

IBM Accessibility Facebook Expert Hour on Global Workforce Diversity Transcript 06/22/2011

[IBM Accessibility](#) Hope you'll be joining us in less than an hour, as our IBM experts answer your questions about Global Workforce Diversity, focusing specifically on People with Disabilities (PwDs). :-)

[Peter Fay, Anil Joshi, Arun Garg, Elaine 'Eleonor' Houston](#) like this.

[IBM Accessibility](#) Welcome to today's Facebook Expert Hour. We're glad you've joined us. We'll be talking about Global Workforce Diversity today with the focus on Persons with Disabilities (PWD).

[Ccac Captioning](#) likes this.

[Guy A Johnson](#) Hello and thank you!

[Anil Joshi](#) Hi

[IBM Accessibility](#) I'd like to introduce our truly global panel of experts, here today to answer your questions: Anupama Vaish, IBM Human Resources Program Manager - Workforce Diversity, India
Stefane Guercio Bin, IBM Human Resources HR Diversity Analyst, Brazil
Tanishe Swan Pitts, IBM PwD and WorkLife Diversity & Workforce Programs Professional, United States

[Anupama Vaish](#) Hi There!

[IBM Accessibility](#) Hi there, Anupama!

[Anil Joshi](#) Hi

[Guy A Johnson](#) Hello and thank you!

[IBM Accessibility](#) And definitely not least, just limited by FB's character count:

Tracey Schramm, IBM Technical Support Professional & Global PwD Diversity Network Group Leader, United States

Yves Veuilliet, IBM Diversity Leader for Canada - Workforce Diversity Program Manager, NE/SW Europe

[IBM Accessibility](#) And a few pointers before we start taking questions.

* This is a public page, so anyone can and is welcome to follow the session, but to post your questions and comments on the wall you must "Like" IBM Accessibility, by clicking on the "Like" button at the top of the page.

* To post your question, just type your question into the box that says, "Write something...." then hit Return, and it will display on the wall.

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* Please hit your browser refresh button occasionally. Questions and responses are often posted faster than Facebook automatically refreshes.

* If you're using a screenreader, please use Facebook's HTML-only mode at

<http://m.facebook.com/home.php>

[IBM Accessibility](#) Okay, with the housekeeping taken care of, let's start taking your questions. :-)

[Dotty Maddock](#) I don't have any questions, but tuned it to see how this worked. Are folks just supposed to post questions for the panel here?

[IBM Accessibility](#) Hi Dotty. Yes, if you do end up wanting to ask a question, please just post it where it says, "Write something..." and it will post on the wall.

[Adam Skwersky](#) What are IBM's plans to caption its extensive media library?

[Marc Johlic](#) Hi Adam, while I haven't seen any formal plans myself, I do know that we have IBM Research teams that have developed promising technology in this area with the Media Library specifically mentioned in the conversations.

[Adam Skwersky](#) Yes, I'm aware of the many technologies we are developing but when are we actually going to see them used in a large scale on the media library? When will we be able to request captioning for a given piece of media and see it added within a week?

[Adam Skwersky](#) http://www-03.ibm.com/able/news/csun11_papers.html

That has some links on recent presentations related to this.

[Tanishe Pitts](#) For internal IBMers if we have requests for items to be captioned, a request should be made through the IBM Accessible Workplace Connection (AWC) tool.

[Adam Skwersky](#) Where is this tool?

[Tanishe Pitts](#) Adam, the AWC tool is an internal tool, so let's connect offline internally so that I can walk you through it.

[IBM Accessibility](#) If you're interested in learning more about Accessible Workplace Connection at http://www-03.ibm.com/able/accessibility_services/AWCsolution.html

[Guy A Johnson](#): Hello, how should we (IBM'ers) address cognitive issues?

[Kember A R Forcke](#) likes this.

[IBM Accessibility](#) Great question, Guy, can you be a little more specific?

[Kember A R Forcke](#) Great question!

[Guy A Johnson](#) If I don't use reminders and schedule meetings, I would forget them. I am mentally fatigued 5 hrs after waking up. This is a daily symptom and I have taken almost every type of drug (prescription) for it.

[Kember A R Forcke](#) likes this.

[Anil Joshi](#) I guess there is a huge need about cognitive issues esp. learning and education.. It will help to understand the details..Thanx

[Fran Hayden](#) For example, Guy - do you mean how should we address cognitive issues internally in the IBM workplace - either with colleagues or with emerging cognitive issues as we age, or in product development - or externally in sales situations or customer inquiries?

[Guy A Johnson](#) Simple things that I should remember have become labor intensive. I have post-it notes everywhere, I have to review them almost every 2 hrs, b/c having it written down isn't good if you don't read it.

[Guy A Johnson](#) Fran, internally at IBM...

[Debbie Carlin Adams](#) Hi Guy - we have a cognitive community. There is quite a bit of information on our internal global PwD wiki. I recommend that you take a look (if you need the internal url feel free to email me directly (debadams@us.ibm.com). There is also a Global PwD Diversity Network Group that if you are not currently a member, that may also be a good connection for you as well.

[Kember A R Forcke](#) likes this.

[Phill Jenkins](#) This is also an issue with returning "wounder heroes" from Iraq and Afghanistan. CAP is assessing each individual and recommending technologies and approaches. See <http://cap.tricare.mil/Default.aspx>

[Kember A R Forcke](#) and [Anil Joshi](#) like this.

[Guy A Johnson](#) thanks for the information, I truly appreciate it.

June 22 at 9:24am · Like

[Fran Hayden](#) Debbie, Phill - thank you for posting! I was not aware of these programs/technologies.

[Kember A R Forcke](#) Guy- Thanks for asking these great questions and Phill/Fran/Debbie, thanks for great answers. There are increasing incidences of cognitive fatigue and adult ADD/ADHD-like symptoms which are related to everything from PTSD (civil and military) to psuedo-dementia to Alzheimers... Many folks suffer quietly from these "invisible" disabilities.

[Guy A Johnson](#) likes this

[James Bailey](#) I just downloaded your CSUN presentation Accessible Analytics: Is that using an application developed by IBM?

[Anil Joshi](#) likes this.

[Andi Snow-Weaver](#) Hi James, the examples in the paper come from a combination of our Cognos products and some research projects

[James Bailey](#) Are these tools available or still in development?

[Andi Snow-Weaver](#) Some limited support is available now but we are just getting started on this work so stay tuned for more updates.

[Phill Jenkins](#) see <http://www-958.ibm.com/software/data/cognos/manyeyes/>

[James Bailey](#) Is one objective of Many Eyes to convey information imbedded in web based charts or graphs to blind users?

[Andi Snow-Weaver](#) James, Many Eyes will provide an alternative text view that allows blind users to get at the critical information that is in the chart. Unfortunately, it's not available in the link Phill posted.

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[James Bailey](#) This is a very important area of web accessibility. I hope you develop and release a viable solution. One suggestion: stay with screen-reader native navigation keys - don't force users to learn an alternative and/or new navigation scheme. I'll watch this as it develops. Thanks.

[IBM Accessibility](#) And we're in luck, Debra Adams, IBM Global PwD Constituency Leader, has been able to join our team of IBM Experts and is answering questions. :-)

[IBM Accessibility](#) Please remember to refresh your browser.

[Yoshiko Sasaki](#) likes this.

[Burk Kalweit](#) Is IBM doing anything in terms of promoting new tech solutions to address cognitive issues as a global challenge?

[Anil Joshi](#), [Guy A Johnson](#) like this.

[Burk Kalweit](#) Saw an interesting presentation on "Smart' devices that are able to interact with their surroundings - seems like there should be significant potential to create 'Smart' people who are better able to interact with the world. Anything happening in that space - beyond the great catch phrase about IBM building a smarter world?

[Phill Jenkins](#) Sure, lots! getting that data (in an accessible format) to people and their smart (and dumb) phones is part of a lot of projects. Smarter way finding for vision impaired users, using feature phones (not internet connected) to access voice sites for illiterate users, and accessible city tagging for wheelchair users are just a few examples.

[Burk Kalweit](#) Thanks, Phil. How does one find out about these new products, and better yet, how is IBM planning to market them? Are there established channels?

[Mary Jo Mueller](#) When was the first employee with disabilities hired?

[Anupama Vaish](#) likes this.

[Tanishe Pitts](#) First employee was hired in 1914, 76 years before the ADA. This site -->>
<http://ibm.co/iJcvNE> also has lots of history and fun facts regarding IBM's Centennial

[Anupama Vaish](#) 1914 when IBM hired its first disabled employee, 76 years before the Americans with Disabilities Act (ADA).

[Marnie Hoover](#) Hello! How do you handle accommodations for employees in emerging/other countries?

[Stefane Guercio](#) IBM has taken the lead on diversity policies long before it was required by law, this means that the values of equal opportunities and the diversity strategy can be experienced even in countries where there are no legislation enforcing accessibility or persons with disabilities employment.

[Stefane Guercio](#) To ensure that all individuals have the same opportunity of performing their job tasks we provide accommodations and workstation adjustments which are reasonable and effective and that allow our employees with disabilities to feel valued and productive through our accommodation policies and practices.

[Marnie Hoover](#) That is great to hear!

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[Anupama Vaish](#) Employees put forward their request for accommodation through global tool - AWC (Accessibility Work Place Connection) and we have experts from the country and a global designated team who analysis and helps the employee with the right solution. There is a centralized budget kept for purchasing accommodations called Reasonable Accommodation Budget.

[Phill Jenkins](#) likes this.

[Adam Skwersky](#) What kind of outreach is being done to hire at IBM more people with disABILITIES?

[Tanishe Pitts](#) We partner with several agencies that focus on recruiting PwD, i.e., Entry Point

[Anil Joshi](#) Do we have plans to collaborate with University Program to recruit PwDs?

[Stefane Guercio](#) Also, in Brazil we qualify professionals with disabilities in IT and English in partnership with external institutes as it is hard to find professionals with disabilities with such skills.

[Yves Veulliet](#) In Europe, in order to attract as many highly skilled people with disabilities as possible ,we conclude academic partnerships with Universities and High Schools: IBM works with the Univ' to improve the eAccessibility level of their IT and in exchange the university proposes a list of students with disabilities for a 6 month

[Anupama Vaish](#) We partner very closely wth NGOs who work towards training and placement of PwD candidates. We conduct trainings for PwD candidates as per our job requirements at the entry level to make them more employable

[Yves Veulliet](#) internship, creating opportunities for future hirings

[Tanishe Pitts](#) url for Entry Point is -->> www.entrypoint.org

[Adam Skwersky](#) Does IBM recruit at Gallaudet University or RIT/NTID?

[Debbie Carlin Adams](#) Hi Adam - yes, both.

[IBM Accessibility](#) Remember to refresh your page -- Facebook is not keeping up with us today. :-)

[Shreyans Jain](#) Hello ! Is there any research going on in IBM to develop accessible maps ? If yes, please give the leads. Thanks

[Andi Snow-Weaver](#) Hi Shreyans, maps are one of the things we are looking at for our Complex Visualization project. Maps are very context dependent. For example, if the purpose of the map is to provide directions from one point to another, you can provide turn by turn directions as an alternative

[Andi Snow-Weaver](#) But if the purpose of the map is to show the weather radar, then that's of course a more difficult problem.

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[Shreyans Jain](#) yes you are right. we here in the university are trying to address the issue using tactile and audio feedback in smartphones. It would be however interesting to make web maps accessible with use of CSS/Javascript and HTML5.

[IBM Accessibility](#) If you'd like to ask our experts a question, please just type your question into the box that says, "Write something...." then hit Return, and it will display on the wall.

[Debbie Carlin Adams](#) Did you know IBM has won numerous awards for hiring people with disabilities, most can be found on this link <http://www-03.ibm.com/employment/us/diverse/awards.shtml#pwd>. Most recently IBM was #1 on DiversityInc's top 10 companies for People with Disabilities.

[People with Disabilities Year Award 2010 IBM US, No. 1 company for People with Disab](#) www-03.ibm.com

IBM's employees represent a talented and diverse workforce. Achieving the full potential of this diversity is a business priority that is fundamental to our competitive success. A key element in our workforce diversity programs is IBM's long-standing commitment to equal opportunity, a commitment

[Stefane Guercio, Phill Jenkins, Marnie Hoover, Fran Hayden, Anil Joshi](#) like this.

[IBM Accessibility](#) Our hour is up already! I hope you've found this session informative. I want to thank our panel of experts today, Anupama, Deb, Stefane, Tanishe, Tracey and Yves, for joining us and sharing their expertise.

[Anil Joshi, Stefane Guercio](#) like this.

[Debbie Carlin Adams](#) Thank you for including us!

[Anupama Vaish](#) Thank you for giving us this opportunity, it was very nice to be part of it

[Stefane Guercio](#) Thank you for the opportunity, I really enjoyed participating on it, and will definitely check the next sessions!

[IBM Accessibility](#) If you'd like a transcript of this session, please send an email to acweb@us.ibm.com with "6/22/11 Expert Hour Transcript" in the subject line, and I'll send it to you as soon as it's completed. And of course, we'd love to hear your suggestions for future Expert Hours.

[IBM Accessibility](#) So I'll close this session of the IBM Accessibility Facebook Expert Hour, and wish you a wonderful afternoon, evening or morning. :-)

[Kristi Farinelli](#) likes this.

[Silvia Mihailescu](#) Dedicated to the IBM Accessibility team :-)

<http://www.youtube.com/watch?v=U2PTD0Yc5ig>



[Happy 100th Anniversary IBM](#)
www.youtube.com

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2011, IBM's 100th anniversary - my personal video:-) to find out more on about IBM's Centennial go on ibm.com/100

[Fran Hayden, Laura Lanham Kelley, Anil Joshi, Sam David](#) like this..

[Rukhsana Syed](#) Thanks to the leadership team, it was a great experience for me to attend this for the 1st time.
[Debbie Carlin Adams](#) likes this.

[Prashanth M Kumar](#) Thank you for this session..it was certainly informative and learnt a lot of things which I didnt know of !!!

[Debbie Carlin Adams](#) likes this.

[Jim Sinocchi](#): some of you may find these pieces interesting



[View From the Chair](#)

www.jsviewfromthechair.com

The Americans with Disabilities Act put the spotlight on a group of people in the USA. This group now has a voice; a constituency that has come of age. This community votes, works and pays taxes. Human beings, who were once invisible, are now visible and can no longer be ignored. This blog is based