2019-11-04

Our Website Redesign Project and the Creation of a DEIA Statement

Vacek, Rachel

https://hdl.handle.net/2027.42/151933

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

Our Website Redesign Project and the Creation of a DEIA Statement

Rachel Vacek, Head of Design & Discovery
University of Michigan Library

November 4, 2019

Web Presence Steering Committee

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

A parent committee to:

- Web Content Coordinator Group
- Intranet Team
- Library Search Team
- Discovery & Access Advisory Group
- Website Redesign Project Team

WPSC Members

Heidi Burkhardt
Web Project Manager & Content Strategist

Steve Griffes
Senior Manager for User Services &
Operations Outreach

Robyn Ness
Senior User Experience Specialist

Alexa Pearce (co-chair)
Head of Social Sciences & Clark Library

Alan Piñon
Director of Marketing and Communications

Whitney Townsend
Informationist

Rachel Vacek (co-chair)
Head of Design & Discovery

Ken Varnum
Senior Program Manager

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?

So we created a
Website Redesign Project:
DEIA Statement

http://bit.ly/UMLibraryWebsiteDEIA

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

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!

- http://bit.ly/UMLibraryWebsiteDEIA

- What do you think?

- Could other types of teams and other libraries document DEIA considerations for the approach to and substance of their work?

- Is anything missing?

Email Rachel at rvacek@umich.edu with questions or comments