

Carrying away small stones - Strategies for successfully starting a web accessibility initiative

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Triage **Plan** **Priority**
Training **UDL**
Websites scans **Remediate courses**
Procurement **Point person**
Policy **Communication** **Library**

So, you know **what** to do

But **how** to get people to do it?

Agenda

A. Background

B. Institutional change

C. Individual motivation

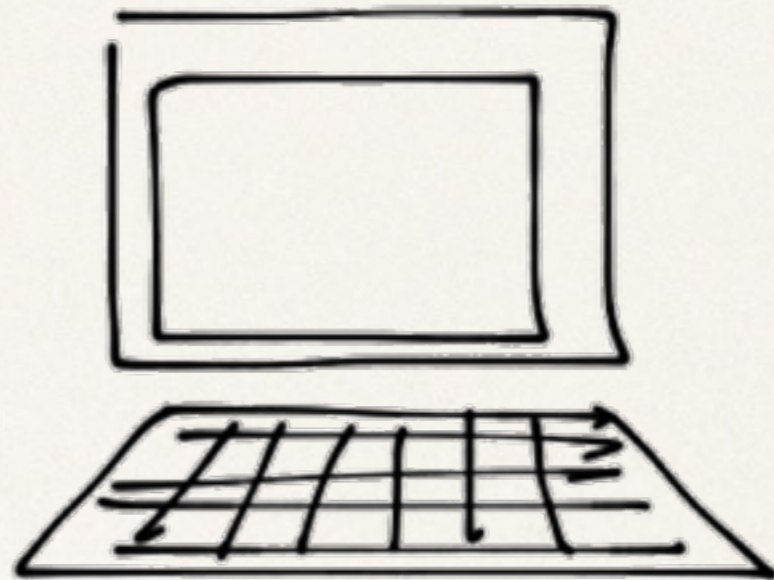
D. Rest of the story

A. Background





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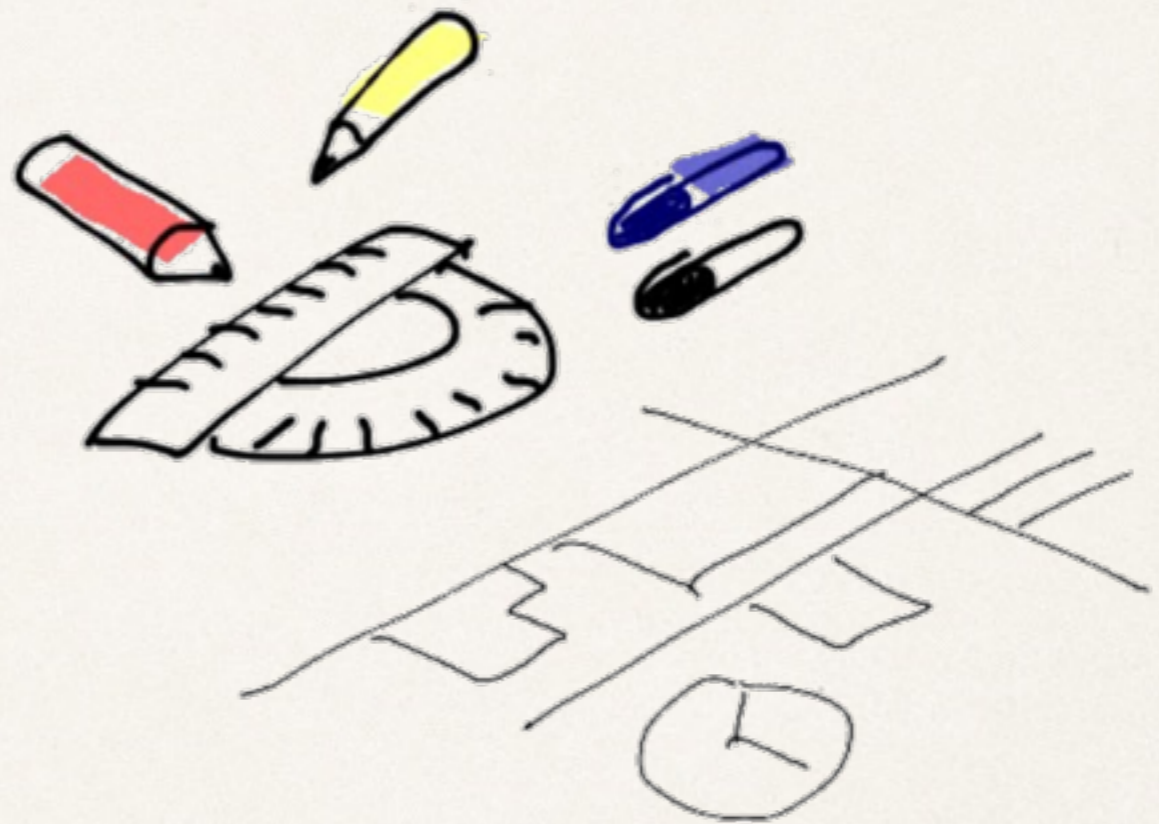
Teaching & Learning + IT

websites, courses, learning modules

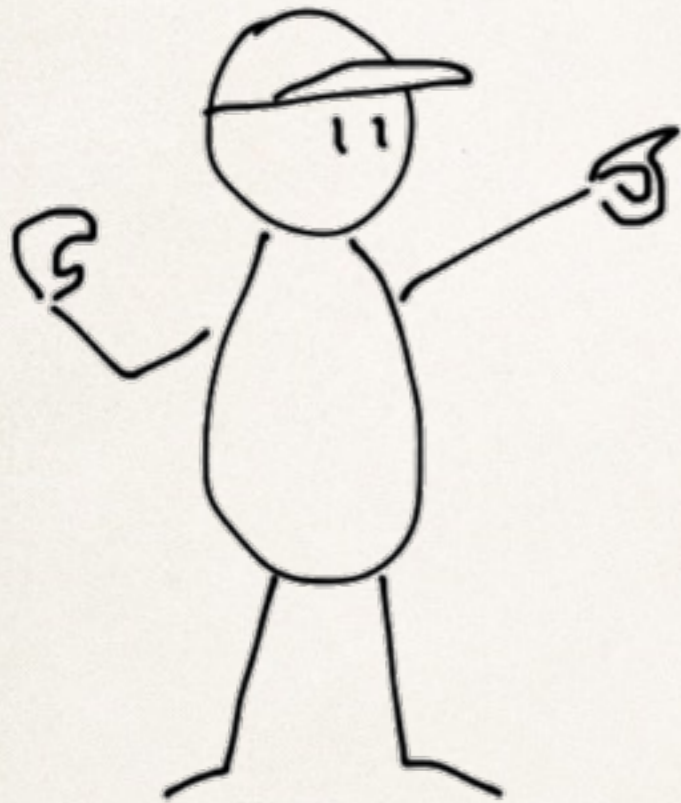


Creative team

UX designer, project manager, bleeding-edge tools



Usability + Aesthetics



Leader + Manager

B. Institutional change



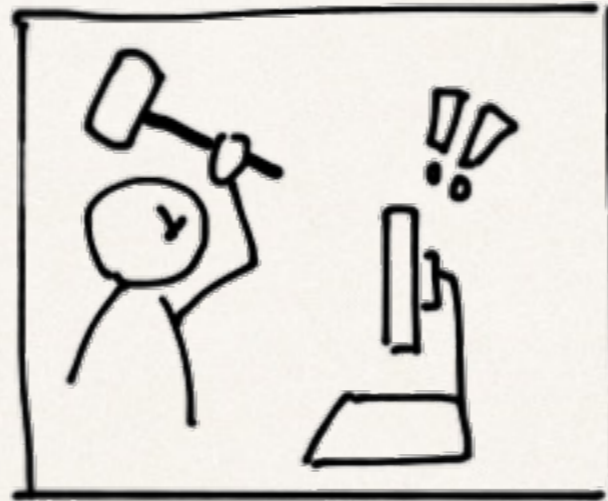
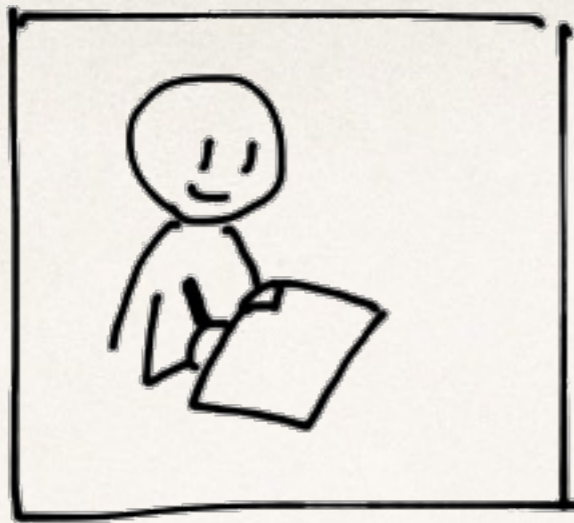


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Understand Culture

3 Lens: Structural, Political & Cultural



Understand audience

Different stories

User Brenda:

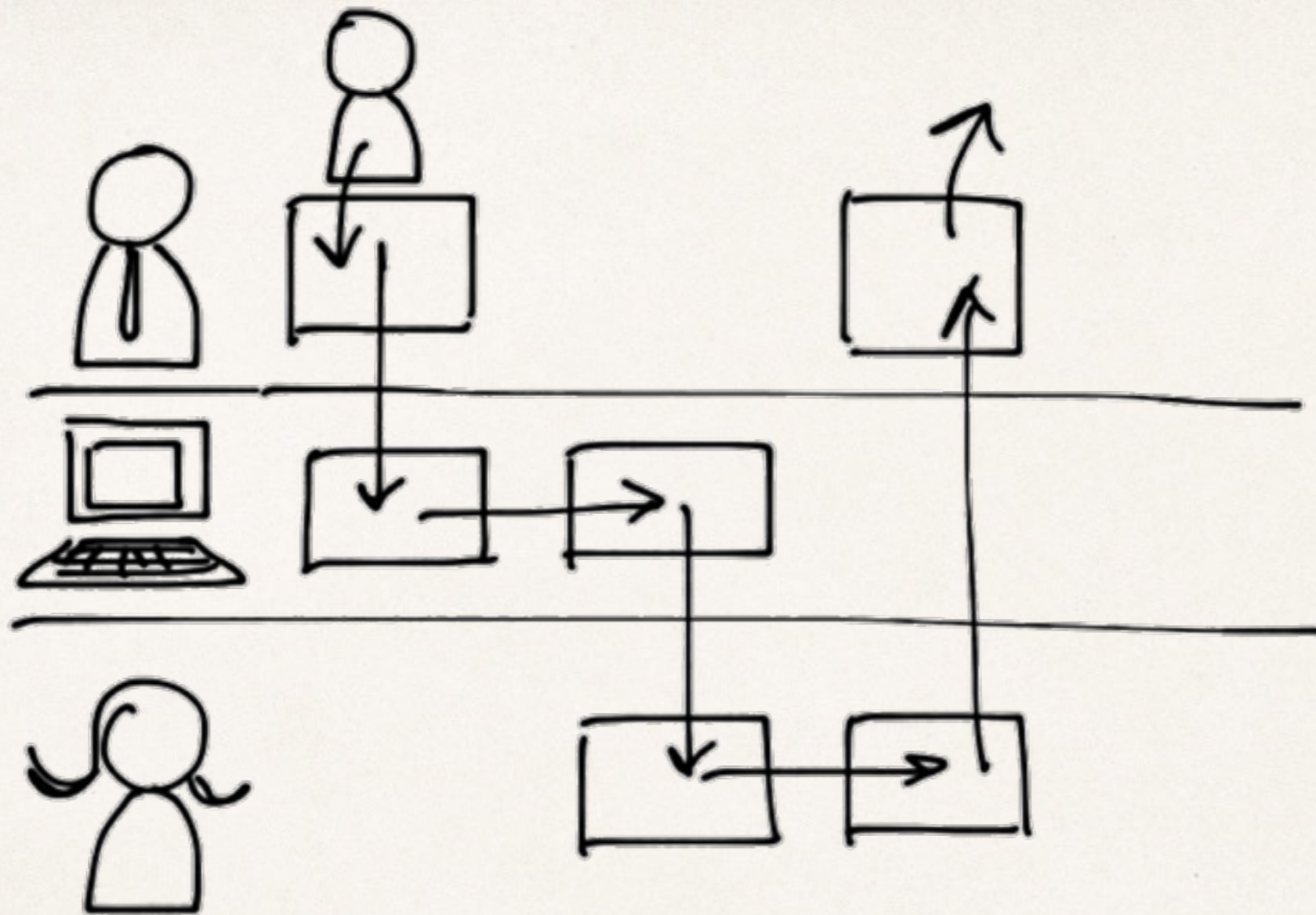
- personal
 - Age 52
 - Female
 - Ph.D. in organic chemistry
 - Associate professor, tenure track
 - Married, 3 children (15, 12, 10)
- professional
 - Teaches 3 flipped entry-level classes with lab sessions, total of 120, has 2 TA. Taught for 4 years.
 - Uses an LMS to distribute course material prior to class, and post optional resources such as video and library articles. Class discussions refer to course material students are supposed to study before class.
 - Creates 70% of her course material in PowerPoint, uses screen recording to point out how to construct molecules. Sometimes she would have video recordings (from doc camera) of her solving equations on paper. Other 30% are resources she found online which provide examples and further explanations of her class.



Various personae

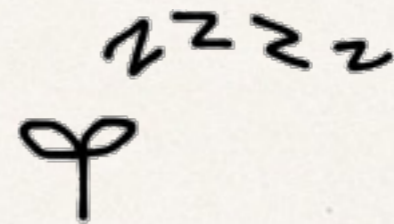
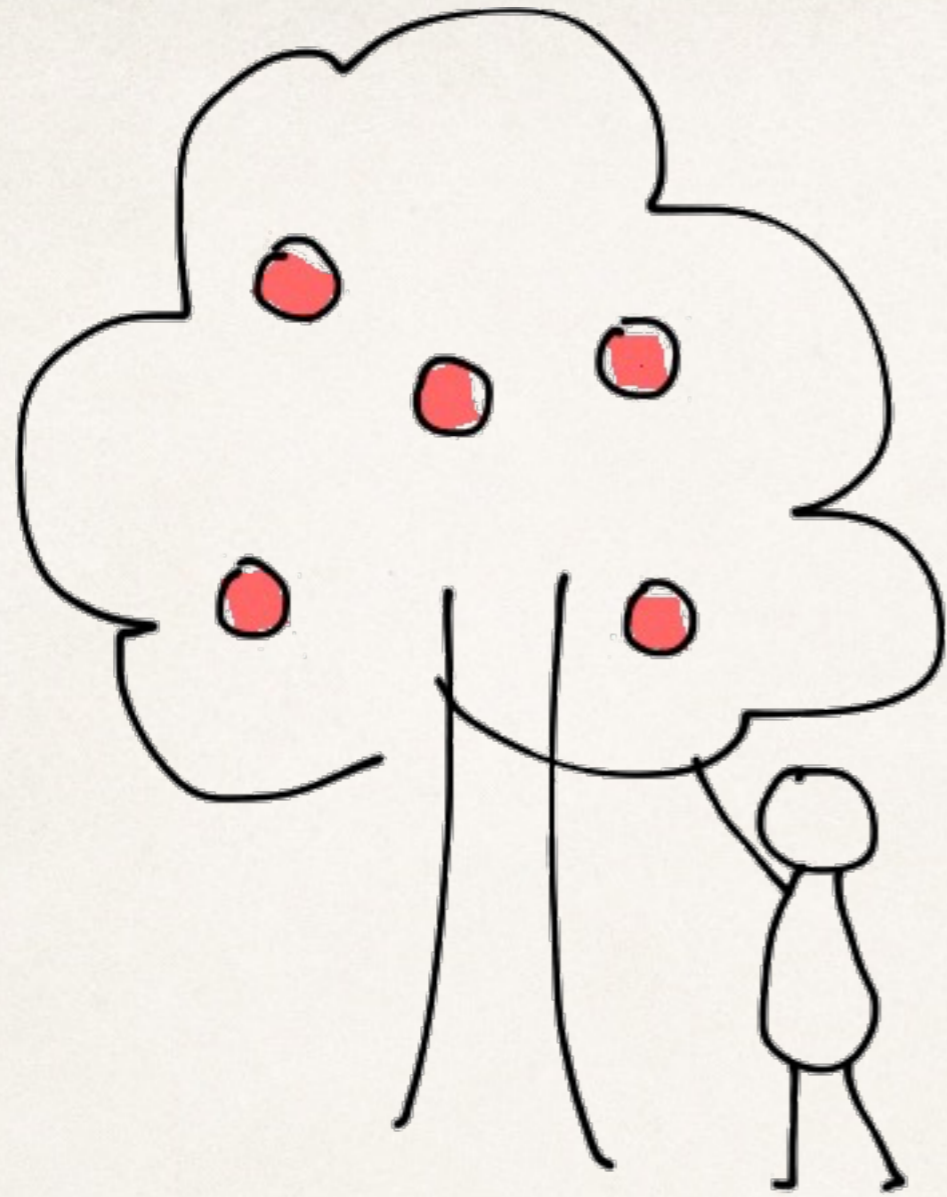
<u>Strategies</u>	(Web Developers) websites	(faculty) courses	(staff, admin) other content	Dean/ D Chair/ B
urgency	<ul style="list-style-type: none"> ● memo ● threat of lawsuit ● WAC form/improvement plan ● evaluation ● priority from boss (get the message to their bosses) 	<ul style="list-style-type: none"> ● case studies, heartstring stories ● posters ● reminders email/tips ● evaluation of (10?) large enrollment courses to identify problem areas ● college compliance plan 	<ul style="list-style-type: none"> ● grant requirements ● memo ● priority from boss 	
social proof	<ul style="list-style-type: none"> ● ranking? ● competition? 	<ul style="list-style-type: none"> ● road show with champions ● college report 		
enabling	<ul style="list-style-type: none"> ● workshops, training, webdev cafe, websites and 	<ul style="list-style-type: none"> ● web resources for content ● D2L prompts/reminders ● LearnDAT, RCPD, liaison 	<ul style="list-style-type: none"> ● training ● tutorials ● IT person in 	

Targeted strategies.



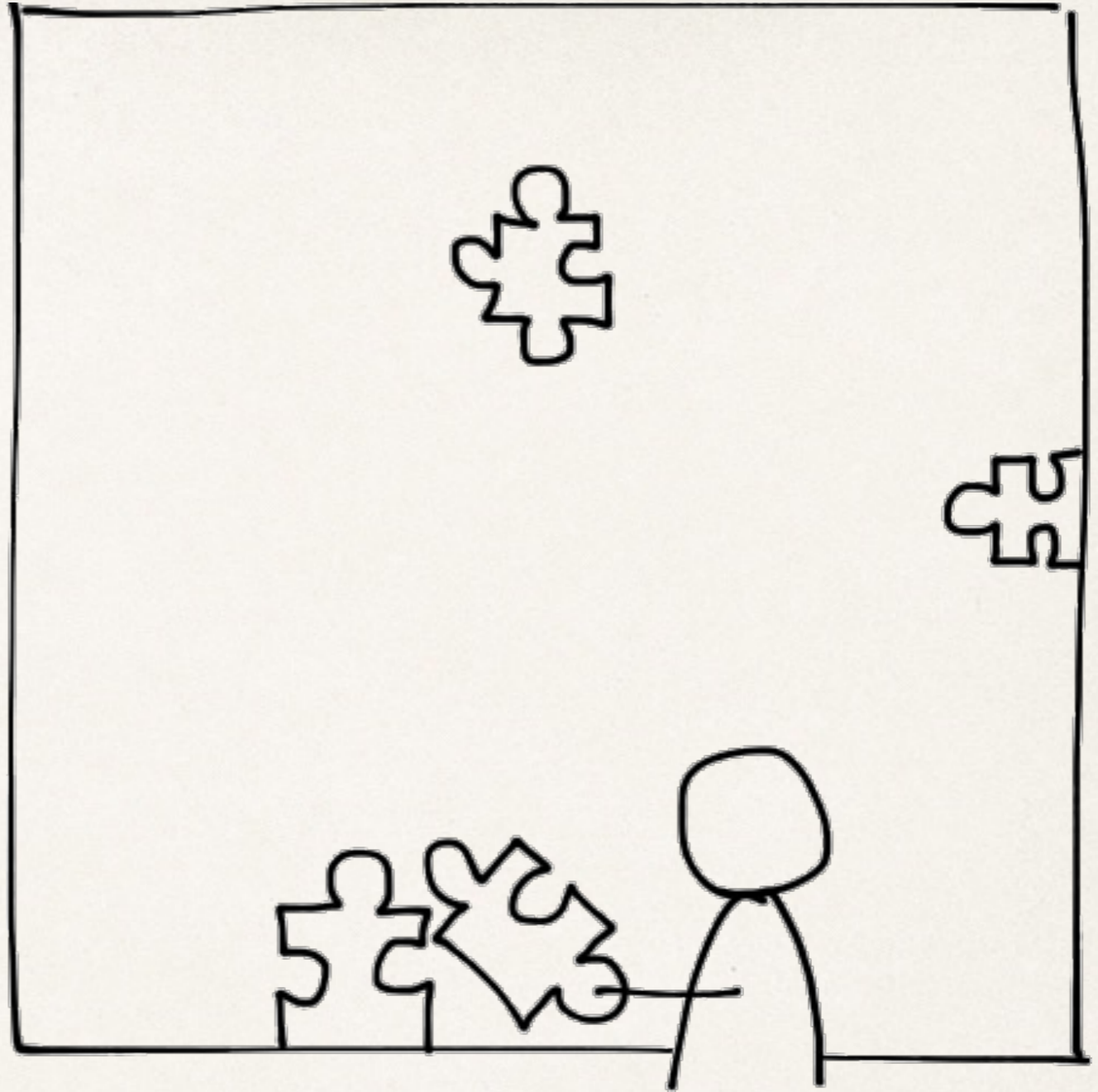
Clear their path

Create journey map, response script



Tap existing resources

Allies, champions, networks, processes



Try something

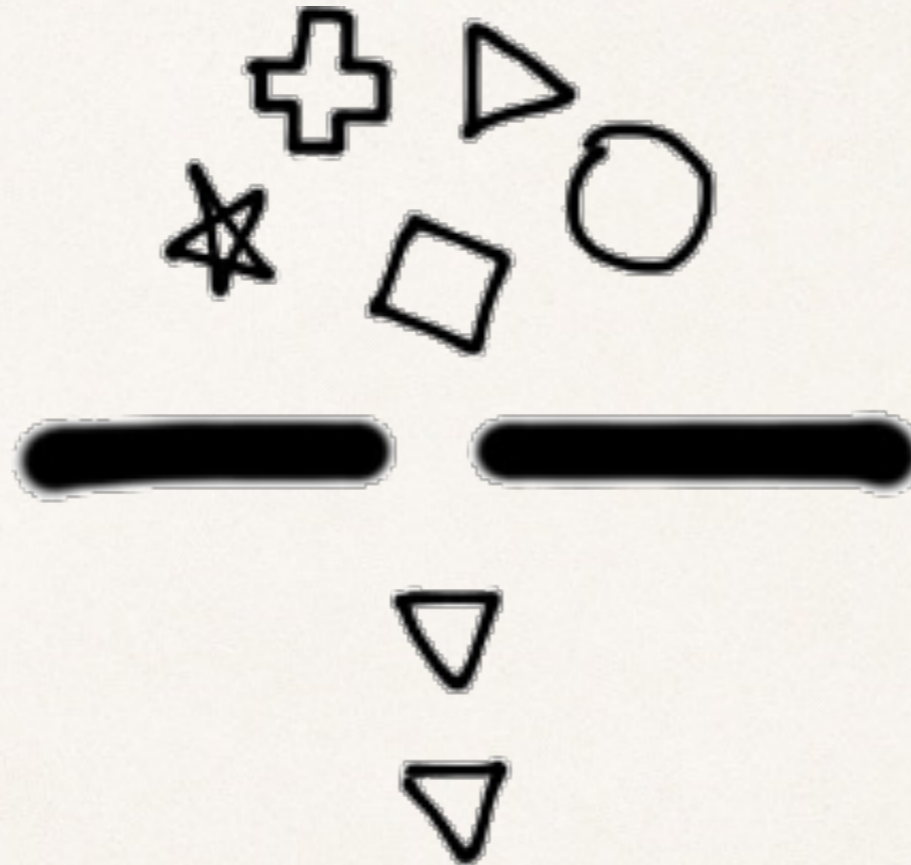
Lead by example, Start small experiment.

1. ~~~~~
2. ~~~~~
3. ~~~~~



S.M.A.R.T. goals

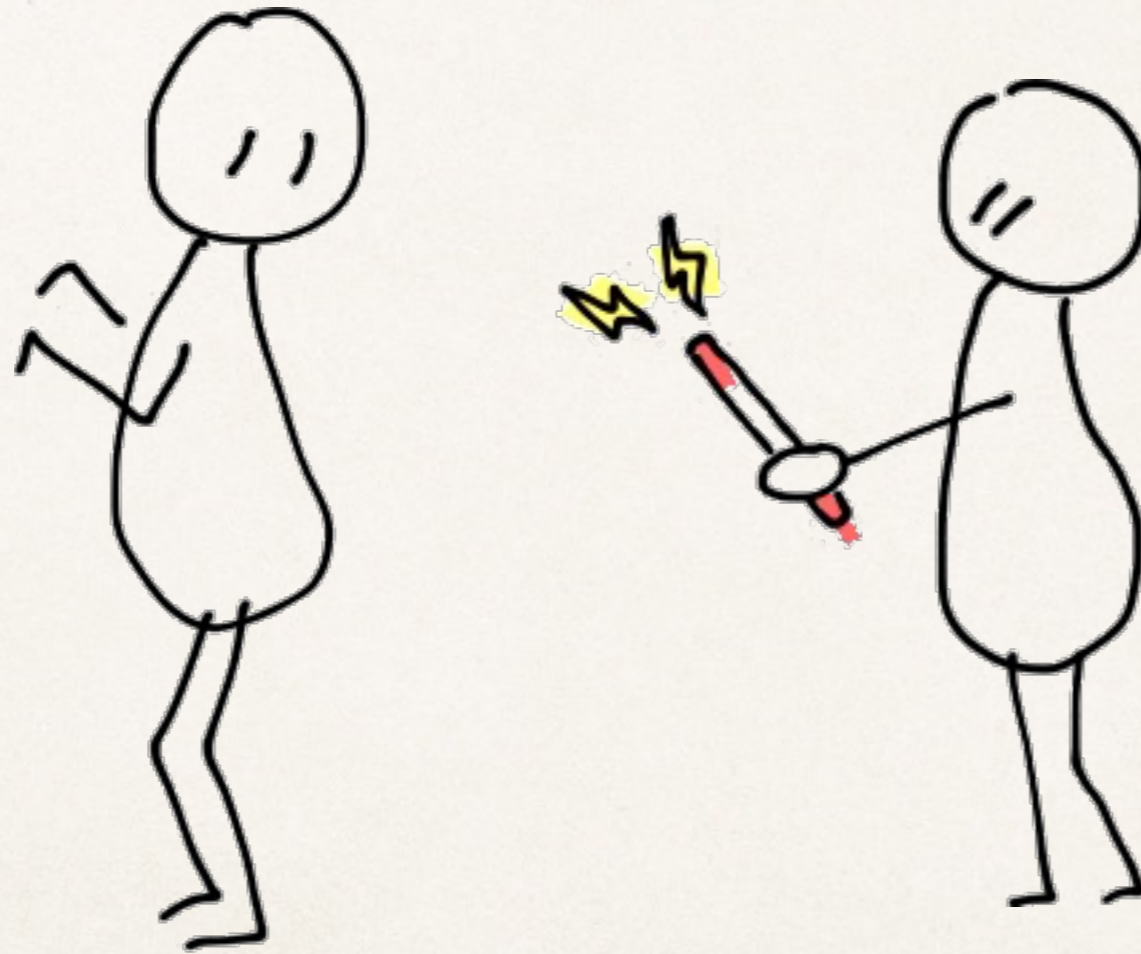
Don't let perfect be the enemy of good.



K.I.S.S. steps

Simplify. Minimum.

C. Individual motivation



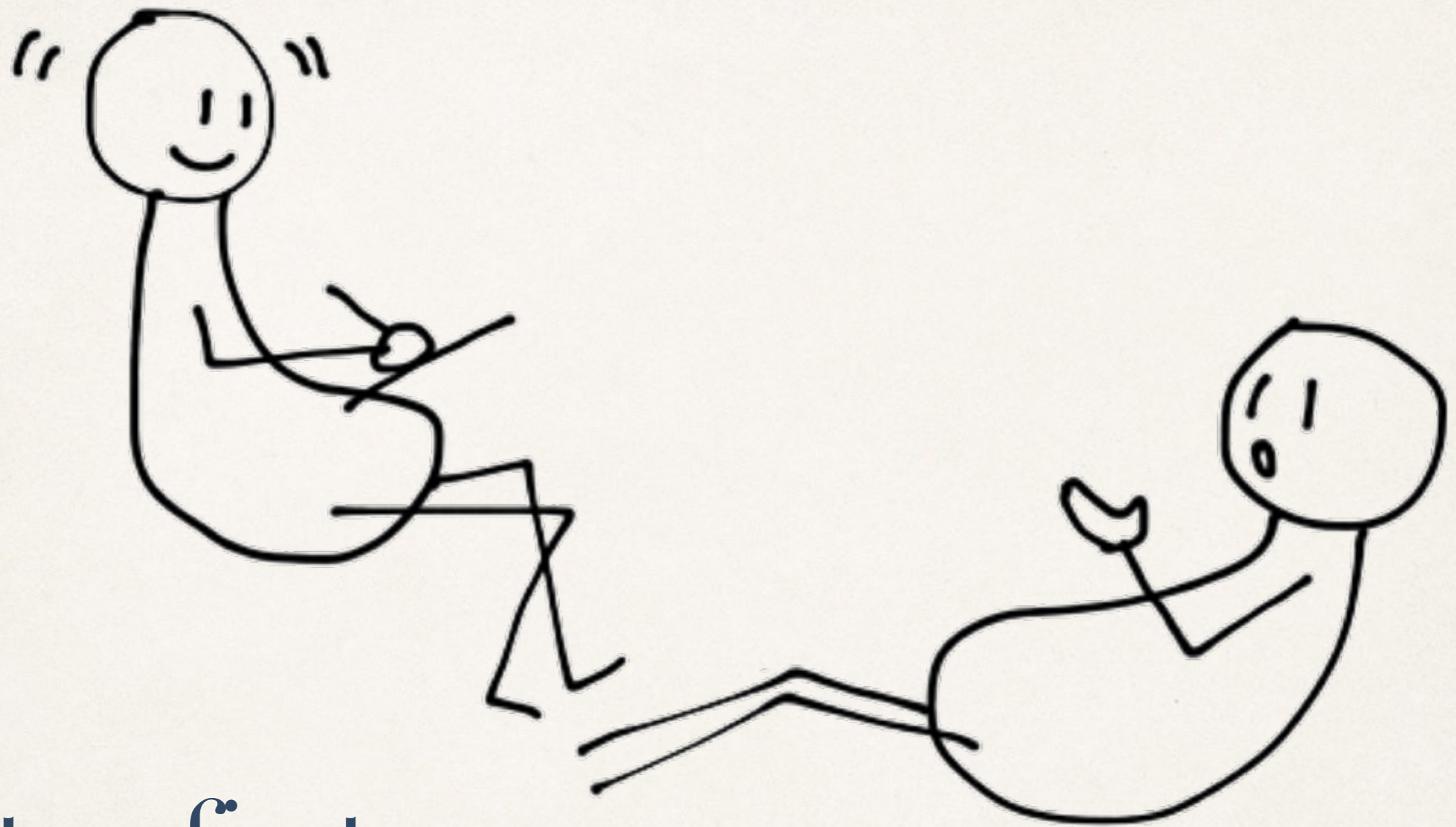
"If you want to make a stand, help others make a stand, and if you want to reach your goal, help others reach their goal."

– *Confucius*



Check your attitude

Beware of FAE.



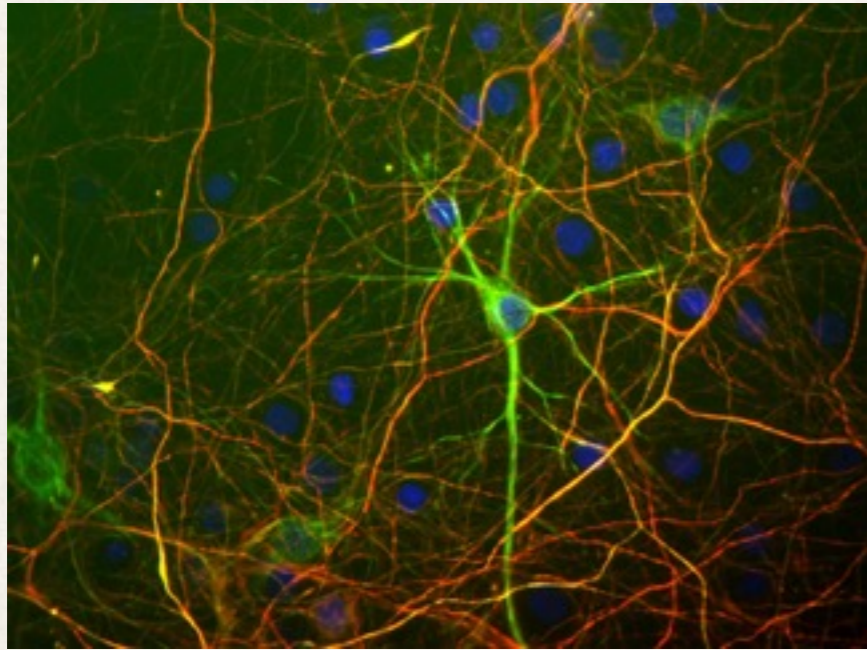
Listen first

Nobody cares how much you know, until they know how much you care (about them). -- T. Roosevelt.

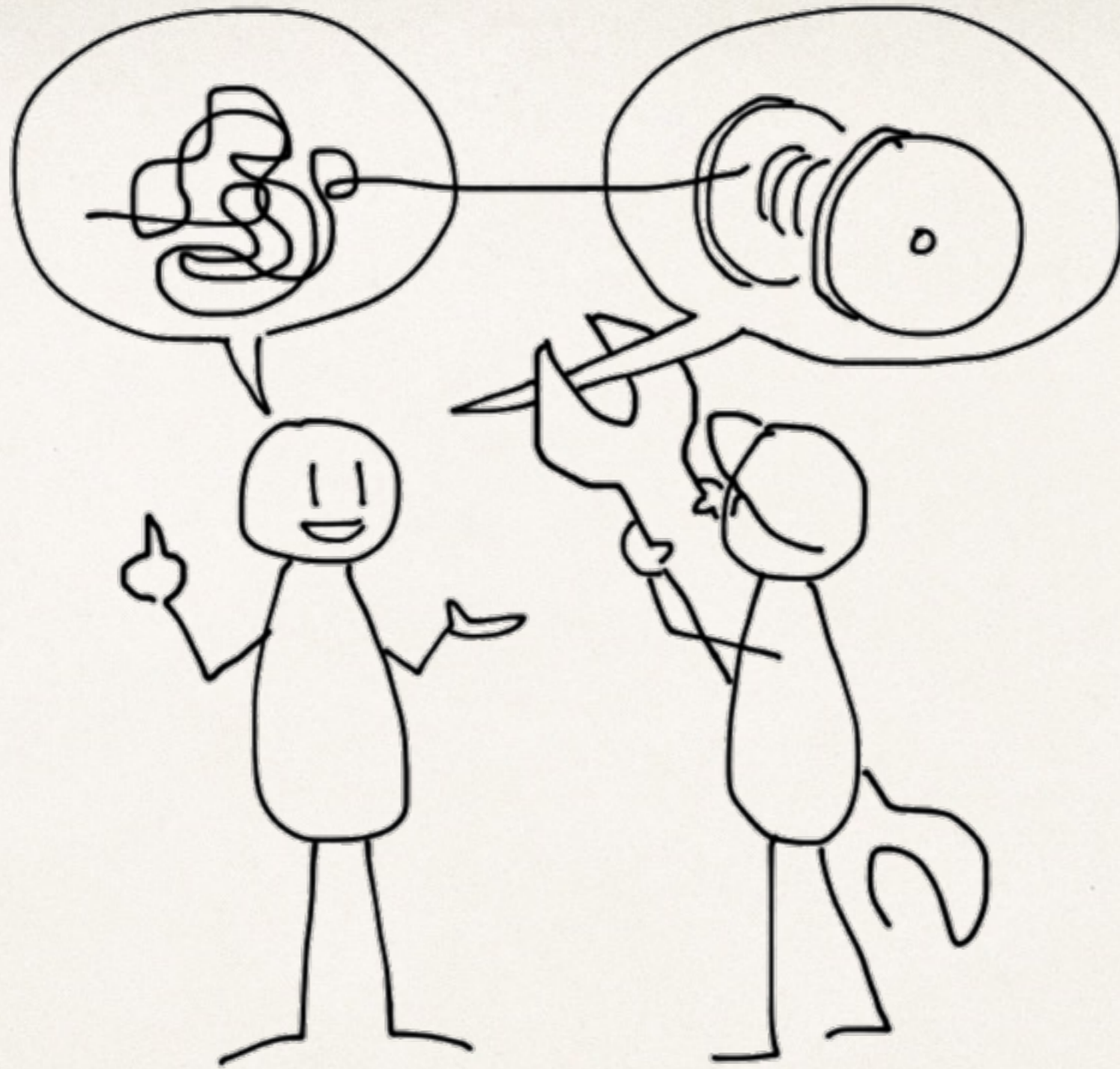
	Motivation	Ability
Personal	make desirable	skills
Social	peer pressure	group work
Structural	rewards	environment

Are they both willing and able?

How about their friends and environment?

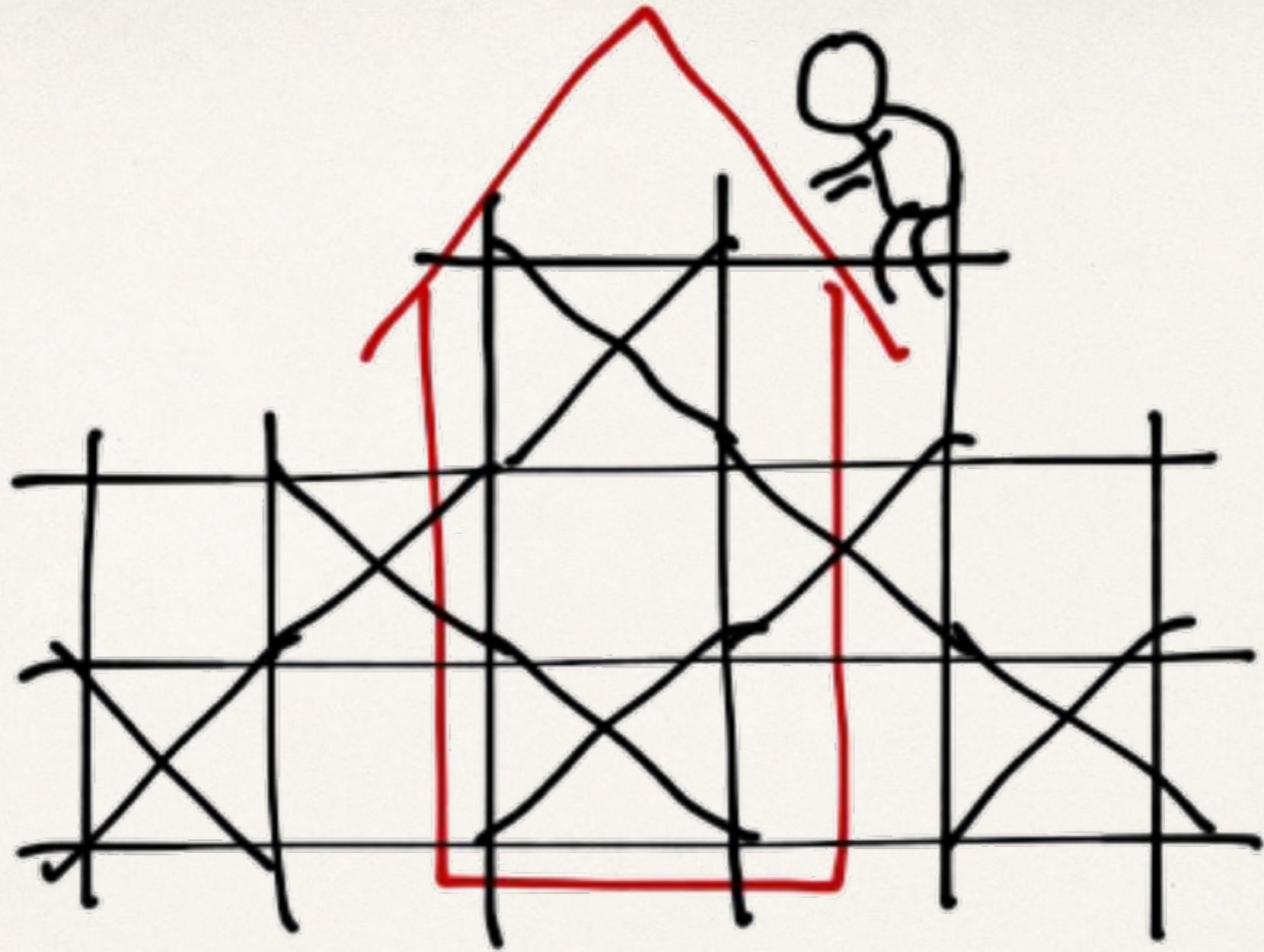


Our brains are different



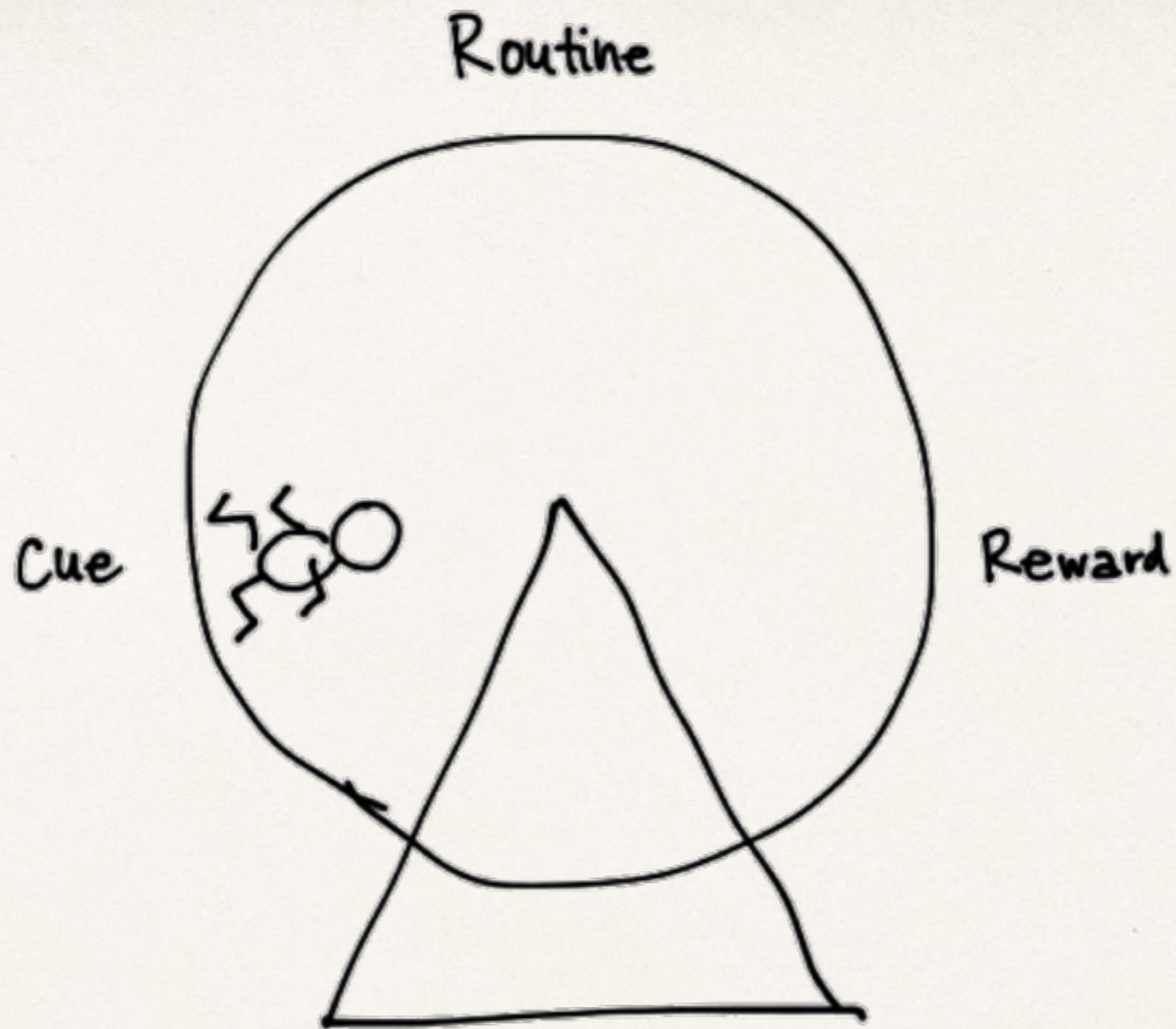
Coach

Guide on the side, not sage on the stage.



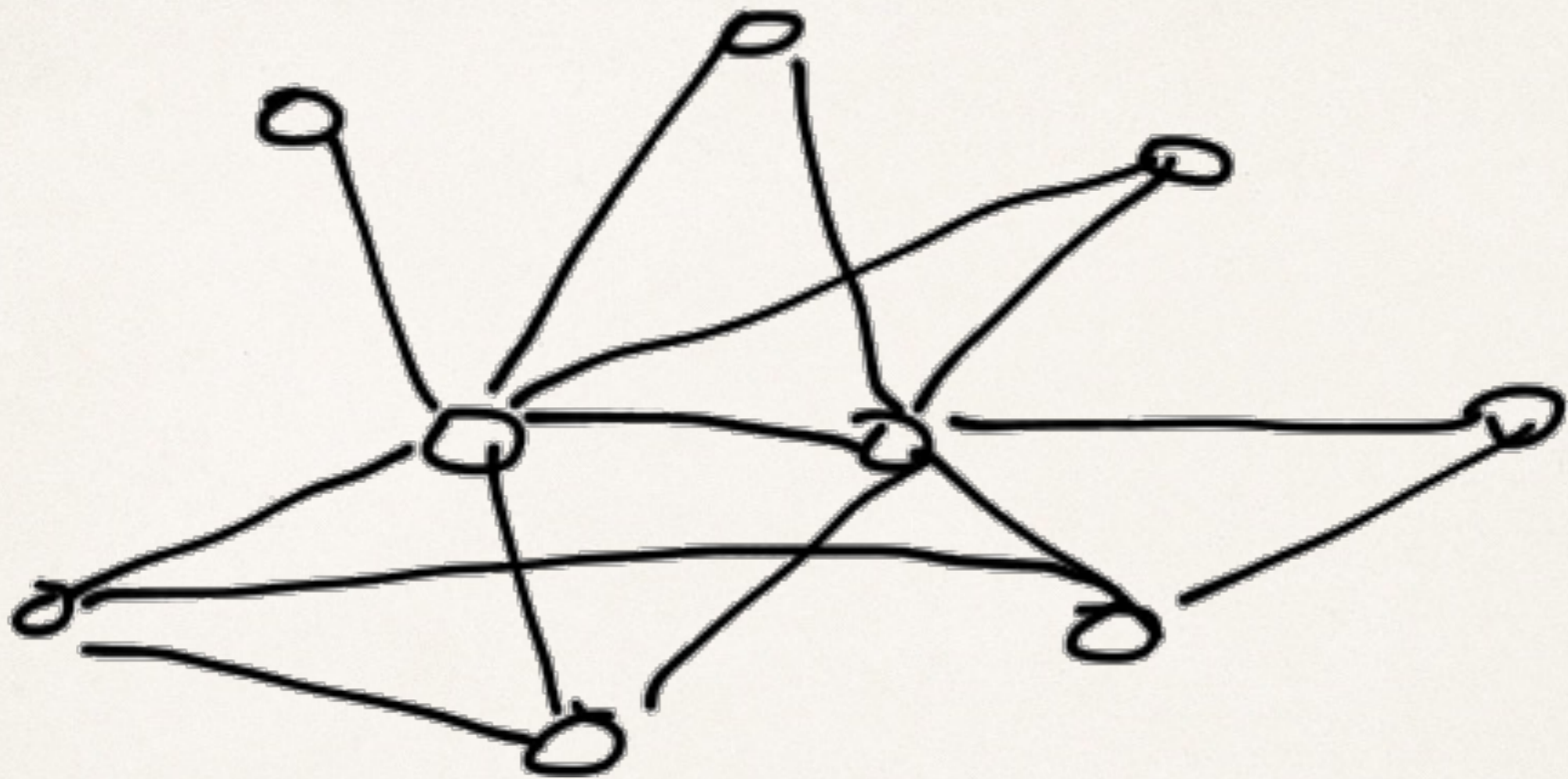
Scaffold their learning

Beware of your expert blindness.



Help form habits

Then stack habits.



Build relationships

And networks

"The man who moves a mountain begins by carrying away small stones."

– *Confucius*



D. Rest of the story

- ❖ Nate Evans <ne@msu.edu>
- ❖ Michigan State University



E. Questions?

- ❖ Jiatyan Chen, Stanford University
<jiatyan@stanford.edu>, @jiatyan
- ❖ Nate Evans, Michigan State University
<ne@msu.edu>
- ❖ slides at [stanford.box.com / AHGG2015](https://stanford.box.com/AHGG2015)

F. Good Reads

- ❖ Susan Weinschenk - How to Get People to Do Stuff: Master the Art and Science of Persuasion and Motivation
- ❖ Chip Heath and Dan Heath - Switch: How to Change Things When Change is Hard
- ❖ Charles Duhigg - The Power of Habit
- ❖ Kerry Patterson, Joseph Grenny, et al - Crucial Conversations: Tools for Talking When Stakes Are High
- ❖ Dan Pink - Drive: The Surprising Truth About What Motivates Us
- ❖ Dan Ariely - Predictably Irrational: The Hidden Forces That Shape Our Decisions
- ❖ Stephen M. R. Covey - The SPEED of Trust: The One Thing That Changes Everything