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# Our Website Redesign Project and the Creation of a DEIA Statement

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# Our Website Redesign Project and the Creation of a DEIA Statement

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

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# 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:

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

# WPSC Members

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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

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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?

**So we created a  
Website Redesign Project:  
DEIA Statement**

<http://bit.ly/UMLibraryWebsiteDEIA>



# DEIA Statement - Outline

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- 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

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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!

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- <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](mailto:rvacek@umich.edu) with questions or comments