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# Practicing intentionality in team and project work

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# Practicing intentionality in team and project work

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# Outline

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Introduction

Strategies

Being a model



Website Redesign  
DEIA Statement:

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

# Introduction

# Web Presence Steering Committee

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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

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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

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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

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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

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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

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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

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Integrating DEIA principles in how we measure success

Metrics include:

- Usability
- Accessibility
- Mobile experience
- Site performance

# User research approach

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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

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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

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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!

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