

# Communicating through the Oklahoma UCEDD Website: Building a Website through Collaboration, Community Feedback, and Principles of Universal Design

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## Purpose

Over the course of several years the Center for Learning and Leadership/Oklahoma's UCEDD gathered data and feedback regarding our website from a wide variety of constituents, including self-advocates, family leaders and advocates, professionals, students, and other community members. Each year, we collected at least 50 website satisfaction surveys, and received clear and consistent feedback.

To address concerns and respect community input, we set out to re-design the website. We considered survey results, input from partners including our Consumer Advisory Committee (CAC), and a website review from an AUCD diversity scholar.

While our previous website met legal web accessibility requirements, our new site incorporates concepts of universal design to go beyond the minimum requirements.

### Design Features

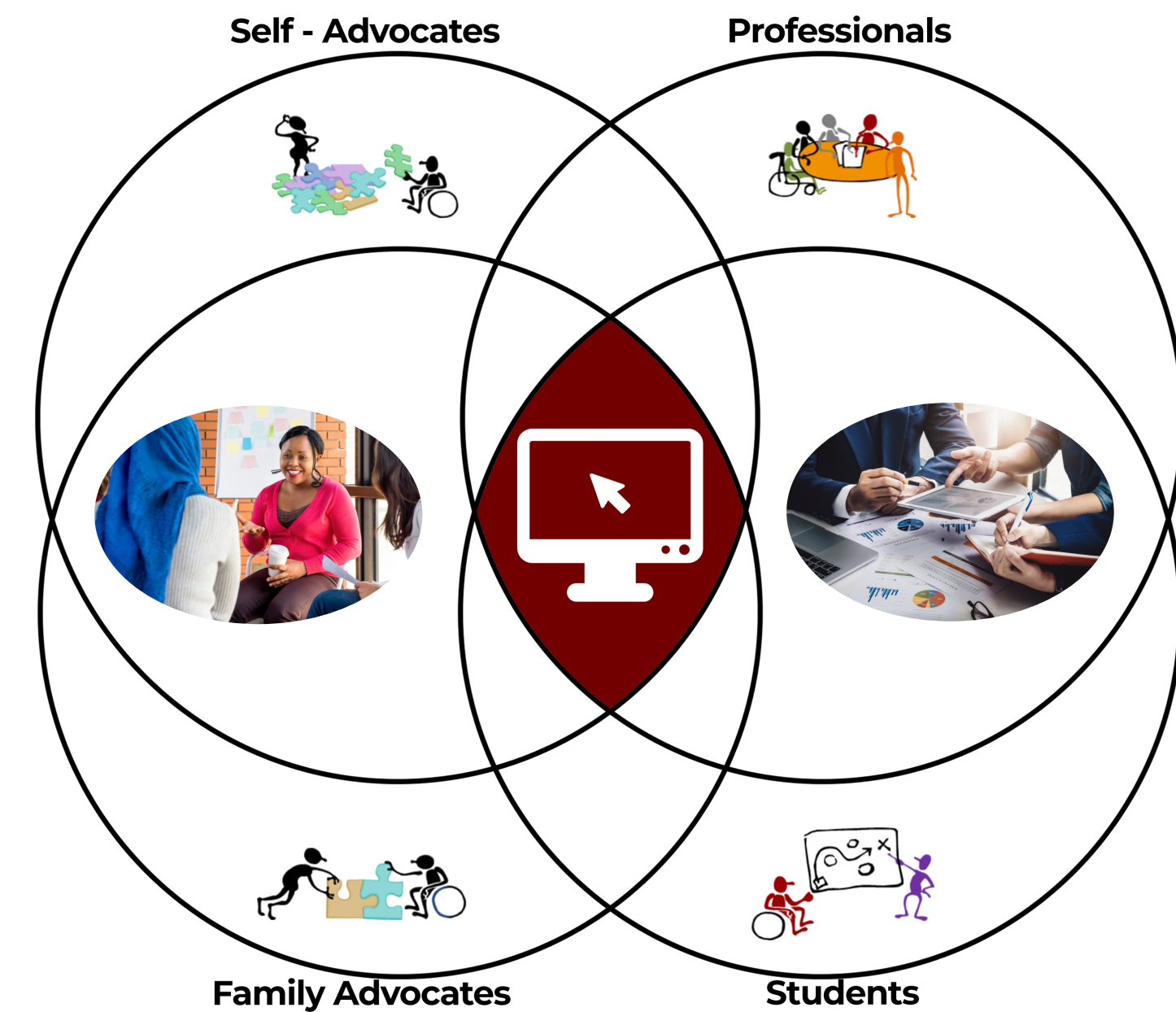
- High quality images represent diversity
- Accessible language
- Intuitive layout - universally designed.
- News and Events on home page
- Direct links to specific pages and publications
- Universal Design

### Principles of Universal Design

- Equitable Use
- Flexibility in Use
- Simple and Intuitive Use
- Perceptible Information
- Tolerance for Error
- Low Physical Effort
- Size and Space for Approach and Use

## AUCD Diversity Scholar Report

- Diversity scholar reviewed old website
- Report showed our site did not address diversity
- No images or text to support diversity
- This was not representative of work our organization has done
- We incorporated these comments into our new design



Self-Advocates Family Advocates Interdisciplinary Professionals and Students

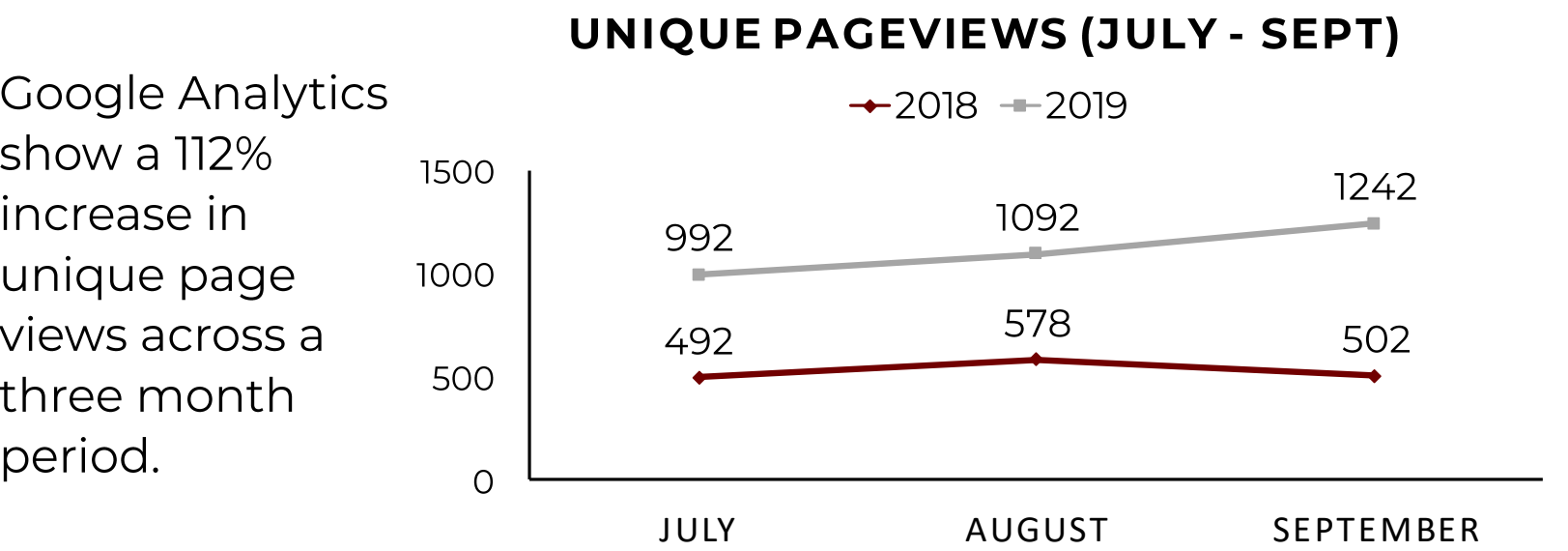
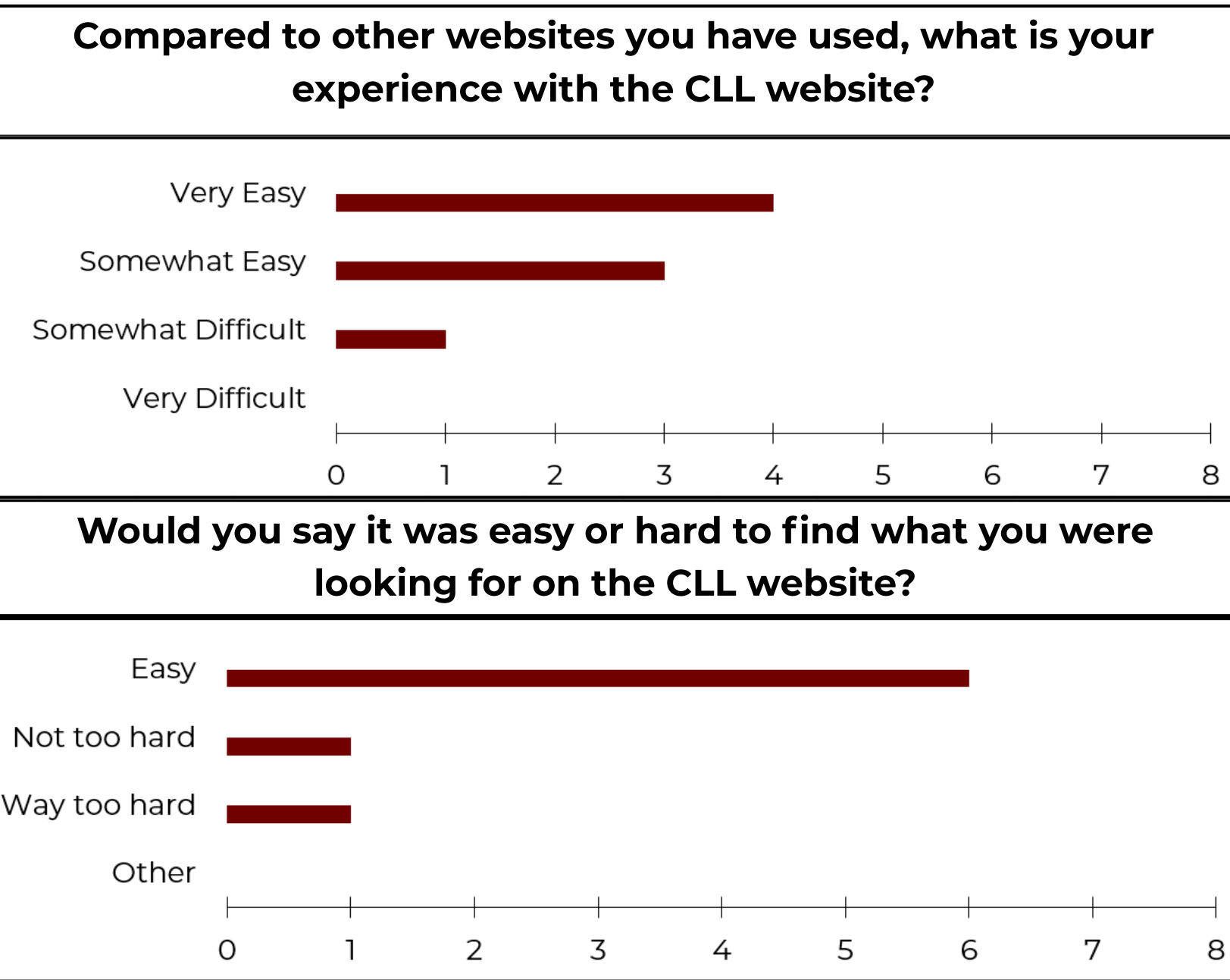
## Process

- Gather initial input
- Met with university web accessibility expert
- Incorporated design features to increase usability
- Responded to feedback from:
  - Consumer Advisory Committee
  - Surveys
  - AUCD Diversity Scholar
- Created new site
- Continue to gather feedback

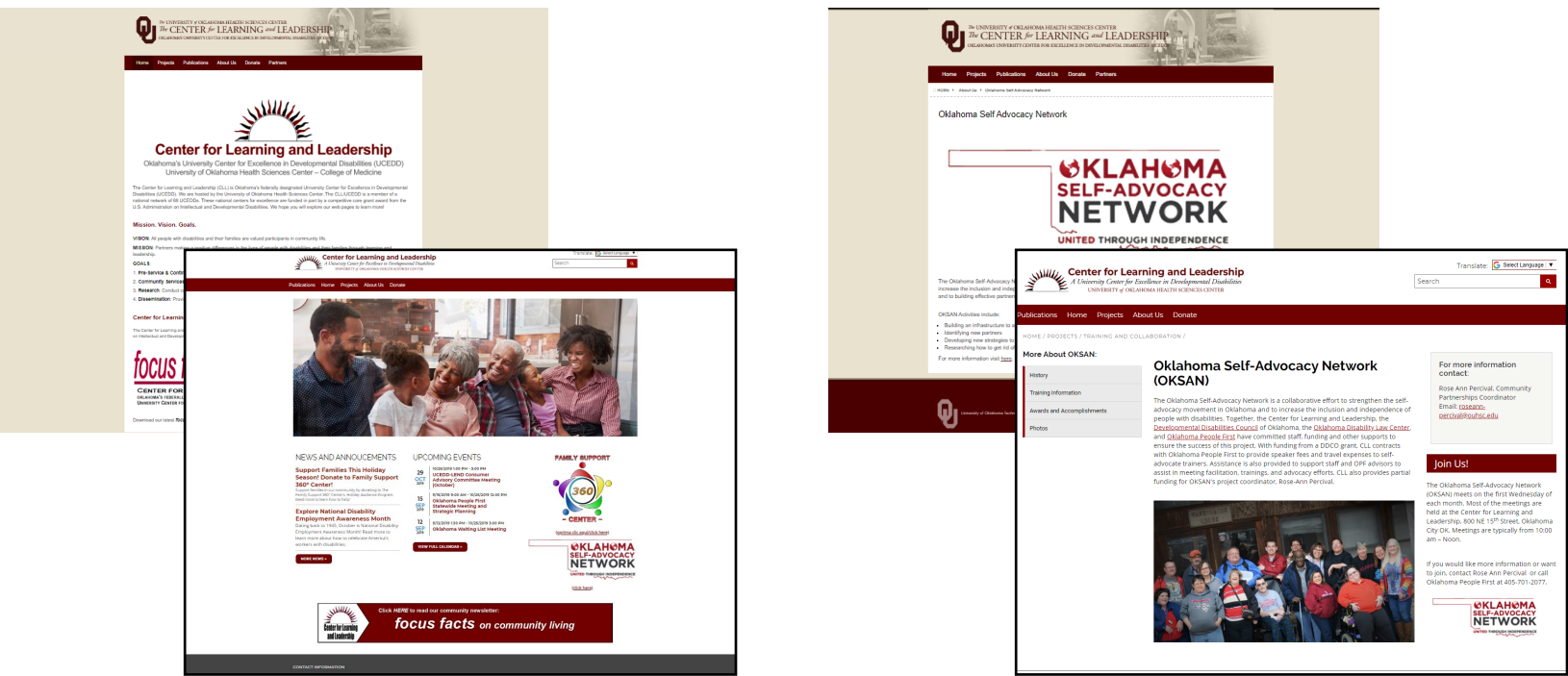
## Results

Self-advocates, family members, professionals, students, and community members all reported increased overall satisfaction with the site.

Each group reported easier navigation and expressed positive views of the images and look of the new site.



Unique Pageviews counts the number of sessions during which the specified page was viewed at least once.



## Methods of Assessment

- Consumer Satisfaction Surveys
- Consumer Advisory Committee Feedback
- CLL Website Survey "Scavenger Hunt"

## Feedback

- In addition to our satisfaction survey, we created a navigation exercise to assess the usability and perceived quality of our site for multiple stakeholders.
- "Scavenger hunt" assessed usability and ease of access.

"The pictures look diverse (I like that)."	"Projects are organized and visually appealing."	"Looks a lot better than it was."
"I like the pictures"	[Las imágenes en la página de inicio] "me dan una idea de qué esperar del sitio".	"...the website helps me understand words."

## References

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- Civil Rights Division of the U.S. Department of Justice. (2007). Website Accessibility under Title II of the ADA. In *ADA Best Practices Tool Kit for State and Local Governments* (chapter 5). Retrieved from [https://www.ada.gov/pcatoolkit/ch5\\_toolkit.pdf](https://www.ada.gov/pcatoolkit/ch5_toolkit.pdf)
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