



Disability Inclusion Self-ID Campaign



Disability:IN National Conference
Inclusion Works Meeting
Chicago, IL

July 15, 2019

Kristie King
Sr. Manager, Diversity & Inclusion
Comcast

D&I is Embedded in Every Aspect of our Business

Our commitment to Diversity & Inclusion spans several focus areas. It has become essential to how we operate our business.



CORPORATE GOVERNANCE

fostering diversity and supporting inclusion through active executive leadership



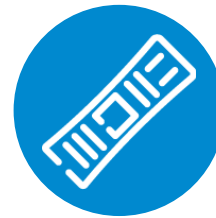
COMMUNITY IMPACT

empowering diverse philanthropic initiatives



SUPPLIER DIVERSITY

supporting diverse businesses and expanding opportunities



PROGRAMMING & PRODUCTS

creating content that reflects diverse cultures and lifestyle, and developing products accessible for everyone



COMCAST VENTURES

investing in, and supporting growth of, diverse entrepreneurs and startups



WORKFORCE HIRING & INCLUSION

attracting, developing, and retaining diverse talent

Disability Inclusion

Guiding Principles

Vision

- Comcast NBCUniversal is a recognized leader with an inclusive workplace where individuals of all abilities can thrive in support of business innovation

Goal

- Attract, hire, engage, retain and empower people with disabilities (PWD) across the enterprise to fully enrich our workforce and position Comcast NBCUniversal as the destination for the right talent and the employer of choice for everyone

Strategy

- Build a workforce that fully mirrors the customers and communities we serve and is reflective of current and growing demographics of the disability community
- Cultivate a disability sensitive work environment by building awareness and increasing competency for a more inclusive workplace
- Empower and engage People with Disabilities by providing equal access to tools, information, support and systems



Disability Mentoring Day 2016



Disability Mentoring Day 2017

Campaign Goals

Education

- Heighten disability inclusion competency via awareness building

Inclusion

- Foster a culture of inclusion by ensuring employees feel empowered, safe and supported

Innovation

- Improve employee experience by helping to shape company policies, business processes and procedures

Key Metrics

- Survey Participation
- Employees Identifying as Having a Disability
- ComcastNow Articles Views



Michele W.
VP, Xfinity Internet & Communications



Collaborative Design

UNDERSTANDING

Considered all voices through strong collaboration between:

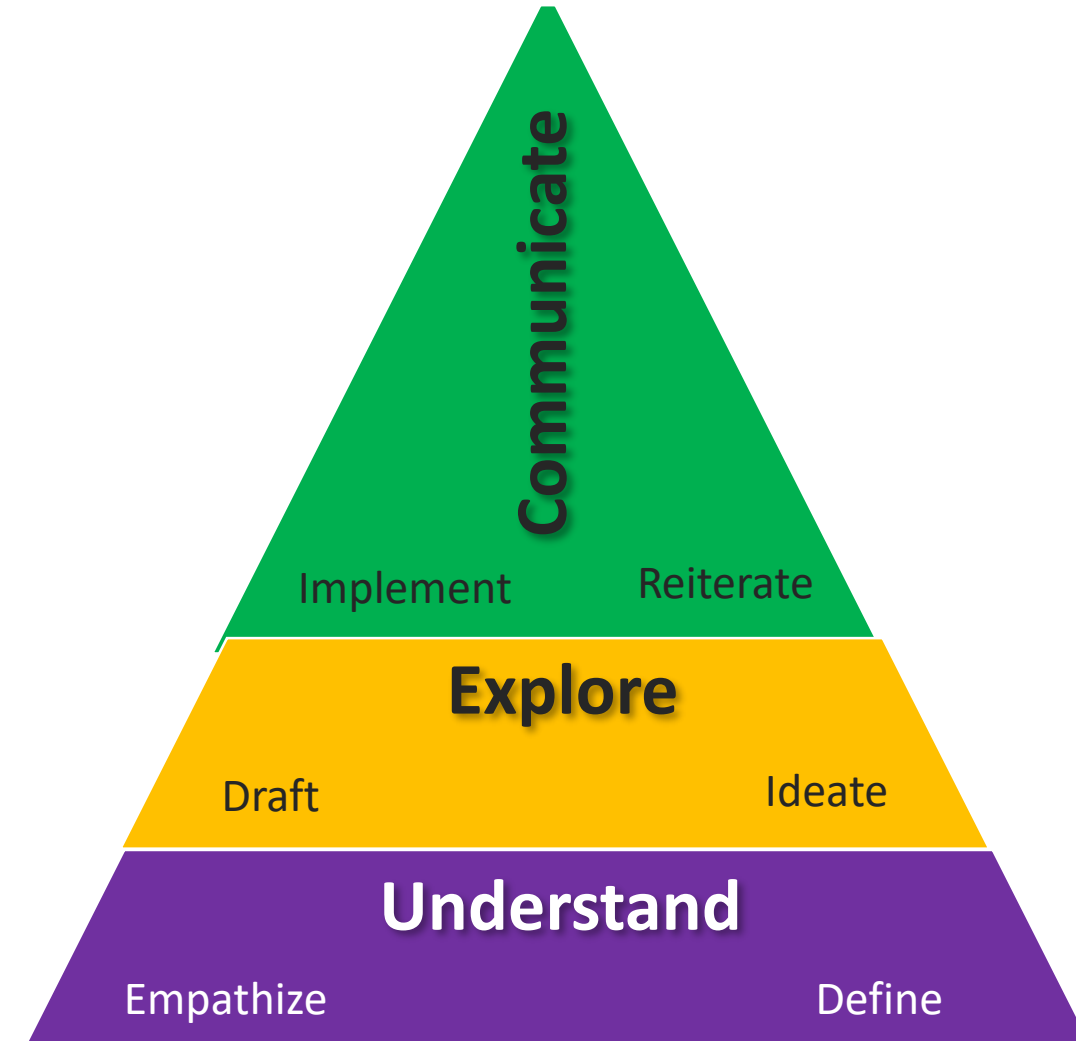
- Diversity & Inclusion
- HR Communications
- Labor & Employee Relations/Legal
- HR Operations
- MyAbilities Employee Resource Group

EXPLORING

Audience segments & messaging created from focus groups

COMMUNICATING

Focus was Abilities over Disabilities and Call to Action was driven by our own employees who brought the story to life by sharing theirs



Understand

Deliberate & Strategic Focus on Inclusion:

- Right thing to do for our business
- Key driver of innovation
- Ultimately improving both the Customer and Employee Experience

WIIFM

- Had to create meaning for everyone - regardless of disability status

Campaign Objectives

- Educate employees on disability inclusion
- Ensure employees with disabilities feel empowered, safe and supported
- Communicate the business value of identifying disability status
- Help shape company policies and business processes and procedures



Ather S.,
Software Development Engineer

Audience Segment	High-Level Message	Objectives
Employees with a disability	Your response is confidential and will not impact your career	Help people with disabilities feel empowered, safe and supported Communicate the business value of identifying disability status Foster a culture of inclusion
Employees with a disability who do not consider themselves disabled	There are many conditions that qualify—even a history may qualify	
Employees without a disability	Participation is key—all answers are equally important	

What is a disability?

A disability is a physical or mental impairment or medical condition that substantially limits a major life activity.

If you have a history of an impairment or medical condition, it may qualify as a disability.

If you indicate you have a disability, you will NOT be asked for documentation or contacted about your condition.

In some cases, the following conditions may be considered a disability:

- ADD
- Anxiety Disorder
- Arthritis
- Asthma
- Autism
- Bipolar disorder
- Blindness
- Cancer
- Cerebral palsy
- Chronic back pain
- Diabetes
- Deafness
- Epilepsy
- High Blood Pressure
- HIV/AIDS
- Impairments requiring the use of a wheelchair
- Intellectual disability
- Irritable Bowel Syndrome
- Major depression
- Migraines
- Missing limbs or partially missing
- Multiple Sclerosis (MS)
- Muscular Dystrophy
- Obsessive Compulsive Disorder
- Post-traumatic stress disorder (PTSD)
- Schizophrenia

Communicate

SelfiD

People First

Simple Call to Action

Suite of Communications

Testimonies

Targeted Engagement

SelfiD

“ Living with PTSD is challenging at times—but if I need anything, I just ask. Comcast cares about me. ”

EOIN STEWART
Customer Experience Specialist

One Question.
One Answer.
Inclusion for ALL.

Take the Demographic and Disability Survey in Employee Self Service today. Your answer is confidential.

COMCAST

COMCAST

Creative Materials

“Comcast is a place where people focus on my abilities—not my disability.”

LUCI BRADLEY
Traffic Coordinator,
Spotlight

SelfID

One Question.
One Answer.
Inclusion for ALL.

Take the Demographic and Disability Survey

“We want to empower, entertain and delight customers of all abilities with our products.”

TOM WLODKOWSKI
VP, Accessibility

SelfID

One Question.
One Answer.
Inclusion for ALL.

SelfID

Campaign Toolkit

- Frequently Asked Questions
- One Page Overview
- Newsletter Content
- Email Content
- Presentation Deck
- Posters, Postcard
- Digital Signage
- Mobile Instructions
- Video
- Logo

Please take a moment to take the Demographic and Disability Survey. Thank you for helping us better serve our customers and our employees. Including YOU.

COMCAST

SelfID

“Comcast is fostering a culture where people can safely say, “Yes, I have a disability, and I’m ok with it.”

ATHER SHARIF
Software Engineer

One Question.
One Answer.
Inclusion for ALL.

Take the Demographic and Disability Survey in Employee Self Service today. Your answer is confidential.

COMCAST

Demographic and Disability Survey

SelfID

Asks you to SELF ID your Disability Status
One question—one box to check
Answers are confidential

- Self Identification surveys are used to help us understand who we are as a company to ensure we are inclusive of all—including People with Disabilities.
- Your response is confidential.
- Self ID is very different from self disclosure. When you Self ID, it is confidential. Self disclosing your disability status to your manager or co-workers is your personal decision.
- Your disability status will not impact your career and will not be shared with your manager or co-workers.
- There are many conditions you might not realize may be considered a disability.
- Arthritis, Major Depression, Irritable Bowel Syndrome, Diabetes, Cancer are a few that a condition may qualify.

SelfID

“Don’t think you are alone. Comcast is here for us every step of the way.”

LILIAN AMEN
Manager,
Xfinity Retail Store

One Question.
One Answer.
Inclusion for ALL.

Take the Demographic and Disability Survey in Employee Self Service today. Your answer is confidential.

SelfID

Visit ESS and take the Demographic and Disability Survey today.

SelfID

DIVERSITY & INCLUSION

Self ID: Answer One Question and Help Drive Disability Inclusion

2w ago

56 14 18

SelfID

Take Our Demographic and Disability Survey Today



SelfID

COMCAST



Key Messaging: Leadership



The Importance of Self Identification

- Disability Inclusion is a key component of our D&I strategy
- Participation is key regardless of disability status—NO is just as important as YES
- Having a diverse workforce drives innovation

Disability Status is Confidential

- Answers are used to calculate percentages and only reported out in the aggregate
- Identifying disability status does not influence/impact your career

Federal Regulations

- New OFCCP goal for all federal government contractors
- 7% of our Comcast workforce to be PWD - by Subgroup

Disability Etiquette & Engagement

Key Messaging: Employees



What is Self-Identification?

- Employee Self Service includes a Demographic & Disability Survey we are encouraging employees to take
- Answers are confidential and voluntary
- A diverse workforce drives innovation, improving the employee and customer experience
- Difference between Self ID and Self Disclosure

The Disability Survey

- Found in Employee Self Service and has one question
- Your disability status does not influence/impact your career
- A sample list of qualifying conditions are available in the survey
- History of a condition qualifies as a disability according to federal law

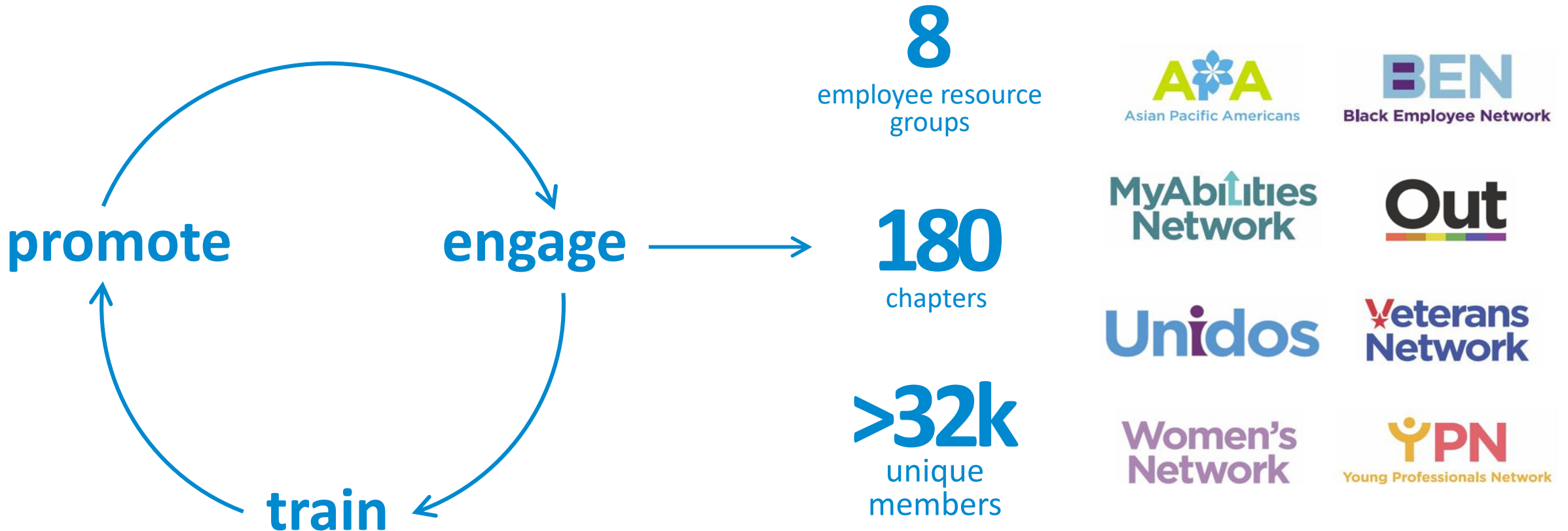
Comcast is Committed to Disability Inclusion

- We can't measure progress against our commitment if we don't know our starting point
- To get an accurate picture of our workforce, NO is just as important as YES
- Disability Inclusion is a key component of Comcast's overall Diversity & Inclusion Strategy

Disability Etiquette & Engagement

Employee Resource Groups

Our commitment starts with our employees, whose diverse perspectives and ideas are driving our innovation. *(Please see additional supplemental materials for details on our **Employee Resource Groups**, **Recruitment Initiatives**, and **Inclusion Initiatives** for specific diverse communities.)*



Survey Participation:

- +12.2% increase in Survey Participation (58% total workforce)

Workforce Identifying as Having a Disability:

- +21% increase in PWD Self IDing

ComcastNow Articles Unique Views

- First Feature Article: *Take Our Demographic and Disability Survey Today*
 - Page Views: 1,799
- Second Feature Article: *Self ID: Answer One Question and Help Drive Disability Inclusion*
 - Page Views: 3,536

Questions?



Kristie King

Senior Manager, Diversity & Inclusion

Kristie_King@comcast.com