)

>> TOM CAPATO: Great.

So we are going to move on to our first special guest. Actually, I feel like the Letterman show, a recurring guest for the GettingHired.com Advisory Council sessions, Sheridan Walker from HirePotential, who has done a great job for us in the past. She's going to talk to us today about the OFCCP, what's new and what you should know for 2011 in terms of the OFCCP's new auditing processes and practices. She's going to give us some new information as well as some background information and we are going to go from there.

Sheridan, with that, it's all yours. Take it away.

>> SHERIDAN WALKER: Great. Thank you, Tom.

Welcome, everybody. Frank, I'm not able to move --

>> FRANK WEICHMANN: Try it now.

>> SHERIDAN WALKER: Okay, hold on a second.

It's downloading something.

Okay. Let's see. Not letting me move the slide. Let me try something else. There we go.

Okay! All right, well, welcome. There's been a lot going on, for those of you who have been watching OFCCP and having been a part of

their webinars and newsletters. There's a lot going on around disability issues as it relates to OFCCP, EEO and ADA.

So what we are going to do is offer a lot of information today. If you want to speak to me offline and continue the conversation, you certainly can. I'm going to basically do a broadbrush approach of what's happening, why it's happening, and some details of what you need to be paying attention to within your organization.

So we are going to talk about the disability workforce, what's new as far as OFCCP and the ADA and EEO.

We are going to be looking at some things that you can do in your recruitment and outreach programs within your organization to improve some of the things that OFCCP is looking at right now.

The disability workforce. I like to think future and what's going on with our demographics. Specifically people with disabilities, there are 54 million in total. Now, we haven't got the news yet from the census that was taken last year, but from the census of 2000, one in five people have a disability. I believe that when we get our new census and with the information that you are going to see today, it will be going to one in three.

The unemployment rate for people with disabilities as of March 2011 was 14.9 percent compared to 9.0 percent for people with no disabilities, I think the rate for people with disabilities has gone up quite a bit since then, while the general unemployment rate has hovered at around 9 percent.

The population is aging, 40 percent of those over age 65 have a disability, and an interesting statistic is that about 8,000 people are reaching their 65<sup>th</sup> birthdays every day in this country.

Our veterans, we have 23.9 million, the stat below this, 2.8 million with disabilities. I have parentheses there because this is the number with "known" disabilities.

There are a lot of veterans returning from Iraq and Afghanistan right now, the major two disabilities experienced by them are mild brain injury and amputation. Post traumatic stress disorder is in there, but the numbers are not accurately known, people do not check the boxes when it's a hidden disability.

So right now we are not really sure how many people are veterans with disabilities, but the ones that are checking the box, we know there are at least 2.8 million.

There is a 21.1 percent unemployment rate. And the transition of coming out of war back into civilian life and the civilian workforce takes some time. So there's a very large unemployment rate among our veterans.

Our mature workforce, 70 million over the age of 45. 36 million over the age of 50. 22 million currently in the workforce.

And 80 percent of us baby boomers will probably not retire at the time we planned. Especially with what's happened in the last couple years with changes in the economy, a lot of people now are not able to

retire. So what does that mean to us recruiters out there? Well, the number of workers between the ages of 55 and 64 will increase by more than half. Also the bottom line is companies can expect to need to recruit and hire and will want to retain older workers.

As the babyboomer generation starts to retire, there will be a huge gap between the number of people expected to be leaving the workforce due to retirement and the number of those graduating from school and joining the workforce. Now, I know that nobody really feels that gap right now because we are kind of in this perplexing place with the economy, feeling uncomfortable about growing our workforce. And you know, this is something that may not be currently on the radar for recruiting for most companies, but we can forecast this we are going to have a huge shortage. Before the economic collapse, the forecasts were that there was going to be a deficit of about 30 million people, of people retiring and having difficulty finding people to fill those positions.

Now I'm saying half of that, there's going to be a 15 million gap. Let's say 15 million of those people can still retire, but companies are still going to have to find 15 million people to replace them.

Putting on your forecasting hat as recruiters, we're going to have an increase in competition. There's going to be more attention on retention. Your workforce will be older. This is where accommodations come into play. We'll talk a little bit about that. The emphasis on hiring and retaining the untapped workforce which I firmly believe is people with disabilities. About 70 percent of people with disabilities are not currently participating in the workforce. There are a lot of people there, and this demographic of people with disabilities includes our veterans coming back and our aging workforce which I believe is about two-thirds of the population.

We are seeing growth in telecommuting jobs where people can work at home now. It's cost effective and it's green. Everybody is talking about green jobs.

This is a golden ring for people with disabilities and our aging population because it's so much nicer to work at home. How many of you out there just love the ability to work at home when you can?

We are also going to be seeing companies being more flexible in their work design and scheduling. You have to be more creative. You might have shorter work weeks, longer hours, flexible hours, job sharing. These are terms that we used in the past more so for people with disabilities, but now we are looking at it in general just as a recruiting and retention opportunity within corporations.

Now let's talk about the OFCCP. For those of you who do any work with the federal government, which my guess is about 90 percent of the people on this call, you know about the OFCCP.

OFCCP, I don't need to really tell you who they are, but they basically look and make sure that if you have a contract with the federal government that you are complying with the laws and regulations

for nondiscrimination and affirmative action, including affirmative action in the employment of people and veterans with disabilities.

And I'm not going to go over this next slide in detail. What I'm trying to point out here are the many laws regarding discrimination that the OFCCP is responsible for enforcing. These include Executive Order 11246, EEO, the ADA as amended, Sections 503 and 508 of the Rehabilitation Act, and the Vietnam Era Veterans Readjustment Assistance Act. If you look at all the lines in purple, I highlighted issue concerning disability.

ADA, that's an obvious. And now that the extension of the ADA, which really means for employers -- I'm not an attorney. I'm very practical. It really means to be pro active in your accommodation process. It is not only your current employees, but your candidates and anybody that's coming into your organization or want to be a part of or find out about your organization.

So this really broadens the scope and it's really telling companies to be pro active before an individual touches your company, know your accommodations. Have a process. Be ready.

Section 503, basically is looking after the employment of people with disabilities. Section 508 is about accessibility. Accessibility means making sure, for example, your applicant tracking system is accessible. Making sure your website is accessible. If you sell products online and it's to the public, make sure that's accessible.

Now, this specifically looks at the government. If you're touching the government, those systems have to be in play.

But I'm going to talk to you a little bit about Section 508 in a few slide down the road, why you need to be paying attention regardless.

So OFCCP. Here are the facts and stats. They have had an increase of 133 percent growth in fines. And so what's happening is the stick is getting very strong as it relates to employment of people and veterans with disabilities. And this used to be, you would be fine if you just checked the box, all was well. That is no longer, and those days are over.

What's new is in 2010 OFCCP hired 213 more people for full-time positions to do audits. That's going to allow OFCCP to triple the number of their audits.

Now, I've already said there is an increase of 133 percent. What do you think it's going to be in the next year or two?

They are also changing their case management system which is going to make them more effective in their audits.

The additional full-time employees obviously will be supporting the enforcement and the outreach efforts. If you have been watching over the last two years, OFCCP Director Patricia Shiu is on a mission with all of the departments working with her on disability recruiting and outreach and veterans with disabilities and veterans recruiting and outreach.

And this is no longer -- again, I'll say it again, checking the box

is not going to help you any longer.

So hopefully what we are going to talk about today are some of the things that they are really looking at and hopefully I can help you start implementing some things. There are some things I want to talk to you about, the bandaid approach so that you can kind of get your ducks in a row to figure out a budget and what you are going to do long-term to make sure that you are complying in a good faith effort.

Right now this specifically relates to recruiting and outreach for people and veterans with disability.

Under Section 503 in July of 2008, there was a new directive. That basically said that your online tracking systems need to be accessible or the loophole, you can provide an accommodation. Now, with that being said, a lot of companies right now use third-party applicant tracking systems and I would tell you that 99 percent of them are not accessible.

Now, you might be out there saying well, Sheridan, gosh, I asked them if they were OFCCP compliant and they said yes! Well, yes, they are, they can do the reporting. They are assuming that you are talking about reporting.

The questions that you really need to ask of your applicant tracking system vendor, help me understand, is the ATS accessible? Make sure that they understand accessibility. Can someone who is blind, who uses a screen reader, access our site? If they say yes, get it in writing. Make sure your ATS contract says they will be complying to 508 standards and priority 2. We'll talk a little bit about that, but priority 2 is the standard for Web accessibility on a global basis.

If you're a company that also recruits internationally, say in Japan, the U.K. or Canada, all of them have laws that set higher standards than the U.S., which is priority 2.

The U.S. in the next year is probably going to make it a law that all public websites, including applicant tracking systems, meet accessibility standards.

So it's not a law now, but I'm telling you to get ready because it will be a law. We will be moving up to priority 2 standards. If you would think of it as a car, you've got the Geo, which is priority 1. By the way, minimum standards. You've got the Buick, which is priority 2, which is the global standard. And then priority 3, which is all the bells and whistles, the Cadillac.

They are going to be moving from the Geo to the Buick. That's an easy way to understand it.

The other thing about this is the reasonable accommodation for application for someone with a disability. If you decided to do the reasonable accommodation as a band aid approach, that's fine. But you could have a systemic issue down the road. If these resumes coming in through the alternative approach are going in differently, which they are, if they are not in realtime as someone applying online, you could get dinged for systemic discrimination. This became an issue starting in 2006 and continues.

Again, you can do the bandaid approach to offer an accommodation process, but really what you need to do is make sure in the end it's getting everything in the employment process accessible, from your applicant tracking system to your home page to submitting a resume.

The Amendments Act to the ADA. I did talk about that a little bit. But basically it's about accommodations. And now really, they've taken out the definition of disability to get it out of the courts. Because it was becoming basically what defines a disability. And that wasn't the purpose of the ADA. The ADA was really to help people with disabilities to play on equal playing fields. But until the Amendments Act came into effect, it really has done the reverse.

So with the extension of the ADA, they pretty much have taken the definition of disability out. From a practical sense, as I said earlier, it's just making sure that you are doing the right thing. That you have accommodations in place. You know some pro active things to do. Someone who is blind needs to have X, Y, Z. Someone with hearing impairment, we need to have X, Y, Z.

Have some of the things that are pretty obvious, be pro active in getting those things done. Everybody is different and everyone is an individual as it relates to accommodations, but you can do some things pro actively and prepare yourself so you're not caught off guard and have an ADA lawsuit.

Anyone can go to EEOC and file a lawsuit. Including a candidate. They don't have to be an employee of yours. I want you to know that.

I have to say, never in all my 25 years in working with disabilities in many different forms have I seen the lawsuits now about alleged failure of corporations to provide accommodations. Here are some recent. Note the size of the awards in the Sears and Supervalu cases.

So this is going to increase dramatically, I think, over the next several years. OFCCP has seen a growth in their audits, as I said by 133 percent, driving what I call, what we all know as revenue, the federal government doesn't call it that, but we do as corporations. The EEOC has also seen this and accommodations are a hot issue.

There's probably been an 80 percent increase in accommodation lawsuits over the last quarter. If you look at any of the reports on EEO and you see what's going on, actions on accommodations are just going through the roof. It's because 50 percent of companies have no pro active plan. And so this is going to be critical for you to have.

Another thing that occurred, in October of 2010, President Obama signed into law the Video Accessibility Act which provides basically that any new applications that are moving forward under video, voice, text, anything, smart phones, digital, Internet-based, they all have to have accessibility in mind. It's a law. If companies develop products of this type that are not accessible, they will be fined. When the ADA was first passed in 1990, we were not nearly as digitally connected as we are today. As the technology has advanced, so have the requirements for accessibility.

Another thing that just recently happened is that the Department of Justice issued its final regulations implementing Title II and Title III, Standards for Accessible Design. Websites serving the public have to be accessible. There's a lawsuit right now with JetBlue because their kiosk was not accessible for blind users to get their ticket, et cetera.

As it's already a law in California, it will be a federal law. My guess in the next year.

So this is shotgun you really need to think about. Look at your budget. You need to start working with your IT folks, HR and your compliance folks. You really need to work together as a team. Now recruiting is involved with everybody. PR, IT, it's not a separate entity any longer.

So really important to talk.

Here's some information about some of the lawsuits that have been filed in recent years regarding the accessibility of websites. The Target lawsuit is one of the largest lawsuits ever won in this area, \$6 million. It was alleged that Target's website was not accessible for people who are blind who wished to buy products from Target. The National Federation of the Blind was involved in a class action lawsuit with several different people who were blind. And they won. This was a pivotal decision for people with disabilities and the accessibility of websites, which have become a way we all shop. On-line shopping is especially vital to people with disabilities.

We have a new one coming up, a lawsuit with law schools, students who want to get into law and apply to law schools but they can not.

These are things I just pulled up that are happening now. I talked a little bit about JetBlue. Disney has one right now that is being looked at. And we are going to see more and more of that.

So what is the trend? The trend is we've got, or we will have a shortage of talent. Right now, as we are in limbo, this is the time when recruiters, where you want to do your homework and get prepared. Really understand where to go to find the untapped talent. I think you're doing that right now with being a part of GettingHired.com. GettingHired.com has lots of different avenues and connections for you.

Please, continue to use the services and get connected because they can really help you in the disability area and obviously they are growing in the disability area and with disabled veterans as well. I do know DESTIN Enterprises very well. I love the company, I know the guy who started it. I think they do a great job. They are very well-known. I want to advocate for them as well.

As you are seeing, the departments within the government are working together. So EEO, Department of Justice, Department of Labor, they are all working together and they are all looking at issues concerning disability and disabled veterans.

Particularly as the population ages and veterans return from war, the number of people with disabilities in the workplace continues to grow.

Our government cannot afford to support more people on disability. And we really have to do a better job at getting educated as employers to recruit, to hire, to understand the culture, to get trained on disability etiquette and to find qualified talent that happens to have disabilities.

And it's going to take all of you to help make this different. I appreciate that you're on this call and you are part of the GettingHired.com community and moving in this direction.

It will help with your diversity initiatives and your recruiting shortage. Retention, if you're working on accommodations, being proactive, it will help you retain your current employees, you can't afford to lose their intellectual capital. Providing an accommodations process helps not only new people, but also helps your current employees. The ROI is huge.

Some things you might be asking yourself or what I would like to ask you is, is your applicant tracking system accessible? Are you OFCCP compliant? Ask this, is this accessible to all people who wish to apply for a job? Can people who are blind apply? Ask your third party providers to prove it.

In the end you will be the one audited and fined, not your third-party. You want to hold your third party provider accountable. You want to make sure you have some things in place to make sure you are able to do this. Do you have a pro active accommodation process? What are you doing in outreach and recruiting? I know one thing you are doing, you're at GettingHired. That's great! You have one thing going.

It's not just about posting jobs. You have to really build relationships with your local, state, regional and national organizations. They will ding you if you are just posting jobs. You have to be more involved. You have to show what you are doing for activities. October is National Disability Employment Awareness Month. You might want to do an activity during that month, bringing people in, doing tours or what have you. Outreach and recruiting, you have to be really aggressive and have an active plan in place or you will get dinged.

Train your recruiters and hiring managers. I think overall we train our recruiters in disability etiquette and we forget the hiring managers. There's a study that I did with a disability group and one question was asked to hiring managers if they would hire qualified talent that happened to have disabilities. And you are going to be astounded by this percentage, but 68 percent said no, they would not. That's astounding to me! That's one of the reasons why we have such a high unemployment rate. We really have to help our hiring managers and support them and help them get educated to do a better job at looking at the ability versus the disability.

Do you actively recruit and hire people with disabilities? Actively. Is there action to it?

Is this a local or national recruiting strategy? Do you do testing?

Is your testing accessible? Do you provide accommodation? Large print? Another format? Think about these things.

What is your retention? Somebody on the call, I don't know if we have people who are in risk management or worker's comp, but things you need to look at that helps recruiting, if you keep people, you won't have high turn over, which can be very costly. How many people are on short-term and long-term disability? What are those disabilities?

What is your AAP plan? Your affirmative action plan? Have you implemented this plan well?

Now, in the past most companies had a beautiful report. What happened is that the action plan of that report never thoroughly got done. And before, you know, OFCCP would come in and say okay, that's fine, I see the plan.

Now if they don't see action consistent with your plan, you will get dinged. So make sure you have action. Look at the gaps. What are the gaps from start to finish?

Here are some tips. The quick fix, your head is coming off your neck right now because of what I'm saying, which I tend to do to people. I apologize if that's what's happening right now.

If you've chosen for now that you're going to do the accommodation process, and recognize it as a bandaid, make sure you get an assessment of your site done so you show that you are looking at this more aggressively to see that your applicant tracking system and your recruiting process, from people coming to your website, looking at your jobs and then applying, is that process accessible? Show a good faith effort. If you are using the accommodation process, make sure that you have a statement on your site. Not just in the career section but also on your home page. If people can't get through your front door, if they go to the front door and they are knocking but there's no accommodation statement letting them know what to do if they need an accommodation for the application process, they can never get to your careers page.

So you've got to make sure that the accommodation statement is on your home page, that it's in text-based format and people can read it, a screen reader can read it so they know what to do. In that statement you are going to have to have an e-mail, one-800 number, TTY possibly and ways to talk to you about positions. You have to make sure that the resume flows through the process in realtime. If you're putting a resume received through the alternative process in a bucket and waiting to submit that on Friday, then you are going to get a desk audit, they are going to fine you for that for systemic discrimination.

So you see how when you choose to do an accommodation, how that's probably not the best in productivity terms for you. This is another reason why you really need to make sure that your sites are going to be accessible. Because you are going to have to manually input the resume, manually submit and manually document and report in your system for your record keeping and for OFCCP.

The second wake-up call is on the subject of the accommodation

process, you really want to centralize this. You want a centralized budget. You don't want it in individual departments, because you don't want a lot of different individuals making the accommodations decisions. Have a centralized approach, have a pro active approach. Know something about assistive technology that people use for different disabilities. You don't have to be experts. You just need to know about a few of the basic products, like screen readers and magnifiers. There are products out there that are easy and would be ready to go. If you do pretesting, are the tests provided in an accessible format? Do you have other formats you can do to get what you need?

And reporting, the who, what, when, where and why.

Step three, we talked about this a little bit. Get your applicant tracking system, assess that whole process from start to finish to look to see if it is accessible or not. And what are some things that you can do, or what you need to do to fix it. I think that's really going to be the way to go. It's going to be most cost effective in the long run. We love automation. It makes life sometime simple. That's the way to go.

You can out-source this. This probably is something you want to work with your IT people on, but you can out-source it and have a third party do it for you. You can also do it yourself and get trained. There are software systems that help you do that. Even if you use a third party, you are still responsible for compliance. And you'll need to stay on top of this, because I'm sure your websites are changing all the time.

And then step 4 is basically outreach and recruiting. Train your recruiters. Train your hiring managers on disability etiquette. How to recruit, how to hire, what is the culture? What are the dos and don'ts?

Build relationships, locally at Voc Rehab, Veterans Administration. GettingHired.com is helping, doing it for you, but take a step and do this as well. OFCCP will ask you: Who did you contact? Who do you have relationships with? They will call them and ask them if they know you.

So something very important to do. On a national basis, again you are already working with GettingHired.com. The organizations that GettingHired.com is working with include Goodwill, ARC, Easter Seals and a plethora more that you can see on the site and you can know some of the organizations that are out there. Colleges, same thing. The one thing I want to tell you about colleges and recruits is most of us recruiters, we go to the career fair and set up something at the fair at their location.

As it relates to people with disabilities and students with disabilities, the career center does not work with those groups. You have to go to the disability career center, the disability services. They are the ones that work with the disabled students. Doesn't make sense. We are trying to improve that. Right now you really need to go to both organizations in a university or college so that you make sure that you are getting the full round of output that you want in doing

that time there in recruiting.

And you can always use an out-source company that specializes in recruiting people and veterans with disabilities to help you get on board. Some companies just out-source it because they out-source their jobs anyway. Some people do it as a training to help them get a head start. And then wean them off and you're on your own. There are several different ways you can get help on this. You are not alone. I can certainly help you with that information if needed.

So with that, I want to thank you very much and if there are any questions, I think we have maybe a few minutes to answer some questions.

>> TOM CAPATO: Any questions for Sheridan?

(There is no response.)

>> TOM CAPATO: Okay, thank you, Sheridan.

>> PHIL HENDRICKSON: This is Phil here, Sheridan. Can you hear me?

>> SHERIDAN WALKER: I can.

>> PHIL HENDRICKSON: Quick question in general terms regarding the Taleo applicant tracking system?

>> SHERIDAN WALKER: Yeah.

>> PHIL HENDRICKSON: Can you speak from your experience in terms of their ability to accommodate requests for accommodations?

>> SHERIDAN WALKER: Taleo wouldn't be the company that does the accommodations. They make sure the software is accessible, and it currently is not.

>> PHIL HENDRICKSON: It is not?

>> SHERIDAN WALKER: As far as I know, I don't know -- they have a couple products and I'll just say from my knowledge as it is today, they are not.

>> PHIL HENDRICKSON: Good, thank you.

>> SHERIDAN WALKER: You're welcome.

>> AUDIENCE: Hi, this is Wendy.

>> SHERIDAN WALKER: Hi, Wendy.

>> WENDY: What about People Click? I'm sure we already had it done, but in general is there an opinion about People Click as your applicant tracking system?

>> SHERIDAN WALKER: You know, I haven't done an assessment on People Click. I know they have awareness around disability issues. I know there's someone specifically talking around those things.

I'm not sure if they are, but I know they have experience in it. That's probably the best I can tell you without doing an assessment on them.

>> WENDY: I know we did it I think two years ago. We did a big assessment on it and had them make some changes. I'm wondering if they applied that generally. I'm looking for a general opinion. Thank you so much. I appreciate it. That was great information in your presentation.

>> SHERIDAN WALKER: Great, thank you. I would say, though, just on the heels of what you said, Wendy, about testing two years ago. The

thing about websites, as you all know, they change all the time. I would definitely look at having your own screening process or testing process to make sure that not only your applicant tracking system but your third parties that you are deal with that have anything to do with your recruiting process is accessible. And it empowers you to empower them. I know there are a lot of people out there taking the word of their third-party providers who have gotten stung by it. I just want to let you know that there are things that companies can do to make sure that your third parties are in compliance. I highly recommend that.

>> WENDY: Thank you.

>> MICK JAMES: Sheridan, I have a quick question. This is Mick James from Starbucks.

>> SHERIDAN WALKER: Yes.

>> MICK JAMES: Okay, great. I was wondering and you may have avoided this topic on purpose, but any general comments on OFCCP's and the code of regulations as it applies to veterans and specifically disabled veterans?

>> SHERIDAN WALKER: I'm not sure what your question is, it's cutting out. It's about veterans and veterans with disabilities but I'm not sure what else.

>> MICK JAMES: Any comments with regard to the general direction the OFCCP is going towards with those regulations?

>> SHERIDAN WALKER: Last month, I think it was April 26, I don't know if any of you received it but if you went to the Department of Labor website, you'd see that OFCCP announced a proposed rule to strengthen affirmative action requirements of federal contractors and subcontractors for veterans protected under the Vietnam Era Veterans' Readjustment Assistance Act of 1974. Veterans protected by VEVRAA include veterans with disabilities. Comments are accepted from the public for 60 days, or until the end of June. Based on the comments received, OFCCP is expected to issue revisions to VEVRAA. That's the same process that Department of Justice used for the web accessibility issue, which resulted in changes to the regulations implementing Titles II and III.

Good question. Thank you.

>> TOM CAPATO: All right, Sheridan. Thank you, we are running a few minutes behind. So we are going to proceed. If you have any more questions for Sheridan, her slide is still up on the Webex there with her e-mail address. Feel free to e-mail her and she will be happy to respond.

Just before we change topics here real quick, if you are an employer customer and everybody who is an employer customer has access to our service provider network, there are organizations that you can look up in your area that provide accessibility and accommodations services from a review perspective. And that's obviously part of your annual membership. So we encourage you to use that and look for service providers.

At the same time we encourage you to talk to Sheridan because she is a service provider as well and has a great representation within the vertical.

One other note on that part. I'm not sure and I don't want to do selling, but along those lines of accommodations and accessibility, we do have an organizational readiness training program that we market to employers. You can reach out to your sales people if you have interest, but it deals with accommodation and etiquette and OFCCP as well as training your recruiters and your hiring managers on how to properly interact with people with disabilities when you are hiring and employing them.

It's an interesting training package. We've sold about 18 of them in the past 16 months and we do them via WebEx. We have very good results. So you can reach out to your sales people if interested.

And I'll stop selling from here. (Chuckling).

>> TOM CAPATO: We are going to move on to our next guest, one of our original clients in the portal and as a member, Starbucks. Phil, along with Marthalee and Mick, are going to talk about disability inclusion in their staffing strategy at Starbucks and share some best practices with us in terms of how they are going about doing that.

So with no more delay, Phil, please take it away and thank you for doing this.

>> PHIL HENDRICKSON: Great.

>> FRANK WEICHMANN: Phil, one thing, sorry. Phil's presentation has some video. You'll notice the tabs on there when he switches over to them, you'll have the play control on your end to watch that. They have been downloading while the meeting has been going on.

>> PHIL HENDRICKSON: Great.

>> FRANK WEICHMANN: Shouldn't be an issue there. Phil, I'm going to hand the presenter role over to you now.

>> PHIL HENDRICKSON: Perfect. So I can zip to my first slide.

I'm just trying to see how I do that.

I'm used to using the slide up and slide down. So hang with me here while I try to figure it out real quick.

>> TOM CAPATO: Move to your left and right.

>> PHIL HENDRICKSON: Is it left/right? No.

>> TOM CAPATO: You see where the second tool bar band is, where the eraser is next to that? There's an arrow to the left, arrow to the right with the slide number in the middle. You should be able to advance that way.

>> PHIL HENDRICKSON: Oh, yeah! Thank you so much.

Hi, folks. I'm Phil Hendrickson. I'm going to be turning it over initially to Marthalee. Also joining us today is Mick James from compliance.

Since we are running a little behind time, I wanted to move quickly.

Marthalee, she's in our global diversity department and she handles, as you'll see, most of our compliance, most of our accommodation

activity. Mick James is in our compliance group and he informs us in global staffing of our requirements and I work in global staffing as a sourcing manager. I help recruiters design sourcing strategies and oversee our many channels including diversity channels, and I'll share some of those with you.

I'll turn it over to Marthalee now because we want to move this along. We have a lot to share with you today and thank you very much for joining us.

>> MARTHALEE GALEOTA: Hi, everyone, this is Marthalee. I have just a couple notes about how I got into this field. I have been, I kind of came in as a grassroots advocate in the area of capability. This is the first time working in a corporate arena. I have been here for seven years and always been in the nonprofit rehab world. I'm also a certified sign language interpreter. My role is basically as an internal consultant here at Starbucks, which is fun because then I get to dabble and work with all the different business units here.

I am currently on the board of the U.S. Business Leadership Network and active with the Northwest ADA Center. What we are going to do today is to talk about how we all as partners, we call our employees partners here at Starbucks, are brand ambassadors. We will talk a little bit about universal access and Phil is going to head up the recruiting and sourcing section and make a couple comments about social media.

And we are, the next slide that you are seeing are pictures of various partners with disabilities. And we feel that the partners are really the brand ambassador for us. It's what differentiates Starbucks from other companies. So we are really committed to creating world class opportunities and experiences for customers. You can see the total store count, this is as of May last month. We have 121,000 partners. Our headquarters is here in Seattle. And we have about 17,000 stores now with 11,000 in North America and about almost 6,000 outside North America.

So you'll see some partners there who are deaf and who have intellectual disabilities. So a couple comments about what we are doing as far as universal access. We are looking at this systemically. I have to tell you, we are doing some things, we are going to share those things with you, but at the same time we sure know we have a lot of things left to do. After hearing Sheridan's remarks, we have plenty more that we need to be doing.

But as far as universal access, a couple pictures here are showing our store counters, which have been lowered. It is now a global store standard that these counters are at this lowered height so that people who use wheelchairs, people of short stature can reach the counters and the condiment bars. This is with all new stores and the ones that get remodeled.

There's also a picture there of some of the products that we have. We are trying to be more aware of and sensitive to ease of use merchandise. So one of the mugs that is really popular is one with a

carabiner clip that people like to carry, you can use it on a wheelchair or a backpack, it clips on.

We are looking at things that are systemic that are more widely available to a broader audience. In our diversity department, the definition that we have is inclusion, equity and accessibility. We are proud that we have accessibility and disability recognized in the diversity department.

A couple things that show how we implement some of the universal access and accessibility efforts. Some years ago, this is probably close to the time the Target lawsuit happened, we started working on our website, accessibility for Starbucks.com. We worked with NFB and have a site here that helps us check websites. You don't just have one website. You have then many others that connect to that. So it's an ongoing monitoring process. And there are times when you'll have customers say to us, like you know, a person who is blind can come in and register their Starbucks card. You know, using our website. But then sometimes there are things that people tell us where they will fill out a form on the website and then, you know when you don't fill out something completely and it won't go, it won't submit, it comes back with something in red that says you have failed to fill out this particular field? That's one thing that hadn't been going through. For people who are color blind, they were not even able to see that. There are ongoing things that you have to monitor with your website. Those are a couple things.

We also have a captioning standard. These are standards that you see here are standards for the entire company and we want to make sure that no matter where partners are, they have access from a sustainable point of view. For people who are deaf, we have an online system that is an interpreter request system.

Being an interpreter myself, I have -- we've got a pool of interpreters that work with us here. We also coordinate the interpreting services for the U.S. If anybody needs to travel overseas, we work that out, too. Sign language isn't universal. So we've got to have interpreters from the country that you are from in order to be effective.

So that's set up, too.

I am going to -- let's see. I guess I'll talk about one of the bullet points on here which is the access expo. It's a training that we've done. You know, we do regular trainings for people on access and disability and creating a deaf-friendly environment, but one thing that we do that is enterprise-wide -- I guess I have to say it's for the headquarters here at the SOC, is Access Ability Expo. This Expo engages all the business units and highlights the kinds of things they are doing on accessibility and we pair people up in the community of organizations, disability organizations. So people come in and it's experiential in nature. It has a broad impact as far as the business unit understanding what is important, like marketing, a Braille and

large print menu makes a lot of sense to have. And when you have people who are blind working alongside your table, that makes a difference. Their relationship is set and you get more out of it.

So I am going to be hand it over to Mick to talk about the next slide which is on partner networks.

>> MICK JAMES: Hi, everybody, we wanted to give you a quick look at our partner networks which operate in conjunction and in partnership with our global diversity team.

And the partner networks were developed in recent years, and probably many of you have something similar. They provide partners for shared interests to share business objectives and issues and also celebrate achievements. Networks give the partners the ability to strengthen the connections within Starbucks, share some knowledge and develop professionally and also create forums for education.

That's kind of the high level look at that. You can see the different groups that we have. I happen to be president of the Starbucks armed forces network. So I was going to spend just a couple minutes describing some of the focuses there. One thing that we've discovered that is pretty validated, I think, certainly within the industry is that partner networks or employee networks, affinity groups are most successful and see the most momentum when they are leveraged to accomplish business objectives or goals.

So one of the big things obviously with the Starbucks Armed Forces Network is there is a direct link to recruiting and outreach for veterans , including disabled veterans. So we are doing a lot of work in that space, building relationships both locally and nationally and so I partner with Phil and his team frequently to go after those areas of interest. So one specific example that I can draw on is with the Hire America's Heroes organization. Starbucks coffee was one of the founding members of Hire America's Heroes, their primary objective is the employment of veterans. They have a whole host of activities across the calendar year. But back in February here in Seattle at Qwest Field there was a hiring job fair where members of Hire America's Heroes and others could have that face-to-face contact with veterans. It was a local effort, but Hire America's Heroes is national. There were visitors from across the nation looking for opportunity to connect with businesses to ultimately find out what opportunities are available for employment. And it just really shows the intrinsic need for this in the industry. Veterans, and all folks looking for employment, are obviously very hungry to build relationships and make connections. But the fact that junior military officers and former military are willing to purchase a plane ticket and fly to Seattle I think speaks volumes to what Hire America's Heroes is doing.

We built relationships with those sorts of organizations as well as locally. Here in the Puget Sound area is the largest conglomeration of military in the nation. The Starbucks Armed Forces Network is a big part of that.

With that I'll pass it back over to Phil and he'll take us forward.

>> PHIL HENDRICKSON: Hi, folks. When we are talking about recruiting and sourcing, one of the things I do for our recruiters here is I help them build sourcing strategies and these are individual documents that are functionally aligned to the areas that our recruiters are in charge of.

And what I have on the screen are a few screen shots of just one of these. And it shows you what they look like for a recruiter. These are live documents, meaning the hyperlinks take the recruiter to the websites. The functional channels, and in this example I'm using one that I designed for HR, for a recruiter who is supporting finding HR generalists who are recruiters or learning professionals.

And the functional channels take them to these websites. And I share with the recruiter the best channels to use, the costs associated. Also social and networking channels. You'll see LinkedIn groups. These are free and easy to join.

I list out the number of members and the hyperlinks where it says click here, it takes the recruiter to those groups so they can be functionally aligned to the professionals they are recruiting.

There is a screen shot here of the different diversity channels that are recommended. And where they are located, whether they are accessible from Taleo or from our CRM.

I happened to highlight here GettingHired.com and mentioned the fact that we made seven hires and generated over 2,000 applications from our use of that site.

I thought that was just nice to highlight. But we track very carefully all of our channels. I report out on the ROI of each of our channels every quarter.

Next slide. Just a second. I'm having a hard time getting the mouse back.

There we go. Sorry.

In regards to training, Marthalee helped us put together a one-pager. It's a two-sided document that recruiters can have in their cube with them. Take it with them to hiring managers. Share with hiring managers and it's guidance on interviewing candidates with disabilities.

I just excerpted a few sections of it here. It's a full document and something our recruiters keep handy and share with hiring managers. It just allows for them to be ready and unsurprised and feel professional and knowledgeable when they have an instance when they use it.

Turn this back to Marthalee.

>> MARTHLEEE GALEOTA: So this slide shows Facebook. And Starbucks is working with Facebook to create connections and really, the relationship rather than a marketing or recruiting channel. But as a result, we do get a lot of interest and a lot of jobs and a lot of questions, I think, interest in the kind of work that we are doing.

So Mick talked about the partner networks. We have various ones. One of them is Starbucks Access Alliance. So we'll do things on

Facebook or Twitter and we'll put out a few things we are doing like Howard's recent book ***Onward*** was available in Braille through our relationship with the national Braille press. Those are the kinds of things we can do to get this information out to a broader audience in a quick amount of time.

The next slide is one that came in through our online system which is MyStarbucksIdea.com and anybody can type in an idea that they have and this one came in about sign language. So I wanted for you all to be able to see it. The two videos that we are showing are both captioned and Phil is going to help me show them to you.

>> PHIL HENDRICKSON: Tom, you said I hit one of them at the top?

>> TOM CAPATO: If you go over to the drop-down arrow at the end? That shows the first one, the Starbucks video, you see the little arrow?

>> PHIL HENDRICKSON: Perfect, thanks.

Then hit play.

>> TOM CAPATO: And everybody can watch it on their screen.

(No audio on this video; captioning on the video screen.)

>> MARTHALEE GALEOTA: So I hope everybody else had sound. We didn't.

But that came in to us as a suggestion from a customer. So the Access Alliance partner network saw that and wanted to respond to the request to teaching the baristas how to do simple sign language, like to say thank you and so forth.

So the group got together and put together this response which is the next video that we'll show you.

For some reason our mouse is not working. That's why we're a bit delayed getting this.

>> FRANK WEICHMANN: I can switch over and hit play on that if you like.

>> MARTHALEE GALEOTA: Thank you, yes.

>> FRANK WEICHMANN: If by chance your computer did not demo this, these videos will be available on the Advisory Council link that we send out.

>> NARRATOR ON VIDEO: Hi, I work at Starbucks. A couple of weeks ago as I was working in my office, I was at the computer going through e-mail and one e-mail in particular caught my attention. I opened it and it was in sign language.

A YouTube video. It was fascinating. A customer had sent this video in, talking about her experience going into a store.

She said she walked into the store, went in to order a beverage. Thought about it. Placed the order.

Waited. Got her beverage and the Barista, the person responsible for making the beverage, signed "thank you."

This customer was moved. They didn't say thank you. They signed thank you and she was inspired.

Her idea was why doesn't Starbucks go ahead and teach all Baristas to sign thank you?

Starbucks has a website. If you have an idea, suggestion, feedback, you can let us know at [www.mystarbucksidea.com](http://www.mystarbucksidea.com).

MyStarbucksidea.com. Anyone can let us know what's on your mind. This particular person gave us her idea. We want to respond to her idea.

I am Marthalee Galeota. I know, a long name.

My name sign is ML on the temple. I'm hearing. And I work for Starbucks corporate offices here in Seattle, Washington.

I work in the field of access and disability, hiring interpreters, coordinating interpreters. I myself am a certified sign language interpreter.

Your idea about teaching baristas to sign thank you is a good one. We are putting our heads together to figure out how we can go about doing it. Once we've figured it out, we will let you know.

We know that we have Deaf customers all over the place, all over the country. They get together on our monthly coffee chats. And we thank you for going to your neighborhood Starbucks. We also have Deaf people working for Starbucks, both here at the corporate office as well as in stores around the country and in other countries as well.

I would like to introduce you to one Deaf person who works with me, Adam Nowsom.

We'll talk with you more later. Thank you. Adam?

>> Hello! I'm Adam Nowsom. I work for Starbucks corporate offices. I have had a similar experience going to a variety of stores, placing my order, getting my beverage, and the barista signing thank you. I too find it an inspiration, as did you.

At some stores, the Baristas know sign language and we also have deaf baristas in our stores around the country and other countries, too. Starbucks is wonderful. How do you place your order? For example, I have a Blackberry. I pull up the memo section. I've already filled out my preferred beverage and I show the face of my Blackberry to the person taking my order.

I know that there are other apps for the iPhone that have like a Starbucks logo and different icons that you can fill out when you go into a store and show them your icon and order your drink that way. It's nice. I'm wondering how you would like to order your drink. Maybe if we had a menu with icons that you would point to there at the counter.

Or if you would like to fill out a simple order form. Or fill out some sort of app on your iPhone or Blackberry. I'm curious of your feedback, your ideas, we greatly appreciate those.

I hope this response has inspired you just as much as getting your idea has inspired us. And we look forward to continuing the relationship and the conversation.

Thank you.

>> TOM CAPATO: Okay, just to make everyone aware, I had a couple people who could not download the video. We'll have that available on

the Advisory Council site. If you did not catch that, it will be available. I'll hand it back over to Phil.

>> MARTHALEE GALEOTA: Can you move it to the next slide for us?

>> TOM CAPATO: Sure thing.

>> MARTHALEE GALEOTA: So this slide is the result of what we did.

The video that was just shown was put on YouTube and sent back to that customer. And then what we did was, in all the point of sale, where you pay, you know, at the cashier? Where you pay, when the baristas start their shift, they have to log in. There were weekly "did you know" facts that happened. So we added how to sign thank you to that. So that all the baristas when they signed in would know how to sign that. This slide you're signing, it says two times that you can show your appreciation to a customer with sign language by signing thank you. We couldn't get the second line off, but it said the same sentence in French for our Canadian stores.

So we take the comments and the suggestions of customers seriously and this one was a new and innovative one for us and we really appreciated it and had a good time in the response.

Hopefully we made a difference for customers who are Deaf going into our stores.

We've also tweeted jobs and Phil is going to wrap it up with a couple comments on what we are doing with that. And iPhone.

>> PHIL HENDRICKSON: Yes. We got into Twitter back in late 2009 and since then we've developed quite a following on Twitter. And we continue to leverage that as a platform for our recruiting efforts and our outreach efforts.

And one of the things I wanted to share with you, we've talked a little bit about Mystarbucksidea.com. Here I'm telling you a little bit about what we're doing from a new platform. Those of you who have an iPhone, you are able to download the Mystarbucks app and from that app, you can access job opportunities. You can access job opportunities whether they are in our stores or whether they are in our corporate office.

If you have a perspective on this or whether you think you like it or have some suggestions, it just so happens that there's a blog about this from me. It just went up on Mystarbucksidea.com, if you go there and choose ideas in action, you'll see a little bit more about it.

We certainly would like anyone's input. But it's our perspective that there are channels, Internet channels, job boards, places where we advertise. But one of the new and exciting areas are mobile apps. The devices that are in the palm of your hand. The smart phone. And we think that around the category of ease of use I think every day of all the things that I do on my iPhone and finding a job and being able to apply to a job or send a job to a friend is something that is appropriate and it's about time.

And I'm very excited in the fact that we are able to begin developing job sharing, job access through the iPhone and coming soon on the

Android. To me, this is some of the most exciting work that I get a chance to work in. And we are also making hires. This has been around just for a little while, only a few months and we have already received over 7,000 applications and made 15 hires.

So I'm really excited about it. I love to take any questions from it. Or see any of your questions or comments on [Mystarbucksidea.com](http://Mystarbucksidea.com). You can see from Marthalee's two videos how powerful that site can be and are in terms of how we respond and see everything that people say there.

From there I'll turn it over to Q&A.

>> TOM CAPATO: Anybody have any questions for the Starbucks folks?

>> AUDIENCE: This is Wendy again. It's really great work. I just wanted to say that if I have anything, I will Phil reach out to you privately. Thank you for your presentation.

>> PHIL HENDRICKSON: Wonderful. Thank you.

>> TOM CAPATO: Thanks, everyone. Phil, I'll answer you in e-mail on the veterans subject matter since we are a few minutes over in time, if you don't mind.

>> PHIL HENDRICKSON: Okay, absolutely. Thanks, everybody.

>> TOM CAPATO: Thank you very much. Have a great afternoon. We appreciate your time.

(Chorus of thank you and goodbye.)

(The event concluded at 1:31 p.m. CDT.)

Edited

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