Improving Accessibility and Transparency of uw.edu/diversity

Problem Statement:

"The UW Diversity site should be accessible by web standards and communicate the UW's commitment to diversity at all levels"

Agenda

- Web Accessibility Evaluation
  - Issues
  - Improvements to be made
- Content Hierarchy and Site Map
  - Current
  - Improvements
- Design Suggestions

Web Accessibility Evaluation

Introduction to 18F Guidelines

- Part of the W3C Web Content Accessibility Guidelines

- Class A (critical):

  - Site is keyboard accessible

  - Site is free of keyboard traps (keyboard focus traps in a loop)

  - All form inputs have explicit labels

18F Guidelines (cont).

- (continued)...
  - All relevant images use descriptive alt tags and attributions
  - Multimedia is tagged (video, etc).
  - Text has sufficient color contrast

Evaluation Findings

✓   The site is keyboard accessible through tabs and/or spaces

✓   All contact forms are explicitly labeled and include fieldsets

✗   Image attributions and multimedia need work

- Empty alt tags
- Insufficient descriptions on alt tags

Improvements

Making alt-text descriptive and useful

Current

Alt = "GO-MAP_2"

Suggestion

Alt = "Minority Achievement Program Event, 9/22/2016, Talking to Allies"

At this point in my evaluation...

- Not enough improvements to make code-wise

- Need to evaluate content for further access
  - Integrate learnings about diversity?

Content Hierarchy
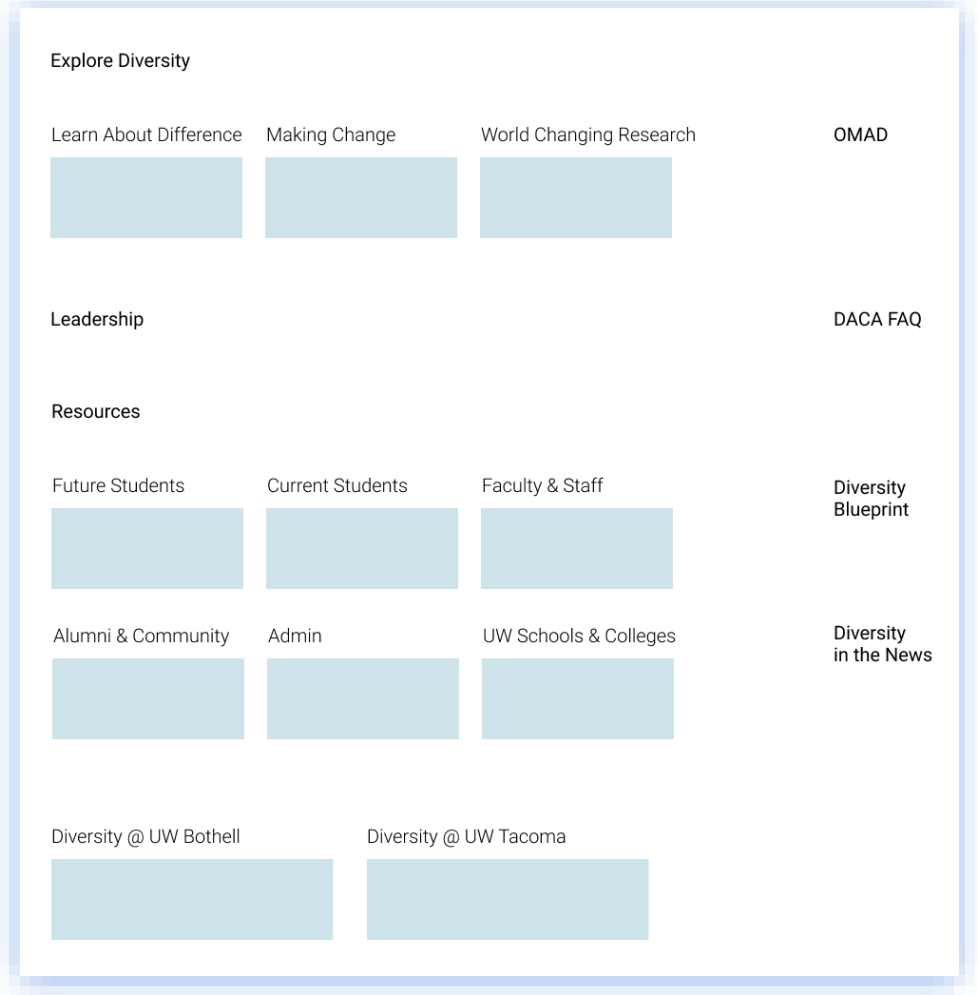
Navigation and Content Matching

Site Content

Explore Diversity

Learn About Difference

Making Change

World Changing Research

OMAD

Leadership

DACA FAQ

Resources

Future Students

Current Students

Faculty & Staff

Diversity Blueprint

Alumni & Community

Admin

UW Schools & Colleges

Diversity in the News

Diversity @ UW Bothell

Diversity @ UW Tacoma

Site Hierarchy

Navigation Bar

Explore Navigation

Explore Diversity

Learn about Difference

Making Change, Transforming Lives

World Changing Research

Chief Diversity Officer

OMAD

Grad Opportunities & Minority Achievement

UW Race & Equity Initiative

Resources Navigation

Resources

Admin

Alumni & Community

Current Students

Faculty & Staff

Future Students

Schools & Colleges

Diversity at UW B & T

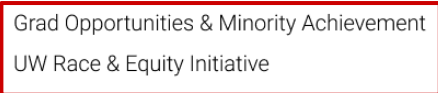# Site Hierarchy

Explore: Nav versus Site

Explore Navigation

Explore Diversity

Learn about Difference

Making Change, Transforming Lives

World Changing Research

Chief Diversity Officer

OMAD

Grad Opportunities & Minority Achievement

UW Race & Equity Initiative

Explore Content

Explore Diversity

Learn about Difference

Making Change, Transforming Lives

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OMAD

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DACA FAQ

Site Hierarchy

Resources: Nav versus Site

Resources Navigation
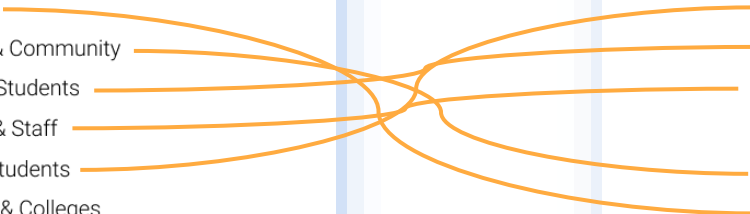
Resources Content

Easy Changes from Evaluations

- Add alt-text to images in the code

- Add additional content to the navigation for consistency

- Pick an order for site content
  - Prioritization

Possible Additions

- Diversity by the numbers
    - Integrating Diversity statistics & policies documents
    - "Pride points"
        - Points of success for the university for efforts towards diversity

Possible Design Additions

Diversity at the UW

By the Numbers

Undergraduate Enrollment 2017 Fall Quarter
(UW Seattle)

URM* Undergraduate Enrollment 2017 Fall Quarter
(UW Seattle)

OMAD

DACA FAQ

Pride Point: *For the second straight year the UW admitted the most diverse incoming class in its history. Also, 37% of this class are first-generation students.*

Explore Diversity

Learn About Difference

Making Change

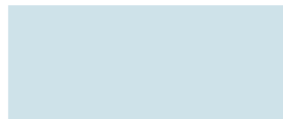### World Changing Research

Leadership

Resources

Student Resources

Current Students

Future Students

Schools & Colleges

Diversity Blueprint

Campus Community Resources

Alumni & Community

Faculty & Staff

Administration

Diversity in the News