

**Faculty Staff Diversity Mini-Grant Application.** Electronic submission is required. A signature page signed by each team member is required; please include a scanned/digitized copy with your submission or send the signature page separately to the Diversity and Inclusion Office.

**Project Title** (up to 25 words)

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

**List the members of the team and indicate their roles on the project. One member should be identified as Team Leader.**

- |   |  |
|---|--|
| 1 (required) <u>Kristy Motz</u>           | Role on team: <u>Team Leader</u>                   |
| 2 (required) <u>Sela Constan-Wahl</u>     | Role on team: <u>Project Coordinator</u>           |
| 3 (required) <u>David Scott</u>           | Role on team: <u>Budget and Event Coordinator</u>  |
| 4 (optional) <u>Stacy Anderson</u>        | Role on team: <u>Assessment Coordinator</u>        |
| 5 (optional) <u>Heather Symon Bassett</u> | Role on team: <u>Speaker Logistics Coordinator</u> |
| 6 (optional) <u>Mari Kermit-Canfield</u>  | Role on team: <u>Assistant Event Coordinator</u>   |

Add additional lines as necessary to list all team members

**Contact Information for Team Leader:**

Kristy Motz, Library Instruction Coordinator  
[kristymotz@ferris.edu](mailto:kristymotz@ferris.edu)  
231-591-3625  
FLT 140H

**Project Summary/Abstract** If the application is approved the project summary will be posted on the Diversity and Inclusion Office website.

The *Web Content for Everyone Symposium* is an impactful day-long event designed to educate and inform Ferris State University faculty and staff about accessibility considerations and inclusive practices when creating online textual and video content. The keynote will be presented by Rebecca Blakiston, a nationally known speaker on universal design, followed by breakout workshops presented by Ferris State employees with diverse web accessibility expertise. The day will end with a wrap-up panel.

Participants will come away from the symposium with an understanding of why inclusive and universal design is important and with increased awareness of resources available at Ferris State University to assist in online design and content creation.

**Project Narrative.** Please be Concise. Structure your narrative as follows. Do not omit any section.

1. Discuss the need for this project;

The Web is intended as a space without barriers – where people across the world can access information, find and use available resources, and connect to other people without bias or restriction. As web technologies rapidly improve, building digital content for use by individuals with disabilities often becomes an afterthought. Ferris is committed to producing web content for our entire community, including those with disabilities. FLITE Library’s Web Services Usability Committee would like to offer an impactful event to educate Ferris faculty and staff regarding accessibility considerations and inclusive practices and design for websites. This will be accomplished by offering a day-long symposium featuring a renowned speaker on developing accessible and inclusive websites and by bringing together a panel of Ferris colleagues with diverse web accessibility expertise. The keynote speaker, Rebecca Blakiston, is an academic librarian who has dedicated her career to developing and educating others on creating inclusive websites, especially in higher education. The “Web Content for Everyone Symposium” is designed to demystify the process of making accessible web content and enlighten attendees of the resources that already exist on this campus.

2. Provide a detailed description of the project, including how it will be implemented and the specific roles of each member of the team;

On May 15th, expert Rebecca Blakiston from the University of Arizona will start out the summit with a keynote that introduces concepts of inclusive design and accessibility for everyone. Attendees will be able to expand upon their new knowledge by choosing from breakout sessions with a more practical focus on accessible design such as video captioning, writing for the web, usability testing, and web accessibility in OmniCampus (the university’s web platform). Lunch and snacks will be included. This event is spearheaded by FLITE Library’s Web Services Usability Committee. The following areas have offered cross-campus collaboration on this event:

- Jody Gardej, Staff Center for Training and Development – Event Registration
- Theodore Halm, University Advancement & Marketing – Event Marketing and Breakout Session Presenter
- Todd Stanislav, Faculty Center for Teaching & Learning – Deliverables
- Jeff Gabalis, Faculty Center for Teaching & Learning – Breakout Session Presenter
- Jason Bentley, Retention & Student Success, and FLITE Interim Dean – Event Sponsor

The roles and responsibilities of those serving on FLITE’s Web Services Usability Committee are as follows:

- Kristy Motz will serve as Team Leader, coordinating the work with our cross-campus partners, engaging the Library/Historical/Archival Committee in marketing and assisting with the event, and presenting one of the breakout sessions.
- David Scott will coordinate the budget, liaise with the guest speaker, order catering, and manage the event logistics on the day of the symposium.
- Sela Constan-Wahl will coordinate the tasks involved in accomplishing this event, as well as present one of the breakout sessions with Theodore Halm.
- Stacy Anderson will create and coordinate the assessment of the event, ensuring that we assess whether we have met our objectives, and write the final report.

- Heather Symon Bassett will assist with event logistics, making sure all speakers are introduced and there is consistent messaging.
  - Mari Kermit-Canfield will also assist with event logistics, and assist with writing the final report.
3. Provide the timeline for the project. Be sure to specify at what point the grant will be considered complete. Final Report is due within 3 months after completion;
- April, 2019: Contract with Guest Speaker finalized
  - April 1, 2019: Registration available for Ferris faculty and staff
  - May 6, 2019: Registration closes and final numbers for attendees available
  - May 7, 2019: Food ordered for the event through Catering
  - May 9, 2019: Brochure and other deliverables completed; Name tags prepared
  - May 10, 2019: Accommodations for attendees with disabilities are arranged
  - May 13, 2019: PowerPoint Presentations due for speakers
  - May 15, 2019:
    - 9:00-9:30AM Registration
    - 9:30-10:30AM Keynote
    - 10:30-10:45AM Snack Break
    - 10:45-11:45AM First Breakout Session
    - 11:45-1:00PM Lunch
    - 1:00-2:00PM Second Breakout Session
    - 2:00-2:30PM Panel and Closing Remarks
  - May 15, 2019 (end of day): e-Survey released to attendees
  - May 30, 2019: e-Survey closes. Grant considered complete
  - August 30, 2019: Final report submitted
4. Describe the target audience and indicate how many participants are expected. Discuss how the project will be publicized and promoted and, if appropriate, how participants will be selected.

This event is open to all Ferris faculty and staff who will be notified of the Symposium in a University-wide notice. We will specifically target content creators who have accounts in OmniCampus, the University's web platform, as well as those already attending the web accessibility workshop hosted by the Staff Center for Training and Development held that same week through an email invitation. University Advancement & Marketing and the Library/Historical/Archival Committee has also offered to publicize the event. We expect anywhere from 50-100 participants, and will cap the event at 100 if necessary to be able to finalize the budget.

5. Discuss specifically how the project relates to the current Ferris State University Diversity and Inclusion Plan;

This project supports multiple goals set forth in the Ferris State University Diversity and Inclusion Plan. The second goal of the Plan is to "build and maintain an infrastructure that supports diversity and promotes inclusion." Our web presence and the online resources we provide to the Ferris community are part of that infrastructure, and this project seeks to educate and enable web content creators at Ferris to build an inclusive, universally designed, barrier-free online infrastructure. By educating staff and faculty on web inclusivity and accessibility concepts, and tools and techniques to support the same, this project also directly fulfills Goal 1D, "make faculty and staff more aware of accommodations for

students and employees who are religious and individuals with disabilities.” By engaging all campus partners who serve as accessibility resources for faculty, staff and students, this project also aids the University’s commitment to goal six of the Diversity and Inclusion Plan, which is to “build upon existing partnerships and create new partnerships that enhance the University’s commitment to and work with diverse populations.” The project also generally supports Goal 5 as faculty will be provided with an opportunity to learn of accessibility concepts, resources and tools, which they may utilize in the development of online course materials. This project is very closely aligned with the position and goals of Ferris’ Diversity and Inclusion Plan.

6. List at least 3 measurable outcomes for this project/event. For each outcome, identify how it is connected with the Ferris State University Diversity and Inclusion Plan. Include a description of how the outcome will be assessed.

- A. Increase awareness of the web accessibility community and resources that already exists at Ferris State University

**Diversity and Inclusion Plan:** Goal 1:D “Make faculty and staff more aware of accommodations for students and employees who are religions and individuals with disabilities” and Goal 6 “Build upon existing partnerships and create new partnerships that enhance the University’s commitment to and work with diverse populations”

**Assessment Plan:** Distributed in an electronic survey

Q. Before this symposium, how aware were you of these services?

- Ferris State University’s Web Accessibility Policy
  - In-sync captioning offered by Media Production
  - Accessibility workshops offered through the Ferris Staff Center for Training and Development
  - Ability to work with Ted Halm, the Ferris Webmaster about accessibility concerns and issues
- 1 – Not at all aware  
2 – Somewhat aware  
3 – Slightly aware  
4 – Moderately aware  
5 – Extremely aware

- B. Increase understanding of how following these best practices for web accessibility will improve the experience of Ferris students with disabilities

**Diversity and Inclusion Plan:** Goal 1:D “Make faculty and staff more aware of accommodations for students and employees who are religions and individuals with disabilities” and Goal 5 “Improve inclusivity by incorporating diversity and inclusion in significant ways in teaching, learning, and research”

**Assessment Plan:** Distributed in an electronic survey

Q. How much do you agree with these statements?

- Legal compliance to accessibility standards does not guarantee a decent and satisfying experience on a website
- Making websites accessible ensures that all potential users can easily access information on a website
- Web accessibility is an important component of overall design
- It is easier to design with accessibility in mind than try to retrofit an existing website

- 1 – Agree
- 2 – Somewhat Agree
- 3 – Neither agree nor disagree
- 4 – Somewhat disagree
- 5 – Disagree

Q. Has your opinion about any of these statements changed because of what you heard at this Symposium?

- Yes or No
- Open ended optional

C. Know how to apply some element of universal design or web accessibility in their work at Ferris

**Diversity and Inclusion Plan:** Goal 2, “Build and maintain an infrastructure that supports diversity and promotes inclusion”

**Assessment Plan:** Distributed in an electronic survey

Q. Name one way you can apply what you learned at the Symposium in your role at Ferris State University. (List more than one if you’d like!)

- Open ended question

**Budget and budget Justification. Use the attached budget form. Required components are:**

1. Itemized list of expenses with a brief explanation of each;
2. Itemized list of funds anticipated from other sources;
3. Amount requested from the Faculty and Staff Diversity Mini-Grant.

See the Mini Grant Rubric for additional guidance. If required components of the grant are missing, the grant will be returned.

**Final Report.**

A final report is required. Failure to submit the final report will exempt all team members from future mini-grant funding.

Expected completion date: August 30, 2019

The final report is due 90 days after the expected completion date. Final reports should be submitted to the Diversity and Inclusion Office.

<b>Budget Overview</b>			
	<b>Requested Grant Funds</b>	<b>Funding from other sources</b>	<b>TOTAL BUDGET</b>
<b>STIPEND</b>			

<b>HONORARIA (Rebecca Blakiston)</b>		<b>700 (RSS)</b>	<b>700</b>
<b>TRAVEL (Rebecca Blakiston)</b>	<b>125</b>		<b>125</b>
<b>FOOD (Quote from Catering for 100 – will order based on enrollment)</b>	<b>2000</b>		<b>2000</b>
<b>RENTALS (University Center Ballroom)</b>	<b>150</b>		<b>150</b>
<b>PRINTING &amp; DUPLICATING (Handouts for breakout sessions)</b>		<b>200 (FLITE)</b>	<b>200</b>
<b>PROMOTION (Posters, postcards)</b>	<b>150</b>		<b>150</b>
<b>SUPPLIES &amp; POSTAGE (Brochure, flash drives for presentations, misc.)</b>	<b>300</b>		<b>300</b>
<b>RESOURCE MATERIALS</b>			
<b>ASSESSMENT TOOLS</b>			
<b>OTHER</b>			
<b>TOTAL</b>	<b>\$2725</b>	<b>\$900</b>	<b>\$3625</b>