

2019-08-07

Practicing intentionality in team and project work

Vacek, Rachel; Burkhardt, Heidi

<https://hdl.handle.net/2027.42/150634>

<http://creativecommons.org/licenses/by-nc-sa/4.0/>

Downloaded from Deep Blue, University of Michigan's institutional repository

Practicing intentionality in team and project work

Rachel Vacek

Head, Design & Discovery
University of Michigan
@vacekrae

Heidi Burkhardt

Web Project Manager & Content Strategist
University of Michigan
@heidi_sb

IDEAL '19 Conference • August 7, 2019

Outline

Introduction

Strategies

Being a model



Website Redesign
DEIA Statement:

<https://umlib.us/wr-deia>

Introduction

Web Presence Steering Committee

Steward and champion a clear vision for the library's public facing web presence

A parent committee to teams that oversee:

- Library's main website
- Web content and governance
- Intranet
- Discovery tools and access

Website Redesign Project Team

Make the thing

The redesigned site will:

- Invite and connect with our users
- Enable user engagement with the full breadth of resources that our library offers
- Adhere to current and emerging standards for accessibility and user experience
- Align with efforts to transform physical spaces

Why we developed our DEIA Statement

Espouse and elevate principles of diversity, equity, inclusion, and accessibility in our work

Why:

- Received constructive criticism about lack of diversity in teams
- Accessibility, user research, inclusive language, etc., was built into the project from the beginning
- Attention to committee formation and approaches was mixed

Considerations

Document and share our general approach to elevating DEIA principles and ensure they inform and accompany all stages of a project

Questions we asked ourselves:

- How should we engage with the criticism we received?
- Not all diversity is visible, but is this an adequate response?
- How do we avoid tokenism?
- How do we adjust within existing limitations?

DEIA Statement - Outline

- Statement Purpose
- Team Structure and Engagement
 - Team Norms and Project Charter
 - Diversity of Membership
 - Inclusive Communication: Internal Focus
- User-Focused Methods and Practices
 - User Research and Usability Testing
 - Persona Development
 - Accessibility for Everyone
 - Inclusive Content
 - Equitable Access
- Resources

Strategies

Project management for humans



Project Charter and Team Norms

What we're working towards and how we'll get there together

Includes:

- Overview of the project
- Team structure, team members and roles
- Communication and meetings
- How we track our work
- Shared values

Internal communication strategy

Build trust and promote transparency throughout the organization

Methods:

- Use a variety of communication channels
- Practice awareness of frequency
- Leverage informal networks with intentionality
- Embrace change management best practices

Assessment is DEIA work

Integrating DEIA principles in how we measure success

Metrics include:

- Usability
- Accessibility
- Mobile experience
- Site performance

User research approach

Build empathy for and capture the diversity of our community, both users and staff, through research and testing

Methods:

- Conduct studies to learn about needs across a range of backgrounds and use cases
- Use a variety of recruitment strategies
- Develop persona groups

Being a model

Sharing the DEIA Statement

Seek out expertise, be open to feedback, and strive for transparency

What we did:

- Sought feedback from Diversity and Inclusion Specialist and Accessibility Specialist
- Shared with Library Diversity Council and Digital Accessibility Team
- Held Brown Bag in May 2019

Being a model

Practice intentionality in elevating DEIA principles when creating teams and doing project work

Who's adapting the approach in our library:

- Deans' Office
- Library Service Design Program

Thank you for being here!

Rachel Vacek
rvacek@umich.edu

Heidi Burkhardt
heidisb@umich.edu

Website Redesign DEIA Statement:
<https://umlib.us/wr-deia>

