AGENDA:

1. Welcome and Introductions  
   Anthony King

2. Making CMS Websites Accessible  
   Jennifer Dandle  
   Web Manager, UC San Diego Library

3. Update on the Strategic Plan for Inclusive Excellence  
   Diane Forbes Berthoud  
   Assistant Vice Chancellor, Equity, Diversity and Inclusion

4. Member Updates  
   All

Making CMS Websites Accessible  
*Presented by: Jennifer Dandle, web manager, UC San Diego Library*

It is important to consider users of all ability types when designing your website. Ensure that someone who can’t see the screen is still able to access information; enable interaction with your website without using a mouse; and fully participate, not just consuming but contributing. There are many social aspects about websites, and leaving persons who are differently abled out means a huge loss of engagement for them. When we make it more accessible, we make the web better for everyone.

**Tips:**

- Use plain language: avoid using acronyms
- Use descriptive hyperlinks: use title of link or document instead of “click here” or “read more.” Screen readers pull a list of links on the page, but if they all say “click here,” they are not descriptive enough.
- Describe images with alt text. In the CMS, this is the “image description” field.

The goal: It is not about having a perfectly accessible website, it is about doing better than what we are doing now.
Free tool: SiteImprove
Siteimprove is an online service that systematically reviews your sites for accessibility issues. Siteimprove crawls registered sites every five days and reports accessibility errors and how to fix them. UC San Diego is part of a UC-wide license with no further cost to UC San Diego site owners. This tool can be used on any UC San Diego site, and it does not have to be on the CMS system. We have licensed unlimited users and sites. Students, staff and faculty can all use the tool.

Capabilities:
- The application will scan contents of your website and PDF files to find broken links, spelling errors and readability issues.
- Will show you click rates on pages and links so that you can prioritize which areas to improve accessibility first.
- Dashboards give you a score of up to 100 so you can determine progress needed to become more accessible. Compare your score to industry standard scores on other education websites.
- Discover instances of “click here” or “read more” links that should be updates, or any pages that don’t comply with university branding, such as usage of the “UCSD” acronym.
Update on the Strategic Plan for Inclusive Excellence
Presented by: Diane Forbes Berthoud, assistant vice chancellor for Equity, Diversity and Inclusion

In 2012, Chancellor Khosla began a strategic planning process for UC San Diego. Five goals emerged—the second is about continuing to make our campus more diverse and inclusive:

**Goal 2:** Cultivating a diverse and inclusive university community that encourages respectful open dialogue, and challenges itself to take bold actions that will ensure learning is accessible and affordable for all.

We had of course been making strides before this. For example, numerous campus resource centers existed like the Cross-Cultural Center. And we launched the Chancellor’s Associates Scholars program to improve access for local students.

In the past year, we set out to create a Strategic Plan for Inclusive Excellence. Our vision is to create a learning and working environment where all feel welcomed and valued, which in turn leads to excellence in the classroom and workplace.

We began by identifying our campus champions—those advocates, influences and leaders who could help us direct this initiative. We gathered a group of about 300, which includes students, staff, faculty and campus leadership. We asked them questions such as, what does inclusive excellence mean to you, and what kind of K-12 programs can help improve the pipeline to higher education?

Through our IDEAwave campaign last fall, we received over 500 comments, supports and likes and conducted over two dozen focus groups. We also presented our ideas and findings to thousands of people across campus. Throughout this process, we received great feedback and suggestions, including work-life balance and how to make our campus more welcoming for all.
Three core priorities have emerged:

1. **Access and Success**
   We want to attract, recruit and retain diverse faculty, student, staff to reflect the demographics of the State of California. We try to think of ways to reflect what is happening in the state. Doing well with some populations and not some others.

2. **Campus Climate**
   We are working on cultivating a more supportive and positive climate, where all feel they belong and are valued.

3. **Accountability**
   How will we know we are making progress? We will report what we know and work with other institutions, peers and aspirant peers to learn what are other campuses doing. To learn more, visit the accountability page on the Equity, Diversity and Inclusion website.

**NEXT MEETING:**

Our next meeting will take place at **8:30 a.m. on Wednesday, Oct. 24**. We will hear from University Communications and Public Affairs about new campus brand marketing assets.