



# **Section 503 Outreach & Recruitment: How to Build Your Diverse Abilities Brand on College Campuses**

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USBLN Going for the Gold Program (GFG) &*

*Emily Malsch, USBLN GFG Sourcing and  
Community Outreach Consultant*



# Formal Briefing Sessions Involving Multiple Colleges/Universities at Corporate Locations

*Joe Furino*

*University Relations Manager*

*Boston Scientific*

# *Campus Outreach*

- Invited multiple local area colleges to events held at our Boston Scientific locations in CA, MA, & MN
- Targeted Career Services, Disability Student Services, and Veteran Student Services
- Focus was on educating on Section 503, sharing our Going for the Gold partnership with the USBLN, self-id, educating on Boston Scientific and opportunities for students, and identifying ways to partner

## *Discussion & Learnings*

- Varying levels of partnership across offices at schools
- Focus of the Disability Student Services office is more often around providing accommodations
- Students are reluctant to self disclose
- Targeted events can be challenging attracting students who may not want to identify publicly
- Including a student in the meeting provided meaningful insight and perspective

## *Outcomes & Next Steps*

- Better connections across offices and with Boston Scientific
- Joint advocacy on behalf of students
- Referrals
- Employer in Residence
- Mentoring Opportunities
- Online Virtual Career Fair



# **On-Campus Meetings to Bridge the Gap Between Career Services and Disability Services & Reach Talented Students with Disabilities**

*Holly Antos, PHR, SHRM-CP  
Sr. Workforce Diversity Consultant  
American Electric Power (AEP)*

# *How to Build the Partnership with Disability Services*

- Strong relationships will be built over time
- It's more than attending career and / or internship fairs (although you still should participate)
- Attend other meetings when possible. Examples include:
  - Schedule in-person meetings with Disability Services staff
  - Participate on career panels and interview & résumé writing workshops
  - Offer to conduct mock interviews with students

# *Set-up Initial Meeting*

- Learn more about the students
  - Demographics, student majors, interests
- Be prepared to answer - “Why should the Disability Services offices work with your organization?”
- Be able to indirectly answer the broader question - “Why should the College or University promote your organization?”
- Ask how your talent acquisition group can post openings with the University and specifically with the Disability Services office



## *Put Into Practice...*

- AEP built relationship with The Ohio State University (OSU) with assistance from the OHBLN
- Overall, attended 3 on-campus meetings / events:
  - Employer panel with students registered with Disability Services office
  - Career fair
  - Mentoring program kick-off (able to meet students interested in participating)

## *Put Into Practice (cont.):*

- Able to partner with OHBLN and OSU's Disability Services office to bring in 4 mentors and 4 paid interns
- 1 intern has accepted full-time employment

### **Mentorships**

- Structured program with requirement to create a mentoring plan with overall goals and month-to-month activities
- Periodic check-ins by OHBLN for status
- Mentees took lead based on their level of engagement and availability

# *Put Into Practice (cont.):*

## **Internships**

- Interns set schedule with their individual managers and participated from Jan. 2016 – June 2016
  - Internship highlights (based on manager feedback):
    - Accomplishments:
      - Managers felt this internship program is a great opportunity and they hope to expand on it
      - Interns were professional, self-driven and willing to learn
      - Managers appreciate the fresh viewpoints and new perspective on projects, etc.
    - Opportunity for Improvement:
      - Timing: Students had already set schedules for the semester so availability was limited
        - Managers are used to summer interns with full-time availability so it was an adjustment to limited part-time availability



# Contacts with National Organizations and Conferences Offering Opportunities to Connect with Students with Disabilities

*Megan Belden*

*Client Mgr., Nielsen Consumer Neuroscience &  
Co-Chair of Central Region ERG for People with  
Disabilities*

*Nielsen*

# *ERG involvement - Recruitment*



## **RECRUITMENT/ RETENTION**

### **ERG Role**

- Partner with Talent Acquisition to present Nielsen's diversity for recruitment
- Utilize ERG participation as development opportunity

# Strategic partnerships



- DEI
- Career Link Mentoring Program
- COSD
- Regional Focus
  - Wright State Example
- Talent Acquisition training



# **Webinars & On-Campus Events to Connect Students with Diverse Abilities and Federal Contractors**

*Mitch Morgan*

*Diversity & Inclusion Strategy Manager*

*Fifth Third Bank*

# *College Students with Disabilities*

- More and more high school students with disabilities are planning to continue their education in postsecondary schools
- Gaining an understanding of specific numbers is a challenge due to students uncomfortable self disclosing
- Maneuvering through university departments (Office of Career Services/Office of Disability Services)



# *OHBLN Career Readiness Webinar*

- Panel of members to discuss:
  - Section 503 regulations
  - When and how to self identify
  - Accommodations
  - Resume prep and interviewing skills
  - Other employment related topics

Example of participating schools:



# *OHBLN Mentoring Program*

- The Mentoring Program was built on the premise that:
  - Businesses become more inclusive of candidates and employees with disabilities when they experience them in their workforces
  - Individuals with disabilities are more employable when they participate in the workforce during their college years

*“Developing these relationships in a work based setting enables students with disabilities to receive crucial job-specific information, broaden the student’s professional network, and discuss issues that go beyond work requirements, such as how to set priorities, how to talk to a supervisor, or what to expect from co-workers...Mentoring experiences provide a critical link between the academic setting and work environment.”*

*VCU Article Excerpt: Experiences of College Students with Disabilities and the Importance of a Business Mentoring Program*



# *OHBLN Mentoring Program*

## Fifth Third Success:

- Engaged 2 SVP level employees in mentoring program
- Exposure to individuals with disabilities and impact inclusion has on culture
- Expands inclusion efforts outside of headquarters

