

National Disability Employment Awareness Month (NDEAM) Theme National Online Dialogue

March 24 – March 31, 2014

Participation Metrics



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Introduction:

The following report outlines the results of the *“Join the Conversation: NDEAM Theme Ideas Dialogue.”* Hosted by the [U.S. Department of Labor's Office of Disability Employment Policy \(ODEP\)](#), this online event was held from March 24 to March 31, 2014 and was open to the general public and invited participants to submit ideas for the theme of 2014's National Disability Employment Month (NDEAM). Participants were asked to consider slogans or taglines that would appear on NDEAM posters and materials to remind everyone of the valuable skills and talents that people with disabilities bring to the workplace.

Ideas posted to the online dialogue were organized into topics, including: Talent; Inclusion; Diversity; and Additional Input. In addition to posting ideas to the dialogue, participants were given an opportunity to “vote” on each idea and submit comments. Included in this report are the top posts contributed by and voted on by participants.

The ideas and comments received during this online dialogue will be used by ODEP to help shape the theme for this year's NDEAM, which is to be celebrated throughout October 2014.

Participation Summary:

- Dialogue opened at 8:00am ET on March 24, 2014
- 132 total ideas
- 110 comments
- 744 votes
- 353 registrations
- Dialogue closed at 11:59pm ET on March 31, 2014

Campaign Summary:

- Total number of ideas: 132
- Idea breakdown by topic:
 - Talent: 43 ideas (36 comments and 247 votes)
 - Inclusion: 47 ideas (38 comments and 265 votes)
 - Diversity: 36 ideas (36 comments and 232 votes)
 - Additional Input: 6 ideas

Registration Metrics:

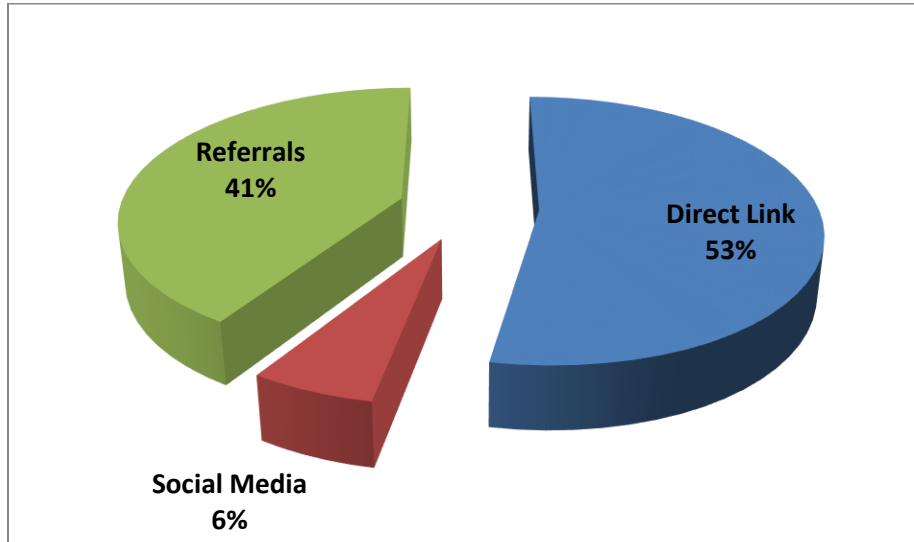
- Total registrants: 353
- Total number of registrants that completed the registration process: 297

Visits during the Dialogue (3/24 – 3/31/14):

- Pre-registration visits (3/21/14): 39
- Total visits during the live dialogue: 1,393
- Unique visitors: 906
- Total page views: 10,734
- Average pages per visit: 7.71
- Average visit duration: 6:54
- Returning visitors: 63.53%
- Bounced Rate (percentage of people who leave after viewing the first page of the dialogue): 11.13%

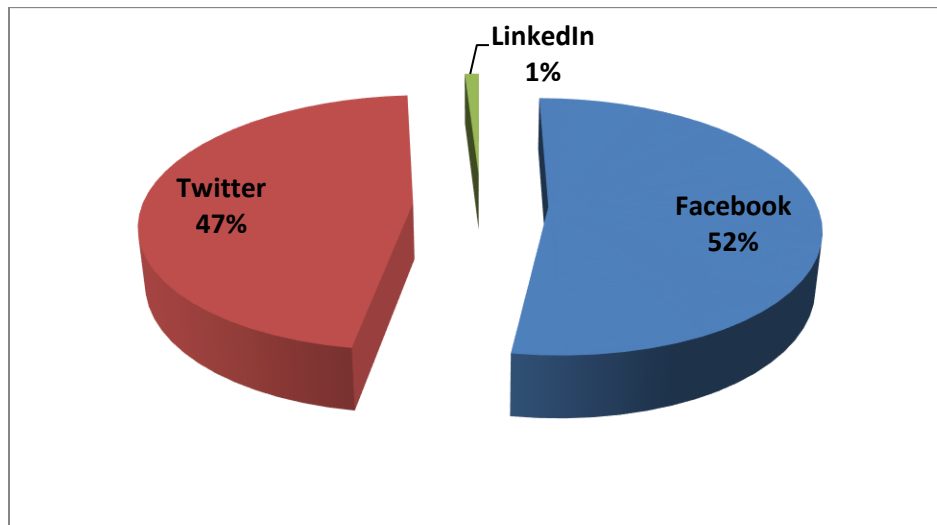
Traffic Sources:

- Direct link: 53%
- Referrals (DOL, ePolicyWorks emails): 41%
- Social media: 6%



Breakdown of Traffic from Social Media Outlets:

- Twitter: 47%
- Facebook: 52%
- LinkedIn: 1%



Demographics of Visitors:

State	Number of Visits		
		Minnesota	11
District of Columbia	149	Arizona	10
Maryland	119	Oregon	10
California	111	Colorado	9
Texas	102	New Mexico	9
New York	97	Louisiana	6
Pennsylvania	65	Nebraska	6
Ohio	63	New Hampshire	6
Virginia	63	South Carolina	6
Florida	57	Arkansas	5
Georgia	53	Oklahoma	5
Missouri	50	West Virginia	5
Massachusetts	41	Maine	4
Illinois	32	Nevada	4
Wisconsin	32	Rhode Island	4
New Jersey	24	Mississippi	3
Kentucky	23	Alaska	2
Michigan	23	Connecticut	2
Washington	23	Delaware	2
North Carolina	22	South Dakota	2
Tennessee	21	Hawaii	1
Iowa	17	Idaho	1
Indiana	16	North Dakota	1
Alabama	15	Unknown	8
Kansas	15	Outside the U.S.	38

Note: The ideas listed in the following sections include minor typographical corrections, which have in no way impacted the substance or the intention of the revised posts. Rating order was determined by the highest number of up votes.

Top 5 Overall Ideas:

Top Idea #1: We plan to work – we need to work – we choose to work!

24 Up Votes | 4 Down Votes | 20 Net Votes

People with a disability plan and dream for our future. We need to support our families, buy our houses, and fulfill our roles in the world. We choose to develop our skills, earn our degrees, and participate in experiences so we will find the right employment opportunity that helps us utilize our talents.

Top Idea #2: Bridging Opportunities by Connecting Skills to the Workforce

20 Up Votes | 6 Down Votes | 14 Net Votes

Matching the skills of the employee to the needs of the perspective employer.

Top Idea #3: Lead the Way - Hire today

7 Up Votes | 1 Down Vote | 6 Net Votes

Captures the idea of employment as the driving force to independence.

Top Idea #4: Expect. Empower. Employ.

8 Up Votes | 2 Down Votes | 6 Net Votes

It's important for people with disabilities and employers alike to expect that PWDs will succeed in the workplace; mentors and others can help PWD feel empowered to succeed; and ultimately nothing will demonstrate the capabilities of PWDs better than offering them the opportunity to prove themselves in the workplace.

Top Idea #5: "True Diversity" is Inclusive of All

6 Up Votes | 1 Down Vote | 5 Net Votes

Diversity includes Persons with Abilities who happen to have a Disability.

Top 5 Ideas under the Topic “Talent”:

Top Idea #1: We plan to work – we need to work – we choose to work!

24 Up Votes | 4 Down Votes | 20 Net Votes

People with a disability plan and dream for our future. We need to support our families, buy our houses, and fulfill our roles in the world. We choose to develop our skills, earn our degrees, and participate in experiences so we will find the right employment opportunity that helps us utilize our talents.

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Top Idea #4: Dream it. Believe it. Achieve it.

8 Up Votes | 3 Down Votes | 5 Net Votes

I've been working with people with disabilities for 14 years - many of those in the field of rehab technology. It has been my experience that with the right focus anything is possible. I see it every day in the accomplishments of the people I have the pleasure of serving.

Top Idea #5: See Me Through My Eyes

8 Up Votes | 4 Down Votes | 4 Net Votes

Images of the abilities and tasks the individual with disabilities perceives s/he is capable of performing.

Top 5 Ideas under the Topic "Inclusion":

Top Idea #1: Bridging Opportunities by Connecting Skills to the Workforce

20 Up Votes | 6 Down Votes | 14 Net Votes

Matching the skills of the employee to the needs of the perspective employer.

Top Idea #2: "True Diversity" is Inclusive of All

6 Up Votes | 1 Down Votes | 5 Net Votes

Diversity includes Persons with Abilities who happen to have a Disability.

Top Idea #3: Join the DisAbility Employment movement NOW for the 21st Century

5 Up Votes | 1 Down Votes | 4 Net Votes

Encourage the empowerment for ALL, and celebrate our differences to provide a more inclusive workplace.

Top Idea #4: Access. Equality. Inclusion.

6 Up Votes | 2 Down Votes | 4 Net Votes

Access. Equality. Inclusion.

Top Idea #5: All In for a Disability Inclusive Workforce

4 Up Votes | 1 Down Vote | 3 Net Votes

When we all embrace our diversity it creates a strong, productive and inclusive workforce.

Top 5 Ideas under the Topic “Diversity”:

Top Idea #1: Develop the Theme for NDEAM 2014

9 Up Votes | 5 Down Votes | 4 Net Votes

2014 Disability Month Theme Ideas:

1. Going Above and Beyond
2. Where there's a Wheel, there's a Way
3. Knowing no Bounds
4. Busting Down Barriers
5. Can't Stop Now
6. We are Here, We are There, We are Everywhere

Top Idea #2: Employment First

5 Up Votes | 2 Down Votes | 3 Net Votes

This focuses on the Employment First initiative for state agencies to focus their supports and services on Employment First. This encourages states to assume employment for everyone and to provide the supports needed to obtain and maintain competitive, integrated employment for all.

Top Idea #3: Knowledge is Diversity

6 Up Votes | 5 Down Votes | 1 Net Votes

The more you know the more Diverse you can become. Education is the key to a Diverse work place

Top Idea #4: PurposeAbility

1 Up Votes | 0 Down Votes | 1 Net Votes

A highlight on how people find purpose in all of their abilities - including those abilities that are perceived as disabilities.

Example: Showcase our Accessibility, Resilience, Adaptability.

-How people with disabilities adopt to work environments with employer partnerships and commitment to accessibility.

-Trends in education/academia showing how people with disabilities access education and transform the benefits of accessibility into successful participation in education/academia.

-The resilience of people to find, stay, maintain, and develop in the work sector.

-The resilience of the community in terms of advocacy issues for the betterment of the lives of people.

The adaptability of people to issues related to their communities-like sports, politician, educators, and business leaders.

-How we adopt to cultural perspectives of disabilities by helping other recognize how disabilities affect people, families, and communities.

We understand the language of disabilities, by recognizing that there are ideas that can be shared and understood through various methods, and it is because of this that we recognize the importance of making sure that everyone is included.

-We understand that anyone can develop a disability at any time in their life, and that this is one more major factor in understanding how We Are All Related.

Top Idea #5: Engaged Communities Embrace Diversity

1 Up Votes | 0 Down Votes | 1 Net Votes

Everyone benefits from living, learning and earning in a diverse culture. It allows for growth on everyone's part... job seekers/ employees with disabilities, business, and community members.

Conclusion

Through the *“Join the Conversation: NDEAM 2014 Theme Ideas Dialogue,”* DOL’s ODEP successfully leveraged accessible crowdsourcing tools to engage citizens and effectively supported ideation in a virtual environment.

This metrics report simply summarizes the online dialogue’s results. Participant input and responses are currently being reviewed by ODEP’s Policy Communications & Outreach Team (PC&O) and will ultimately be used to shape the theme for this year’s NDEAM, which will be celebrated throughout October 2014.

The national dialogue was a success on multiple levels. It represents a new approach for ODEP in gathering ideas from key stakeholders in an effort to increase citizen engagement around NDEAM. Through online voting, idea submission and commenting, the event enabled citizens to contribute ideas and share their creativity for expressing how people with disabilities bring valuable skills and talents to the workplace, while serving as an effective outreach and awareness tool for ODEP around these efforts.