

DESCRIPTION

Did you know that up to 1 in 4 adults in the United States have some type of disability? Are you interested in learning ways you can make your guest experience, pieces of training, social media, or hiring process more inclusive?

The Accessibility Design & Allyship Certificate, facilitated by Disability Diplomat Donna Mack M.Ed, gives participants the tools and knowledge to make their communications and processes more inclusive to those with visible and invisible disabilities. Whether you're on the frontline interacting with fans, developing engaging content for your web and social, or conducting training for team members, participants will be empowered to meet the needs of individuals with various disabilities at all levels.

WHO SHOULD ATTEND?

- Open to all PRO Members
- Leaders who are interested in creating more inclusive events, operations, marketing, and pieces of training

DATES

March 12 - May 21, 2024

FORMAT

Six (6) 60-minute virtual webinar sessions + one (1) capstone project

SCHEDULE *(all sessions are scheduled for 11:00 AM CT)*

- March 12, 2024
- March 26, 2024
- April 9, 2024
- April 23, 2024
- May 7, 2024
- May 21, 2024



Certificate of completion will be provided to participants that attend the sessions and complete the capstone project

INTERESTED? [APPLY TODAY!](#)

Session 1: “Empowerment Through Inclusion”

Introduction to Disability terms, definitions, statistics, and basic disability etiquette

Session 2: “Empowerment Through Employment”

Introduction to basic disability employment definitions, stats, and resources to create disability-inclusive workplace cultures and resources for locating qualified applicants with disabilities.

Session 3: “Empowerment Through Inclusive Social Media and Marketing”

Understanding authentic representation and its importance while gaining resources to increase accessibility in videos, photos, and captions.

Session 4: “Empowerment Through Inclusive Online Meetings”

Planning your meetings and the considerations needed for attendees with varying disabilities

Session 5: “Empowerment Through Website Accessibility”

Inclusive online interactions will help fans and employees who use adaptive technology to access the internet view website features from the perspective of fans and employees.

Session 6: “Empowerment Through Inclusive Guest Experience”

Staff training and considerations for guests with varying levels of disabilities and neurodivergence.

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COURSE FACILITATORS**Donna Mack**

Donna Mack (the Disability Diplomat™) works with organizations that want to grow profits and transform cultures by increasing disability access and inclusion. With a lifetime of disability experience and the goal of “making accessibility accessible,” Donna is an award-winning advocate and author who has been a recognized leader in the cross-disability community for more than twenty-five years.

She is a member of the National Speakers Association (NSA) serving as co-founder of the Accessible NSA community group. She’s the former chairperson of the Arlington Mayor’s Committee on People with Disabilities and the Diversity and Inclusion Committee for the NSA North Texas Chapter. Donna has served on advisory committees for national employment, regional transportation, and ADA Access for AT&T Stadium and Globe Life Field. In November 2021, she was appointed “Disability Access Lead” for the Dallas World Cup 2026 Human Rights Leadership Team (developing the first human rights plan for sport). She has been quoted in both Forbes Magazine and Monster.com.

Accommodations Statement

If you have a disability that requires reasonable accommodation to fully participate in a PRO event, email membership@prosportsassembly.org at least three (3) business days in advance for arrangements to be made. Your response helps us make all PRO events more inclusive.

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