



NATIONAL BUSINESS & DISABILITY COUNCIL AT THE VISCARDI CENTER

NBDC

2015 Annual Report

The National Business & Disability Council (NBDC) at The Viscardi Center is an employer organization and comprehensive resource for disability best practices. Its corporate partners are predominantly Fortune 1000 companies and government employers committed to disability diversity. By becoming a NBDC Corporate Partner, companies can proactively strengthen and diversify their workforce as well as comply with the requirements of the American with Disabilities Act (ADA) and other federal regulations. NBDC can also assist companies in marketing to the 56.7 million Americans with disabilities, as well as gain greater insight into the economic contributions that accessible information and communication technology provides to companies.

Learn more about NBDC online at:
www.nbdc.com.



SUMMARY:

The National Business & Disability Council (NBDC) at The Viscardi Center is a comprehensive resource for businesses. With so much potential on the horizon for people with disabilities, NBDC isn't taking a back seat but rather repositioning itself as a leader for Fortune 1000 companies and other public/private organizations seeking to improve workplace diversity, disability marketing and accessible information & communication technology.

Beginning January 2014, through a new tiered-model, NBDC offered its corporate partners research, consultations, workshops and trainings, publications and benchmarking strategies on how to create, implement, grow and measure first-rate disability programs. Additionally, NBDC last year embarked on an aggressive modernization strategy to offer its corporate partners more timely, relevant and useful content-driven business resources. Some of NBDC's key resources included:

Marketing Anthropology Project (MAP): MAP is the first-of-its-kind in the disability market. It offered companies a platform to understand better the pockets of the global disability culture that influence consumer attitudes. Numerous studies have demonstrated that the disability market is the most untapped group of potential consumers. It also recognized that consumer attitudes are indirectly linked to effective recruiting and hiring practices. MAP will guide companies in developing marketing strategies and tactics to reach people with disabilities (a trending market segment that has tremendous spending power), as well as creative messaging that will resonate with the disability community. The program is modeled after what companies are already developing with specific niche marketing efforts – such as reaching the LGBT market or Latino market – to show the disability community as just another potential, untapped market segment.

Accessible ICT Founder's Group: Accessible information and communication technology (ICT's) is the process of making sure communication devices, web applications, computer tablets and mobile devices are user-friendly and beneficial to everyone including people with disabilities. ICTs offer people with disabilities the opportunity to participate fully in social and economic activities within their communities. NBDC's ICT Founder's Group will promote the integration of accessible ICT, thereby offering an improved quality of life for people with disabilities by allowing communication interfaces to be designed to match the needs of an individual's specific disability while proving to be beneficial to those without disabilities. NBDC partnered with the Kornreich Technology Center at The Viscardi Center to assist companies with improving accessible ICT.

Emerging Leaders Internship Program for College Students with Disabilities: The Emerging Leaders program, funded by the UPS Foundation and coordinated by NBDC, focused on matching college students with disabilities with member companies for an internship program that could potentially lead to full-time employment. From a business perspective, it is a way for companies to bring new talent to their workforce since these students come from well-recognized colleges and universities across the country and represent a bright, diverse, and growing future talent pool.

Job Postings: The Job Posting Service is a signature service that allowed members to post jobs and directly reach out to qualified candidates with disabilities about potential job opportunities. It provided an opportunity for corporate partners to diversify and expand its reach to a vast, qualified labor market.

Blogs: Providing thought-provoking ideas on various topics is a cornerstone of the NBDC experience. Starting in 2015, timely blogs were published on disability marketing, accessible information and communication technology, and inclusive internships for students with disabilities. The blogs are available online at:

<http://www.viscardicenter.org/services/nbdc/news-and-events/blog.html>.



HIGHLIGHTS:

- Hosted international summit on the “**Intersection between Disability Marketing & Accessible ICT**”;
- Commissioned national public opinion survey on “**Issue Testing of U.S. Consumers relating to Individuals with Disabilities**”;
- Published three disability marketing infographics on “**Disabilities in the U.S., Listed by Age,**” “**Disabilities in the U.S., Listed by Market,**” and “**Disabilities in the U.S., National Survey**”;
- Co-Hosted “**Georgetown University Conference on Employment of People with Disabilities**”;
- Hosted “**ADA25 Business Networking Reception**”;
- Hosted its “**Driving Innovation with Accessibility in Government**” in partnership with IBM;
- Hosted online workshop, “**Relax and Get the Job Done: A Simple, New Disability Etiquette**”;
- Hosted online workshop, “**The Employment Lifecycle: A Focus on Promotion and Retention**”;
- Hosted online workshop, “**Accessible Websites**”;
- Hosted online workshop, “**The Business Advantages of Making Special the Norm**”;
- Hosted online workshop, “**So You Did Not Reach 7%...Now What?**”;
- Hosted online workshop, “**Cognitive Disability: A Significant and Unaddressed Workplace Issue**”;
- Hosted online workshop, “**Resolving Conflicts Where They Start: Creating Safe Work Environments for Employees With Disabilities**”;
- Hosted online workshop, “**Is Your Work Environment Truly Accessible?**”;
- Hosted Job Accommodation Network quarterly think tank on “**Leave Issues and the ADA**”;
- Hosted Job Accommodation Network quarterly think tank on “**The Interactive Process and Employees with Mental Health Impairments**”;
- Hosted Job Accommodation Network quarterly think tank on “**Pregnancy and Related Issues under the ADA**”;
- Hosted Job Accommodation Network quarterly think tank on “**Medical Inquiries and the ADA**”;
- Entered into strategic alliance with **sitecues by Ai Squared**, and renewed strategic alliances with **DiversityInc**, **DirectEmployers**, the **Campaign for Disability Employment (CDE)**, the **Job Accommodation Network (JAN)**, and the **National Organization on Disability**;
- Supported the **National Organization on Disability** to promote the **Disability Employment Tracker™**;
- Published three Technical Assistance Guides on “**Service Animals in the Workplace,**” “**Telecommuting in the Workplace,**” and “**Making Employee Wellness Programs Accessible Under the ADA & ACA**”;
- Published 22 blogs focusing on disability marketing, accessible technology and internships;
- Published daily e-zine for corporate partners, called the “**Daily Disability News Report,**” and
- Promoted disability self-identification via the **Campaign for Disability Employment (CDE)**.

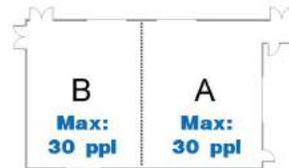


THE VISCARDI MULTIMEDIA LEARNING CENTER

A State-of-the-Art, Fully Accessible Conference and Production Facility for All of Your Events and Multimedia Needs.



ROOM A/B
Dimensions:
51.5' X 33.4' X 12.4'



ROOMS A & B
Dimensions:
(A) 25' X 33.4' X 12.4'
(B) 26' X 33.4' X 12.4'

- ▶ HD Projection Systems
- ▶ HD Blu-ray & DVD Playback
- ▶ Camera Monitoring/Recording
- ▶ Accessible Bathroom Facilities
- ▶ Wireless Microphone Audio
- ▶ HD Teleconferencing System
- ▶ Color Touchscreen Controls
- ▶ Accessible Podiums
- ▶ Assistive Listening Devices
- ▶ In-Floor Convenient Power
- ▶ Automated Lighting Controls
- ▶ Wireless Internet

On-Site Catering Facilities & Competitive Pricing with Convenient Access to the LIE, Northern State Parkway & Long Island Rail Road (Albertson & Mineola)

FULL ON-SITE SERVICES INCLUDE:

- ▶ Video / Audio Production
- ▶ Broadcast Editing Service
- ▶ DVD / Blu-ray Mastering
- ▶ CD / DVD Duplication
- ▶ VHS to DVD Transfer
- ▶ Live Video Streaming
- ▶ Open / Closed Captioning
- ▶ Event Photography
- ▶ Graphic Design



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Albertson, NY 11507
www.viscardicenter.org

For Room Rental Details and Pricing,
Call 516.465.1400.





TIMELINE OF EVENTS:

January 9, 2015 – In collaboration with the National Organization on Disability, NBDC promoted year two of the Disability Employment Tracker™.

January 15, 2015 – NBDC Retained Gary Karp as its Disability Training Consultant.



GEORGETOWN UNIVERSITY

January 29, 2015 – Georgetown University, in partnership with NBDC, hosted the 4th Georgetown Conference on Employment of People with Disabilities. It examined both the deep challenges as well as the great opportunities that advance the employment of people with disabilities – highlighted by panels of experts who discussed the importance of accessible information & communications technology, as well as the Office of Contract Compliance Program's (OFCCP) 7% rule and its impact on hiring Veterans with disabilities.

February 3, 2015 – NBDC announced a new partnership with sitecues by Ai Squared, the makers of the ZoomText family of products. The partnership with sitecues by Ai Squared ensured that NBDC's website goes beyond compliance by making the website content easier to see, hear, and use for anyone that could benefit from assistive technology.

February 4, 2015 – NBDC hosted an online workshop, "*Relax and Get the Job Done: A Simple, New Disability Etiquette.*" The educational webinar included valuable information on disability etiquette.

March 12, 2015 – NBDC hosted an online workshop, "*The Employment Lifecycle: A Focus on Promotion and Retention.*" The educational webinar included valuable information on retention and promotion.

March 17, 2015 – In collaboration with the Job Accommodation Network (JAN), NBDC hosted a Think Tank session – *Leave Issues and the ADA* – to assist its corporate partners in understanding issues managing leave and attendance issues.

April 6, 2015 – NBDC published its 2014 Annual Report, which showcased the organization's longstanding commitment to businesses.

April 16, 2015 - NBDC hosted an online workshop, "*Is your website turning away people with disabilities?*" The educational webinar included valuable information on website accessibility.

April 30, 2015 – NBDC published a Technical Assistance Guide on Service Animals in the Workplace. The technical assistance guide provided useful information on how service animals assist individuals with disabilities in the workplace, as well as delivered practical solutions for addressing concerns on behalf of employers.

May 14, 2015 – The Viscardi Center hosted its 49th Annual Sports Night.

May 20, 2015 – NBDC hosted an online workshop, "*The Business Advantage of Making Special the Norm.*" The educational webinar included valuable information on designing for diversity.

May 20, 2015 – NBDC's Marketing Anthropology Project (MAP) published an infographic, "*Disabilities in the United States, Listed by Age.*"



June 16, 2015 – In collaboration with the Job Accommodation Network (JAN), NBDC hosted a Think Tank session – *Navigating the Interactive Process with Employees with Mental Health Impairments* – to assist its corporate partners navigate the interactive process.

June 18, 2015 – NBDC hosted an online workshop, "*So You Did Not Reach 7%...Now What?*" The educational webinar included valuable information on practical solutions for Section 503 Self-Identification in the workplace.

July 8, 2015 – NBDC's Marketing Anthropology Project (MAP) released key findings from a national public survey about consumer attitudes on disability. Cygnal was commissioned to conduct a national survey on consumers whose buying decisions were mostly likely to be influenced by a business' practices toward individuals with disabilities.

July 16, 2015 – NBDC hosted an online workshop, "*Cognitive Disability: A Significant and Unaddressed Workplace Issue.*" The educational webinar included valuable information on cognitive disability in the workplace.

July 17, 2015 – NBDC's Marketing Anthropology Project (MAP) published an infographic, "*Disabilities in the United States, Listed by Market.*"

July 21, 2015 – In celebration of the 25th Anniversary of the Americans with Disabilities Act (ADA), NBDC hosted its ADA25 Business Networking Reception in New York City. It provided business and community leaders an opportunity to network with business colleagues while celebrating ADA25.



July 22, 2015 – IBM teamed-up with NBDC to host an Online Forum on "Driving Innovation with Accessibility in Government."



August 10, 2015 – NBDC announced that the **Emerging Leaders Internship Program for College Students with Disabilities** is available on a year-round basis. The internship program – funded by The UPS Foundation and historically offered only for summer internships – now provides candidates for winter, spring, summer and fall internships, as well as Co-Ops.

August 11, 2015 – In an effort to promote greater communication among stakeholders, NBDC created a LinkedIn Group for business and community leaders. It also launched NBDC Skype.

August 18, 2015 – NBDC's Marketing Anthropology Project (MAP) published an infographic, "*Disabilities in the United States National Survey*" (which focused on key findings from the national public opinion survey).

August 25, 2015 – NBDC published a Technical Assistance Guide on Telecommuting in the Workplace. The technical assistance guide provided useful information on how telecommuting (also known as "telework") serves as a valuable resource for both employers and employees, alike.

September 15, 2015 – In collaboration with the Job Accommodation Network (JAN), NBDC hosted a Think Tank session – *Pregnancy and Related Issues in the Workplace* – to offer guidance related to the ADA and PDA and managing pregnancy and related issues in the workplace.

September 17, 2015 – NBDC hosted an online workshop, "*Resolving Conflicts Where They Start: Creating Safe Work Environments for Employees With Disabilities.*" The educational webinar included valuable information on conflict resolution in the workplace.



October 2, 2015 – NBDC promoted free materials on disability self-identification, made available by the Campaign for Disability Employment.

October 28, 2015 – NBDC hosted an online workshop, "*Is Your Work Environment Truly Accessible?*" The educational webinar included valuable information on accessible workplaces.

November 4, 2015 – The Viscardi Center shared an in-flight video about the partnership between The Viscardi Center and JetBlue Airways. The in-flight video feature was shown on the seatbacks of all JetBlue Airways flights during the month of October - National Disability Employment Awareness Month (NDEAM). It focused on students of the Henry Viscardi School at The Viscardi Center, employers' future talent pool, and highlights their goals and accomplishments while bringing to light challenges people with disabilities face when they travel.

November 9, 2015 – NBDC hosted an international summit on the "Intersection between Disability Marketing & Accessible ICT" in New York City, with representatives present from the United States, United Kingdom, and Australia. The summit assembled marketing professionals, technology professionals and accessibility professionals to better understand how all facets of marketing strategies and information & communication technology (ICT) can be accessible to people with disabilities.



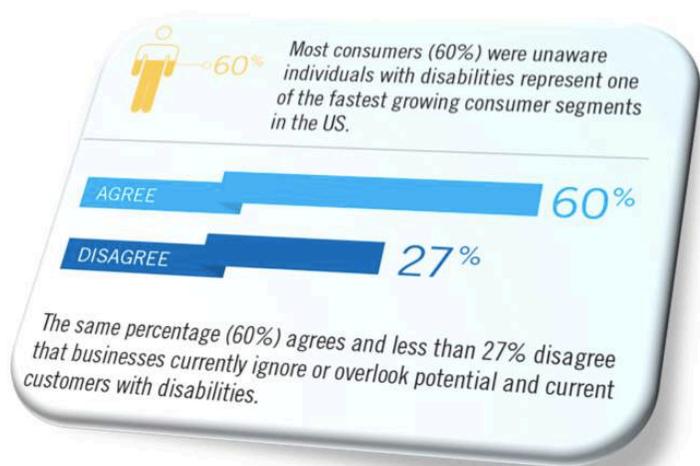
December 3, 2015 – NBDC published a Technical Assistance Guide on Making Employee Wellness Programs Accessible Under the ADA & ACA. The technical assistance guide provides useful information about employee wellness programs, as well as pending changes on how they are regulated by the federal government.



December 10, 2015 – John D. Kemp, President & CEO of The Viscardi Center, hosted the Center's Holiday Cocktail Reception. The Viscardi Center announced the recipients of the 2015 Henry Viscardi Achievement Awards. The international Awards recognize exemplary leaders within the disability community and their extraordinary societal contributions, while remembering the spirit and legacy of the Center's founder, Dr. Henry Viscardi, Jr.

December 15, 2015 – In collaboration with the Job Accommodation Network (JAN), NBDC hosted a Think Tank session – *Medical Inquiries and the ADA* – an overview of the scope of medical inquiries permitted under the ADA during pre-offer, post-offer, and employment.

**DID YOU
KNOW?**





Marketing Anthropology Project

The study of attitudes, preferences and culture of consumers with disabilities.

Interested in learning about the “disability market” and what drives consumers with disabilities?

The National Business & Disability Council (NBDC) at The Viscardi Center Marketing Anthropology Project (MAP) guides companies in developing marketing strategies and tactics, as well as creative messaging, that will resonate with people with disabilities – a trending market segment that has tremendous spending power.

A variety of professionals can benefit from MAP, including:

- ★ Chief Marketing Officers
- ★ Marketing Managers
- ★ Social Media Directors
- ★ Market Researchers/Analysts
- ★ Advertising Agency Representatives

Companies have already invested in market insights, and they're doing niche marketing to the following target markets... except one:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Aging Individuals/Seniors | <input checked="" type="checkbox"/> Latinos |
| <input checked="" type="checkbox"/> LGBT | <input checked="" type="checkbox"/> Women |
| <input checked="" type="checkbox"/> African-Americans | <input type="checkbox"/> People with Disabilities |
| <input checked="" type="checkbox"/> Asian-Americans | |

*Isn't it time that companies checked the last box?
Please contact NBDC to learn more about MAP!*

The aggregate income of people with disabilities tops \$1 trillion (USA). This includes \$300 billion in discretionary income.



Companies marketing to people with disabilities can reach as many as **four** in every **10** consumers.



Four out of **10** people with disabilities conduct business and personal activities online, spending an average of 20 hours per week logged on to the Internet. That's more time on average than non-disabled Web surfers spend online.

*Source: U.S. Census Bureau



2015 CORPORATE PARTNERS:

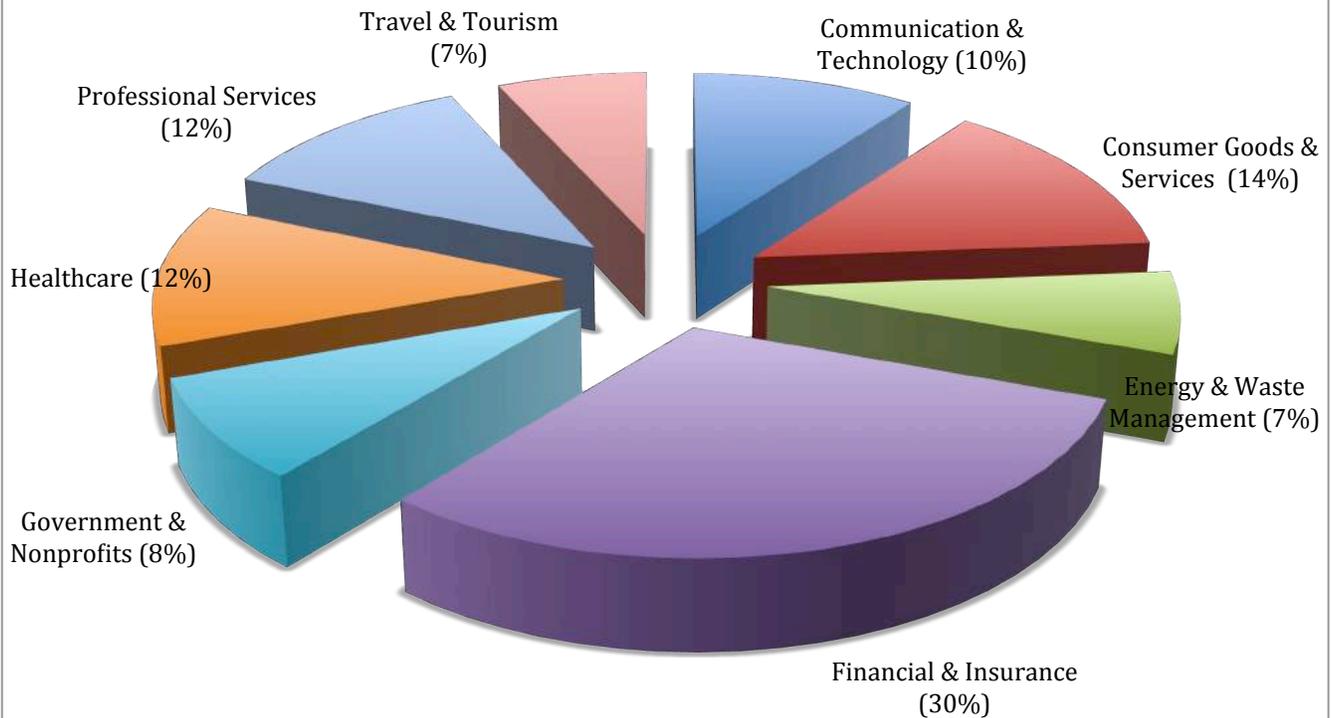
AXA	Adecco North America	Aetna
American Electric Power	American Red Cross	Bank of America
Barclays	Biodex Medical Systems	Bloomberg
Booz Allen Hamilton	Brookhaven National Laboratory	Brown Forman
CIT Transportation Finance	CVS Pharmacy	Canon
Citi	Deere & Company	Deloitte
Education Development Center	Ernst & Young	Federal Reserve Bank of New York
FedEx	GAF	General Electric
Goldman Sachs	HSBC Bank	Hess Corporation
Hilton Worldwide	Humana	IBM
Jennison Associates	JetBlue Airways	Johnson & Johnson
Kellogg Company	KPMG	Lockheed Martin Corporation
MAXIMUS	Merck	MetLife
Moet Hennessy	Morgan Stanley	National Grid
National Security Agency	New York Life Insurance Co.	Northwell Health
Officer of the Comptroller of Currency	Ovation Corporate Travel	Pfizer
PriceWaterhouseCoopers	Prudential Financial	QBE North America
Scotiabank	Sitecues by Ai Squared	Sodexo
Starwood Hotels	United Parcel Service	Verizon
Waste Management	Zest Finance	

2015 STRATEGIC ALLIANCES:

Campaign for Disability Employment	DirectEmployers	DiversityInc
Job Accommodation Network (JAN)	National Organization on Disability	Sitecues by Ai Squared



NBDC CORPORATE PARTNERS: BY INDUSTRY



- Communication & Technology (10%)
- Consumer Goods & Services (14%)
- Energy & Waste Management (7%)
- Financial & Insurance (30%)
- Government & Nonprofits (8%)
- Healthcare (12%)
- Professional Services (12%)
- Travel & Tourism (7%)



ACKNOWLEDGEMENTS:

In 2015, NBDC expanded its network of diversified corporate partners. NBDC's services are offered through tiered levels – or on a consultant basis – and assist companies and government agencies in developing strategies to implement, grow, and measure solid disability programs. The following chart demonstrates the diversity of the organization's corporate partners:

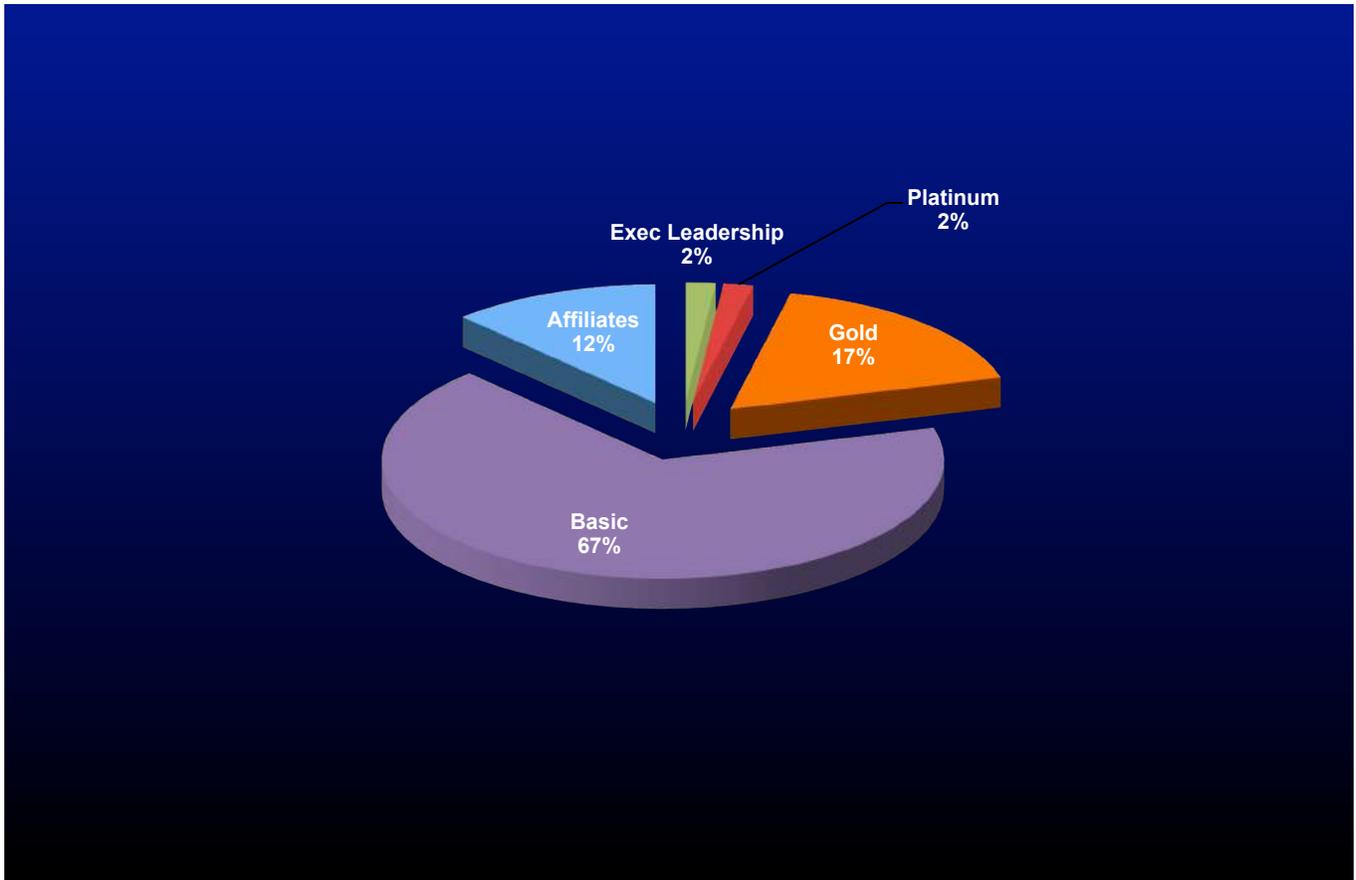


Figure 1 - 2015 NBDC Corporate Partners by Levels

CONCLUSION:

The National Business & Disability Council (NBDC) at The Viscardi Center experienced modest growth last year, while undergoing significant programmatic changes. NBDC positioned itself as a leading voice on issues relating to disability marketing through its Marketing Anthropology Project (MAP); it also offered its corporate partners more resources on accessible information & communication technology. The Emerging Leaders Internship Program – which is one of its signature services – switched from a summer internship program to a year-round program to better reflect the needs of its corporate partners. Additionally in 2015, timely [blogs](#) were published on disability marketing, accessible information and communication technology, and inclusive internships for students with disabilities.

To learn more about NBDC, please visit www.nbdc.com.