Faculty and Staff Diversity Mini-Grant Final Report

Project title Web Content for Everyone Symposium: Usability Accessibility, and Writing for the Web

Grant Recipients Ferris Library for Information, Technology, and Education (FLITE)

Date Project Started April 1, 2019

Amount of Money Funded by the Mini-Grant $1225

1. How was the grant used to address a diversity or inclusion related goal?

   The 2nd goal of the Ferris State University Diversity and Inclusion Plan is to "build and maintain an infrastructure that supports diversity and promotes inclusion." This project educated and enabled web content creators at Ferris to build an inclusive, universally designed, barrier-free online infrastructure. Educating staff and faculty on web inclusivity and accessibility concepts, as well as tools and techniques to support the same, also directly fulfills Goal 1D, "make faculty and staff more aware of accommodations for students and employees who are religious and individuals with disabilities." Multiple campus partners offered key support to accomplish the project, coming together in a spirit of collaboration to promote web accessibility and demonstrate a commitment to serving diverse populations, which supports Goal 6. Staff, faculty, and students learned about accessibility concepts and tools through the keynote and individual breakout sessions and left with a campus resource list for future consultation when developing online course materials, which generally supports Goal 5.

2. Describe the audience that was impacted by the grant's implementation. Provide quantitative data, if available.

   More than 80 people attended this Symposium; not everyone who attended registered for the event. Of the 83 registrants:

   - 46 Staff members
   - 2 students
   - 9 faculty
   - 10 faculty/librarians
   - 3 academic/educational advisors
   - 13 unknown affiliation (many are possibly students)

3. Grant recipients are required to provide a short narrative that details the specific efforts each of the collaborators made to the implementation of the grant.

Kristy Motz – Head of FLITE Usability Committee, Team Lead on this project, co-presenter at a Symposium breakout session, coordinated the work with cross-campus campus including A&F and VPAA to spread the word and secure additional funding, engaging with the Library/Historical/Archival Committee in marketing and assisting with the event.

Sela Constan-Wahl – Initiated the project idea, coordinated many tasks, hosted the keynote speaker, and co-presented a breakout session with Theodore Halm.

David Scott – Coordinated the budget, liaised with the keynote speaker, ordered catering, and dealt with event logistics on the day of the symposium.

Stacy Anderson – Created assessment tools for the symposium, assessed whether or not FLITE met the stated objectives, and wrote the final report, co-presenter at a Symposium breakout session.

Heather Symon Bassett – Assisted with event logistics and consistent messaging including communicating with event volunteers before the symposium, wrote introductions for all the speakers, and made sure there were people in place to introduce the speakers.

Mari Kermit-Canfield – Assisted with day-of event logistics and evaluation collection.

Theodore Halm – Involved in pre-planning, event marketing, and co-presented with Sela Constan-Wahl.

Jody Gardei – Handled all event registration and assisted with on-site event logistics including printing of and providing name tags for all participants.

Jeff Gabalis – Presented a breakout session of in-sync video captioning.

Jason Bentley – Introduced the keynote speaker.

4. What is your overall assessment of the project's impact on the Ferris community? How did this impact compare to what you expected?
Overall, this had a great impact on the Ferris community. Several attendees reported that the information they learned will help them review and revise content on the Ferris

website with accessibility and usability in mind. Words like "excellent," "practical," and "fantastic" were used to describe the Symposium and the keynote speaker.

54 keynote evaluations were returned. On a scale of 1 to 5 with 1 being "not helpful" and 5 being "helpful," attendees were asked, "Please rate the helpfulness of this session." Approximately 98 percent of the respondents rated the session at 4 or 5.

        5 – 41 (76%)
        4 – 12 (22%)
        2 – 2 (.03%)

On a scale of 1 to 5 with 1 being "didn't improve" and 5 being "improved," attendees were asked, "Please rate this session on how well it improved your understanding of the topic." Approximately 90 percent of the respondents rated the session at a 4 or 5.

        5 – 34 (63%)
        4 – 15 (27%)
        3 – 3 (.05%)
        2 – 1 (.07%)
        1 – 1 (.07%)

An overall survey was also administered via Survey Monkey. 24 attendees completed that survey. Though most attendees were aware of the Ferris Web Accessibility Policy before the Symposium, a significant number (42%) were not aware that Media Production offered in-sync captioning for videos, and almost 30% were not aware that they could work with the Ferris Webmaster about accessibility concerns and issues. After the Symposium, 80-90% of attendees reported being aware of the Accessibility Policy, in-sync video caption, the accessibility workshops offered by the Ferris Staff Center, and the ability to work with the Ferris webmaster. Many people reported that they felt that their time was well spent.

The impact was greater than we expected. Attendee Carrie Franklund suggested to Provost Paul Blake that the information be included in the Welcome Back Week for faculty enrichment. This will occur on Thursday, August 22, 2019. This is important because we knew that more staff than faculty would attend the Symposium because it was held after the Spring semester had ended. We were okay with this because Ferris staff tend to be the main front-facing web content creators, but by offering some of the presentations to faculty, accessibility of course content should also improve.

5. Present a final budget including all funds received and spent related to the project, with special focus on the funds received via the Diversity Mini-grant.

Web Content for Everyone: Usability, Accessibility, & Content Creation Symposium
Date: May 15, 2019

Expenditures

Name of Vendor	Amount	Exp Type
Rebecca Blakiston	700	Honorarium Fee
Hampton Inn	106.56	Hotel lodging-R. Blakiston
Blue Cow	135.15	Business Meal-Kristy Motz
Rebecca Blakiston	21	Per Diem-dinner
B&N	29.96	Ferris gift-Jason Bentley
Staples	10.57	Name badges for attendees
Ferris Cater-lunch	748.3	Catering for workshop
Ferris Cater-snack	160.3	Catering for workshop
Ferris Cater-snack	146.3	Catering for workshop
UC Room Rental	50	UC ballroom rental
Copy Center	46.9	Printing
Staples	10.32	Folders for attendees
Total Expenses	**2165.36**	

Funding

Mini-grant-Diversity office	($1,225)
Subtotal after grant	$940
A&F VP Office	$470.18
AA VP Office	$470.18
Balance	$0.00

Academic Affairs and VPAF offices supplied the remainder of the funding. The funds received via the Diversity Mini-grant allowed us to beginning planning for the Symposium because we were able to secure the funding to bring the keynote speaker, Rebecca Blakiston, to Ferris, but the additional funds from the Vice President for Administration and Finance and from the Vice President of Academic Affairs were necessary to completely fund

Kristen L. Motz

Primary Grant Recipient's Signature _____

Date __8/28/2019_____