Our Website Redesign Project and the Creation of a DEIA Statement

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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