

Specific actions include:

- Formed the GM Disability Advisory Council made up of representation from cross-functional executives (e.g., public policy, communications, IT, human resources, facilities, talent acquisition, safety, health)
- Added Closed Captioning to all quarterly broadcasts
- Delivered focused training to recruiters to increase disability hiring
- Launched a voluntary self-ID campaign to encourage employee self-reporting
- Enhanced the company's reasonable accommodations process for salaried employees to accelerate the response time
- Expanded OnStar to include "OnStar Auto Fuel" affordable gas delivery program to Chevrolet, Buick, GMC and Cadillac vehicle owners. This added service is in addition to the 3-year free OnStar plan for people with disabilities
- Incorporated the disability employee resource group into the new/emerging mobility technology process (e.g., autonomous vehicles) – this is in addition to the "GM Mobility" structure in place to give discounts to customers with disabilities who need to adapt their vehicles

**TAKE ACTION**

The DEI, by AAPD and the Disability:IN, is a trusted resource for Fortune 500-1000 and Am Law 200 companies that are moving beyond social responsibility and into long-term sustainability through inclusion.

Registration opens every summer until fall at [www.disabilityequalityindex.org](http://www.disabilityequalityindex.org). Contact Becky Curran ([becky@disabilityin.org](mailto:becky@disabilityin.org)), DEI Director, to get your company started.

**2018 BEST PLACES TO WORK FOR PEOPLE WITH DISABILITIES  
TOP SCORERS - DEI RATING 100**

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

# MEASURING YOUR DISABILITY INCLUSION



[www.disabilityequalityindex.org](http://www.disabilityequalityindex.org)

# 1 1 BILLION PEOPLE HAVE A DISABILITY

More than a billion people, 15% of the world’s population, have a disability. This is only expected to grow, as the incidence of disability increases with age. Currently, the aggregate income of people with disabilities (PwD) is over \$1 trillion.

Companies have advanced, but still fall short. Diversity strategies now include minority groups such as African Americans, Women, Hispanics and LGBTQ individuals, however they often miss the largest unrepresented minority: people with disabilities. Even as companies become more diverse, they may not be inclusive. For instance, non-Hispanic black and Hispanic adults are more likely to have a disability than white non-Hispanic adults,<sup>1</sup> reiterating some diversity strategies aren’t sufficient.

Including people with disabilities creates a culture of belonging and acceptance, which in turn leads to corporate sustainability.

## EMPLOYING PEOPLE WITH DISABILITIES

Historically, the Americans with Disabilities Act (ADA) has ensured better access to buildings, transportation, and employment. For federal contractors and subcontractors, Section 503 of the Rehabilitation Act recommends a 7% utilization goal for people with disabilities.

Yet, in 2018, the labor force participation rate for people with disabilities is a dismal 20% compared to 69% for people without disabilities,<sup>2</sup> proving despite the ADA and federal regulations there is still a major untapped market of employees and a potential for higher consumer spending.

# 2 DISABILITY EQUALITY INDEX (DEI)

The Disability Equality Index (DEI) is an objective, reflective and forward-thinking disability inclusion rating tool to assist businesses. Fortune 500 companies had recognized that current benchmarking tools were inadequate in evaluating disability inclusion as part of their company’s sustainability efforts. To date, the DEI has grown nearly 263% with companies voluntarily using the DEI each year.

- The 2019 rating criteria is comprehensive. Companies will self-report within six categories:
- Culture & Leadership
  - Enterprise-Wide Access
  - Employment Practices (Benefits, Recruitment, Employment, Education, Retention & Advancement, Accommodations)
  - Community Engagement
  - Supplier Diversity
  - Non-U.S. Operations

Companies that rate 80 and above are publically recognized as a “Best Place to Work for People with Disabilities.” In 2018, 63% of those companies participating scored the top score of 100.

70% of companies who took the DEI in 2018 took it in 2017 as well for long-term benchmarking. This comparative analysis helps; 98% of 2017 repeat participating companies maintain or increase their DEI rating.

The DEI was founded in 2013, by various stakeholders within the disability rights and business communities. The DEI is a joint initiative of the American Association of People with Disabilities (AAPD) and Disability:IN, and was developed in 2013 by the DEI Advisory Committee, a diverse group of business leaders, policy experts, and disability advocates.



# 3 THE GM ROAD TO INCLUSION

The 2014-2015 DEI highlighted the need for General Motors (GM) to address several areas in support of employees with disabilities. With DEI benchmarking insights, GM focused its efforts on the needs of GM employees with disabilities with specific attention to enhancing business outcomes. Further, DEI gave greater visibility within the workforce and marketplace.

Within one year, GM made significant gains in their inclusion initiatives and received a top rating of 100 on the 2016, 2017, and 2018 DEI.

GM has leveraged DEI – to galvanize its efforts across the business – achieving significant gains on disability inclusion, while ensuring that the voices of customers with disabilities are imbedded in the process to drive future technological innovation.

## DEI Participating Company Feedback (Anonymous):

“ DEI helps my organization find ways to enhance our diversity efforts around disability inclusion that is objective and forward-thinking that will assist our business to being an industry leader.

Very comprehensive and makes you think about things you might not have otherwise.”

“ We had several ‘aha’ moments.

Sources:  
 1 “Key Findings: Prevalence of Disability and Disability Type among Adults, United States – 2013,” Center for Disease Control and Prevention  
 2 “May 2018 Disability Employment Statistics” US Department of Labor, Office of Disability Employment Policy