

THE 2018

# DISABILITY EQUALITY INDEX

A Record Year for  
Corporate Disability Inclusion  
and Leadership



# 2018 Disability Inclusion in Business

Leading organizations view disability inclusion as a priority in order to truly create an inclusive culture for all.

**The Disability Equality Index (DEI)** is a comprehensive assessment tool jointly designed by business leaders and disability advocates. The DEI helps businesses analyze their environment, identify opportunities and leverage disability inclusion as a competitive advantage.

## The 2018 DEI measured:

- Culture & Leadership;
- Enterprise-Wide Access;
- Employment Practices (Benefits, Recruitment, Employment, Education, Retention & Advancement, Accommodations);
- Community Engagement & Support Services; and
- Supplier Diversity

By measuring across these various areas, senior business leaders can better understand and leverage the unique differences, talents and perspectives of employees, investors, customers, and suppliers with disabilities.

Top-scoring DEI companies receive the recognition **Best Places to Work for Disability Inclusion™** and build brand recognition among potential and current employees, investors, and customers – including those with disabilities and their friends and families.

I firmly believe that hiring people with disabilities should be commonplace in every workplace. As a deaf woman, I see first-hand how it makes for an inclusive culture and fosters innovation. The Disability Equality Index has been instrumental in guiding Microsoft's disability inclusion journey and helped shape our Inclusive Hiring Program.

Jenny Lay-Flurrie, Chief Accessibility Officer, Microsoft and Chair of Disability:IN Board of Directors

The DEI has quickly emerged as the nation's leading corporate benchmarking tool for disability equality and inclusion. As a cancer survivor, amputee and life-long advocate for people with disabilities, I want to recognize organizations that have made employment and accessibility among their top strategic priorities. These companies know that disability inclusion is not just the right thing to do, but produces measurable results to their bottom lines.

Ted Kennedy, Jr, Chair of American Association of People with Disabilities (AAPD) Board of Directors

# 2018 Disability Equality Index Demographics

# 145

corporations participated  
in the 2018 DEI,

a historic milestone signifying a

# 32%

increase from 2017.

**These Fortune 1000-scope companies are from over 25 different types of businesses.**

*The 2018 participating DEI corporations account for  
a total U.S. workforce of*

## 7.8 million employees

*Top participating industries include:*

**Financial Services**

(14.5% of reporting  
companies)

**Technology**

(9.7% of reporting  
companies)

**Healthcare**

(8.3% of reporting  
companies)

## 2018 Disability Equality Index Highlights

Of the 145 companies, **62.7% earned a 100 rating** – the highest score possible. This is a substantial increase from 2015 when **22.5% received 100 ratings** and also in 2016 when **50.6% earned 100 ratings**.

The **average score** of participating companies was **90**. This demonstrates how companies are using the **DEI** as a benchmarking tool to identify and address opportunities to further enhance their disability inclusion efforts.

# 2018 Trends and Gaps

## AREAS WHERE COMPANIES EXCEL

### CULTURE

**99%** of participating DEI corporations have a company-wide written statement of commitment to Diversity & Inclusion.

**88%** of corporations specifically mention disability – an increase from 79% in 2017.

### LEADERSHIP

**94%** of DEI companies reported having a Senior Executive (within the first two levels reporting to CEO) who is internally known as being a person with a disability and/or as an ally for people with disabilities.

### ENTERPRISE-WIDE ACCESS

**92%** of businesses have a process in place for employees to request disability accommodations for off-site company meetings/activities and **90%** communicate that process to employees.

### EMPLOYMENT PRACTICES

**97%** of DEI businesses pay all of their employees at least Local, State, or Federal minimum wage- whichever is highest.

### COMMUNITY ENGAGEMENT & SUPPORT SERVICES

**99%** of DEI businesses have a centralized communications/support center available to answer questions from those with whom they conduct business.

### SUPPLIER DIVERSITY

**72%** of DEI companies had expenditures with certified disability-owned businesses and/or certified service-disabled veteran-owned businesses in 2018.

## AREAS WHERE COMPANIES HAVE SHOWN MARKED IMPROVEMENT

### CULTURE

**87%** of the 2018 DEI companies have an officially recognized disability-focused Employee Resource Group (ERG) or Affinity Group.

This is a significant increase from 2014, when the inaugural DEI reported that 66% of DEI companies had a disability-focused ERG.

### LEADERSHIP

**33%** of Senior Executives received individual performance evaluations that specified disability inclusion as part of a written diversity component. This is notable growth from 16% in 2015.

### ENTERPRISE-WIDE ACCESS

**47%** of 2018 DEI businesses conducted usability studies for their highest traffic URLs to verify that their websites work effectively with screen reading and other assistive technology, compared to just 36% in 2016.

### EMPLOYMENT PRACTICES

**95%** of DEI companies have a written disability accommodation procedure available to employees that explained the process for requesting a reasonable accommodation, and this process was posted in places where employees could access it on their own. This is a notable improvement from in 2015.

### COMMUNITY ENGAGEMENT & SUPPORT SERVICES

**69%** of DEI companies offered training to their centralized communications/support center(s) staff on the process for responding to requests for documents in accessible formats, which is a noteworthy improvement from 49% in 2015.

### SUPPLIER DIVERSITY

81% of DEI businesses had a supplier diversity webpage on their external public-facing company website and **49%** specifically mentioned both disability-owned and service-disabled veteran-owned businesses on their external public-facing supplier diversity website. Both of these numbers increased from 2015, when they were 79% and 39%, respectively.

## AREAS WHERE COMPANIES HAVE OPPORTUNITIES TO IMPROVE

### CULTURE & LEADERSHIP

95% of DEI businesses utilize an employee engagement survey and 88% provide a way for the business to track employee engagement by demographic. However, only **38%** review the results for employees who have identified as having a disability.

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### ENTERPRISE-WIDE ACCESS

Only **55%** of DEI businesses have a company-wide external and internal commitment to digital accessibility.

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### EMPLOYMENT PRACTICES

**44%** of 2018 DEI companies make all job interview candidates aware of the option to request an accommodation(s) for the interview. Additionally, only **15%** of companies that utilize personality profile screening tests/instruments, allow applicants with a disability to opt-out (8% provide an alternative to the personality test).

### COMMUNITY ENGAGEMENT & SUPPORT SERVICES

71% of DEI businesses have a smart-phone app available for use by the public, but just **34%** of DEI businesses have audited the app for accessibility.

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### SUPPLIER DIVERSITY

Only **30%** of DEI businesses have a company-wide disability-focused goal(s) in place for supplier diversity and inclusion. **28%** measure progress against the goal, and **21%** brief the CEO of their business on the progress against an established goal.

# Looking Towards the Future

The results of the 2018 DEI shows the powerful and trusted tool this Index represents today. Above all, for the first time, business leaders have a deeper knowledge and recognition of policies and contemporary practices that increased job opportunities and advancement for all. Since the DEI's first pilot in 2013-2014, we have seen this tool and the enthusiasm of our corporate partners result in collaborative gains in inclusivity and diversity.

We are especially proud to recognize these path-breaking companies in the 2018 DEI for their commitment to workplace inclusivity and diversity and their desire to be an employer of choice for members of the disability community. We are confident that as we continue to work on the DEI and future ratings, we will see an expanded bench of self-reporting corporate partners, a growing number of corporate leaders earning 100 ratings, and perhaps most of all, a corporate community fully dedicated to enhancing their cultures and increasing opportunities for the disability community.

# About the Disability Equality Index

America's business leaders understand the importance of data and insight to guide future performance. The Disability Equality Index (DEI) provides this intelligence as a tool to achieve greater equality for all people with disabilities wherever they work, whatever tasks they perform and however they contribute.

The Disability Equality Index (DEI) is a unique, joint project of **Disability:IN and American Association of People with Disabilities (AAPD)**. It serves as the nation's most trusted annual benchmarking tool allowing America's leading corporations to self-report their disability policies and practices. This evolving survey scores each corporation on a scale from 0 to 100, with 100 representing the most disabilities inclusive. The DEI was developed by the two national leading organizations in consultation with the appointed DEI Advisory Committee, a diverse and voluntary group of experts in business, policy, and disability advocacy.

**The final DEI score reflects a company's inclusive disability practices and policies in the following five areas:**

## **CULTURE & LEADERSHIP**

- **Culture:** Formal statements, Employee Resource Groups (ERGs), and Hiring goals
- **Leadership:** Internal advocacy and support, Executive sponsorship, Public statements, and Performance metrics

## **ENTERPRISE-WIDE ACCESS**

- **Enterprise-Wide Access:** Emergency procedures, Physical accessibility, Electronic accessibility, Off-site meeting accessibility, Training and support for accessibility requests

## **EMPLOYMENT PRACTICES**

- **Benefits:** Counseling services, Short-and Long-term disability benefits
- **Recruitment:** Outward statements, Recruitment accommodations, Proactive efforts
- **Employment, Education, Retention and Advancement:** Awareness training, Supervisory training, Self-identification processes
- **Accommodations:** Formal policies, Communication practices, and Funding

## **COMMUNITY ENGAGEMENT & SUPPORT SERVICES**

- **Community Engagement:** Supplier diversity, Philanthropic support, and Public impact
- **Internal / External Support Services:** Communication support systems, Accessible format training, Online communication accessibility, Feedback programs

## **SUPPLIER DIVERSITY**

- Evaluating supplier diversity practices that fully include and utilize disability owned, veteran-disability owned businesses and service-disabled veteran owned businesses.

The DEI entrusts companies to quantify and earn recognition for their efforts to create an inclusive and forward-thinking business. Additionally, the DEI encourages all companies to be aspirational in modeling the best disability inclusive policies and practices—showing company leadership opportunities for improvement.

The DEI not only educates the American business community on best policies and practices, but also guides people with disabilities in choosing businesses that are authentically committed to providing a supportive work environment. This is especially important as millennials are more supportive of companies that are socially responsible.<sup>1</sup>



# Why the DEI?

Although the Americans with Disabilities Act (ADA) was signed into law in 1990, promising reasonable accommodations for employees with disabilities and accessibility requirements for public spaces, the United States has not fully embraced this commitment. The ADA was historic and visionary in its goal of economic self-sufficiency for people with disabilities. However, 28 years later, the labor force participation rate for people with disabilities is a dismal 20% compared to 68% for people without disabilities<sup>2</sup>, proving despite the ADA and federal regulations there is still a major untapped market of employees.

Presently, many would-be entrepreneurs with disabilities are stunted in their efforts to start a new business; many top university graduates with disabilities have trouble finding work environments that transcend the legal baseline for accommodations; and the American marketplace is limited in its potential growth by not including people with disabilities in their product and services design and acknowledging the aggregate income of people with disabilities is over \$1 trillion<sup>3</sup>.

The DEI encourages changes to these issues by enabling companies to showcase and measure their efforts that go beyond the essential baseline provided by the ADA. Companies already realize environmental, social and governance factors impact their management, culture, brand and financial well-being. Increasingly, companies are realizing including people with disabilities creates a culture of belonging and acceptance, which ultimately contributes to long-term sustainability, across the business.

Top-scoring companies of the DEI become “Best Places to Work for Disability Inclusion” by continuously building on progress through previous DEI scores, implementing best practices from other industry leaders, and tapping into the competitive nature of business. More importantly, they stand as leaders of the movement and encourage other companies in various industries to step up to fill critical gaps and realize disability inclusion drives real impact and results.

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## References

1 [http://www.huffingtonpost.com/danielle-sabrina/rising-trend-social-respo\\_b\\_14578380.html](http://www.huffingtonpost.com/danielle-sabrina/rising-trend-social-respo_b_14578380.html)

2 “May 2017 Disability Employment Statistics” US Department of Labor, Office of Disability Employment Policy

3 U.S. Census Bureau, 2000

# DEI Advisory Committee

AAPD and Disability:IN are honored to be working with the Disability Equality Index Advisory Committee – a diverse group of business leaders, policy experts, and disability advocates, who have assembled to share with AAPD and the Disability:IN their knowledge, expertise, and vision to enhance disability inclusion policies and practices across the enterprise.

## **CO-CHAIRS:**

**David Casey**

Vice President, Workforce Strategies and Chief Diversity Officer, CVS Health

**Helena Berger**

President and CEO, American Association of People with Disabilities (AAPD)

## **MEMBERS:**

**Andres Gallegos**

Shareholder, Robbins, Salomon and Patt, Ltd.

**Andy Imparato**

Executive Director, Association of University Centers on Disabilities (AUCD)

**Anil Lewis**

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**Sarah Triano**

Director of Policy & Innovation, Complex Care, Centene Corporation

**Susan Mazrui**

Director, Public Policy, AT&T

**Zoe Gibby**

SVP, Enterprise Disability Strategy, Bank of America

# Best Places to Work for Disability Inclusion

## Top-Scoring Companies of the DEI



3M  
Accenture  
Aetna  
AMC Theatres  
Ameren Corporation  
American Airlines  
American Electric Power  
Anthem, Inc.  
Aramark  
AT&T  
BAE Systems, Inc.  
Bank of America  
Baylor Scott & White Health  
Biogen  
Blue Cross Blue Shield of Michigan  
BMO Harris Bank  
Boehringer Ingelheim USA  
Booz Allen Hamilton  
Boston Scientific  
Brown-Forman Corporation  
Capital One Financial Corporation  
Cargill  
Centene Corporation  
Cigna  
Comcast NBCUniversal  
Corning  
CVS Health  
Dell Inc.  
Deloitte  
Delta Air Lines, Inc.  
DTE Energy  
DuPont  
Express Scripts  
EY  
Facebook  
Fidelity Investments  
Financial Industry Regulatory Authority (FINRA)  
Florida Blue  
Freddie Mac  
General Motors  
Goldman Sachs & Co.  
GlaxoSmithKline plc  
Health Care Service Corporation  
Hewlett Packard Enterprise  
Highmark Health  
HP Inc.  
Huntington National Bank  
Intel Corporation  
JPMorgan Chase & Co.  
Kaiser Permanente  
KPMG  
L'Oréal USA  
Lincoln Financial Group  
Lockheed Martin  
ManpowerGroup  
Mastercard  
Mayo Clinic  
Medtronic  
Meijer  
Merck  
Microsoft  
Northrop Grumman Corporation  
Old National Bank  
Pacific Gas & Electric  
PNC Financial Services, Inc.  
Proctor & Gamble  
Prudential Financial  
PwC  
Qualcomm, Inc.  
Southern Company  
Spaulding Rehabilitation Network  
Sprint Corporation  
State Street Corporation  
Synchrony  
T-Mobile  
TD Bank  
The Boeing Company  
The Dow Chemical Company  
The Hartford Financial Services Group, Inc.  
The Walt Disney Company  
Thermo Fisher Scientific  
Thomson Reuters  
Travelers  
Tufts Health Plan  
U.S. Bank  
United Airlines  
Verizon  
Walgreens  
Walmart Inc.  
Wells Fargo & Company  
Whirlpool Corporation

# Best Places to Work for Disability Inclusion

## Top-Scoring Companies of the DEI

90%

AXA  
Bristol-Myers Squibb Company  
Cisco  
DXC Technology  
Johnson & Johnson  
M&T Bank  
MassMutual  
McKesson Corporation  
MetLife

Nielsen  
Northern Trust  
Northwestern Mutual  
OppenheimerFunds, Inc.  
PPL  
Quest Diagnostics  
Raytheon Company  
Royal Caribbean Cruises Ltd.  
Sodexo

Southern California Edison  
Step toe & Johnson LLP  
Unilever U.S.  
UPS  
Voya Financial

80%

Amazon.com  
Choice Hotels  
CSX Transportation, Inc.  
Entergy  
Ford Motor Company

Monsanto Company  
Norfolk Southern  
Corporation  
Southwest Airlines  
USAA

United Technologies  
Corporation  
Unum Group  
W.W. Grainger