

**Accessibility  
& Universal  
Design  
Connection with  
Diversity, Equity,  
and Inclusion**



# Presenters

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# Agenda

- **Understanding terms**
- **Current perspectives of viewing DEI and Accessibility**
- **Non-inclusive and inclusive examples**
- **Questions**



# Understanding terms

- Accessibility
- DEI-A
- DEI
- Universal Design
- Inclusive Design



## Accessibility

A person with a disability can acquire the same information, engage in the same interactions, and enjoy the same services as a person without a disability, in an equally effective and integrated manner, with substantially equivalent ease of use.

# Government Accountability Office (GAO)

## Diversity, Equity, Inclusion, & Accessibility (DEIA)

As the nation's largest employer, the federal government strives to be a model for diversity, equity, inclusion, and accessibility (DEIA) and, according to Executive Order 14035, to cultivate a workforce that draws from the full diversity of the nation.

Source: [US Government Accountability Office](#) Strengthening Diversity, Equity, Inclusion, and Accessibility



# Blue Cross/Blue Shield, Rhode Island

## Diversity, Equity, and Inclusion (DEI)

We appreciate and celebrate everything that makes us who we are, fostering a work environment where everyone feels a sense of belongingness and is empowered to succeed, regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression.

Source: [Blue Cross Blue Shield - Diversity, Equity and Inclusion](#)



# Universal Design (UD)

The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

Source: [NC State University Center for Universal Design](#)

Although no longer an active center this is a simple and meaningful example.





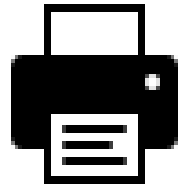
# Inclusive Design

The inclusive design process proactively creates strategies, workflows, policies, products, and services that enable the full range of human diversity. It considers ability, gender, age, language, race, culture, economic situation, geographic location, and other differences throughout the design journey.

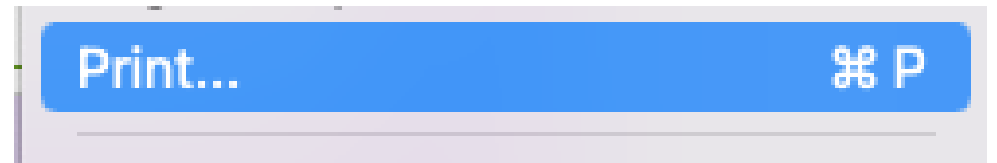
# Common Inclusive Design Experience

How do *you* print a document?

- Visual – printer icon



- Auditory – dropdown menu “Print” (text)



- Tactile – keyboard shortcut “**Ctrl/command + P**”

# Inclusive Design Perspectives (1 of 2)

## Strategic Perspective

- Executive leadership exposure and information to make strategic decisions
- Inclusive council reports to the President/CEO with input on strategic planning and policies
- Shift thinking from accommodating to including people with disabilities
- Integrate accessibility into efforts
- Including people with a variety of differences in discussion leads to understanding and equitable outcomes



# Inclusive Design Perspectives (2 of 2)

## Operational Perspective

- Commitment statements
- Workforce initiatives
- Training topics
- Business process re-engineering

## When DEI and Accessibility are Separate

- DEI and Accessibility officers are not involved in each others' efforts
- Awareness training, accessibility, and DEI are separate: first action, include common material in both trainings
- Goal: incorporate all aspects of diversity into one training in the future



## When DEI and Accessibility Overlap

- DEI and Accessibility leads work closely together
  - Trainings incorporate all aspects of diversity, including accessibility
  - Budgets usually remain separate
  - Accessibility covers a wider variety of work, including significant customer-focused activities
  - DEI focuses on internal activities and systems, and recruitment

# Accessibility Statement Example





## How Inclusive is this Accessibility Statement?

“Company X is committed to making our offerings accessible to people with disabilities. Our ongoing accessibility effort works towards conforming to the Web Content Accessibility Guidelines (WCAG 2.0, AA). We welcome your accessibility feedback. For further assistance, please contact us at [access@companyX.com](mailto:access@companyX.com)”

.

**How inclusive is this statement?**



## More Inclusive Accessibility Statement

- Focus on usability for all, including users with disabilities
- WCAG 2.1, AA is a broader, more current standard
- Provides two methods to contact the company



## Accessibility Statement Example (2 of 2)

“Company X is committed to making our offerings accessible to all, including people with disabilities. We are continually improving the user experience for everyone by applying the relevant accessibility standards. Our ongoing accessibility effort works towards conforming to the Web Content Accessibility Guidelines (WCAG 2.1, AA). We welcome your feedback and want to meet your accessibility needs. For further assistance, please contact us at [access@companyx.com](mailto:access@companyx.com) or call us at xxx-xxx-xxxx. We aim to respond in a timely manner.”

**How is this statement more inclusive?**



# DEI Exercise Example



## Professional Circle of Influence Activity Excerpt

Think about your circle of influence. Who do you seek out for advice/input? With whom do you collaborate or consider when assembling a product team? How similar or different are you from them?



# Circle of Influence

How Inclusive is this Circle of Influence Activity?

Characteristics similar or different from you	Seek out advice/input	Contribute to project
Age group		
Gender		
Physical ability		
Race/Ethnicity		
Sexual orientation		
Socio-economic status		

# What might a more inclusive DEI activity look like?

- Multiple visible and invisible disabilities
- Greater variety of social/cultural identities



# More Inclusive Circle of Influence Activity

Characteristics: similar or different from you?	Seek out advice/input	Contribute to project
Age group		
Cognitive functioning		
Computer literacy		
Education level		
Expertise		
Gender		
Marital/family status		
National origin		
Physical ability		
Political views		
Race/Ethnicity		
Religion		
Sexual orientation		
Socio-economic status		



# Artificial Intelligence (AI) Hiring Interview Video Guidelines Example





## How inclusive are these guidelines?

The following criteria will be evaluated to decide which applicants will advance to the next stage in the hiring process.

1. Applicant will record video responses to interview questions within 15 minutes.
2. Voice analysis and natural language processing technologies will be used to evaluate applicant skills and abilities. Analysis is available in English, Spanish, and Mandarin.
3. Applicant will play an interactive game to measure relevant skills and abilities to reduce bias.



## What might more inclusive guidelines look like?

- Examine hiring technologies before use, and regularly when in use, to assess whether they screen out individuals with disabilities who can perform the essential functions of the job with or without required reasonable accommodations.
- Allow applicant to take their time to complete the video.
- Provide multiple ways to assess applicant's skills and abilities.
- Ensure games or tests measure only relevant skills and abilities.
- Describe enough information about the process/activity for the applicant to determine whether to request an accommodation.
- Provide process and contact to request an accommodation.



## More inclusive AI hiring technology video guidelines

The following criteria will be evaluated, with human oversight, to decide which applicants will advance to the next stage in the hiring process.

1. Applicant will record video responses to 9 interview questions.
2. Voice analysis and natural language processing technologies will be one of several ways used to assess an applicant's skills and abilities. Analysis is available in English, Spanish, Mandarin, and Sign Language.
3. Applicant will play an accessible interactive game by use of mouse or keystrokes to measure relevant skills and abilities.
4. The process and contact to request reasonable accommodation will be posted with instructions.



## How might you apply these ideas in your role?

Identify a strategy, statement, activity, policy, or web page that may be enhanced to be more inclusive.

- How can inclusivity be enhanced?
- What is one challenge or barrier you want to fix?
- What one action can you take today to begin the process?

# Questions

