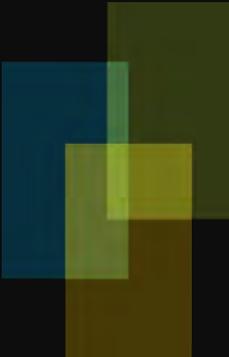


Welcome!



Breaking Barriers, Building Pathways:
Creating inclusive workplaces through
universal design

October 20, 9:30am - 11:00am PDT
12:30pm - 2:00pm EDT



ISDI

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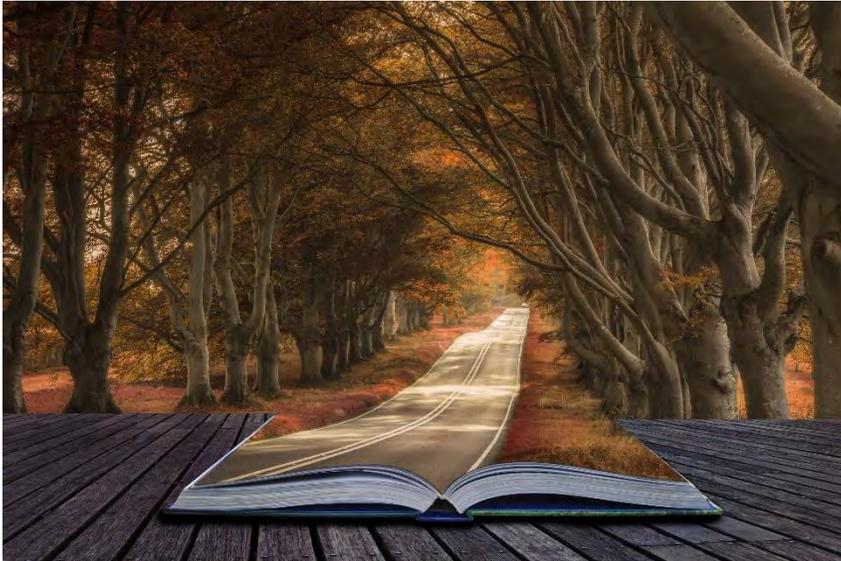


NorthwestCenter
People of all abilities

Special thanks to our special
event sponsor

NORDSTROM

Next NW Diversity Learning Series Session—VIRTUAL:



Belonging in Organizations - Elusive or Achievable Rhodes Perry and Tatyana Moaton

Wednesday, November 10

- 9:00 – 11:30 am PDT
- 12:00 – 2:30 pm EDT

Everyone **must register** for the webinar.

- Link will be sent upon registration.

Breaking Barriers Building Pathways

Creating Inclusive Workplaces through Universal Design



Natalie Herrera
Northwest Center



Melissa DEL RIO
Northwest Center



Kyann Flint
Wandke Consulting

Setting Up Live Captions on Zoom

1. Go to task bar (typically at the bottom)
2. Click on the box with the 2 c's in it
3. Then click "turn on subtitles"

Closed Caption 

Hello!

Melissa DEL RIO

She/Her

Disability Employment Consultant

Northwest Center

Natalie Herrera

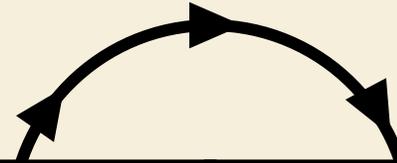
She/Her

Sr. Design & Marketing Manager

Northwest Center



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People of all abilities



Social Enterprise

Commercial Services

- Janitorial and Building Maintenance
- Printing Solutions
- Staffing and Organizational Support
- Commercial Laundry

nwcenterbusiness.com

Non-Profit Services

- Early Learning
- Early Supports
- IMPACT
- Employment Services

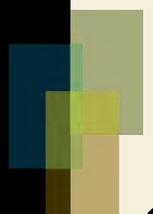
nwcenter.org



Working to be Accessible:

Are everyone's access needs being met?

- ☑ High contrast (text/background)
- ☑ Accessible font
- ☑ Alt text for images
- ☑ Paced speaking
- ☑ Slides provided at start of presentation
- ☑ Captions available on Zoom
- ☑ ASL Interpreters
- ☑ ISDI will monitor the chat and moderator will read questions/comments out loud



Comic Sans can help
people with dyslexia
Font doesn't use as
many repeated shapes:
p and q vs p and q

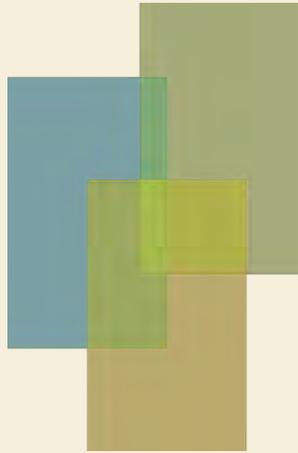
Disclaimer

This is an introduction to **Universal Design** and **Accessibility**. We don't expect you all to be experts after this presentation.

We hope you will carry an open mind about Disability Inclusion moving forward.

There are shared experiences with the **Barriers** society creates from the lack of accessibility, universal design, and accommodations.

Learning Objectives: Keywords



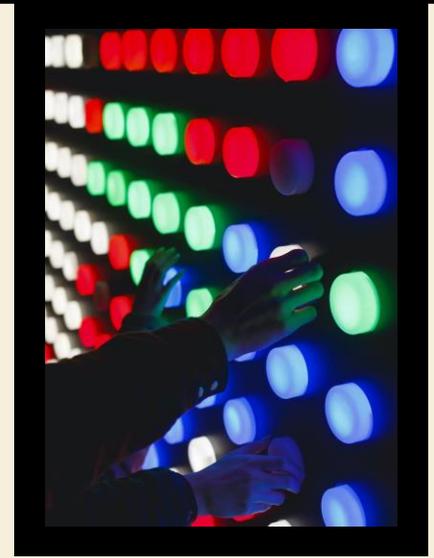
- Universal Design
- Accessibility
- Ableism
- Service Design
- Performative Allyship
- Human-Centered Design

- Definitions
- Examples
- Applications

Universal Design

Universal Design is the design and structure of an environment so that it can be **accessed**, **understood** and **used** to the greatest extent possible by all people of **all ages**, **sizes**, **abilities** and **disabilities**.

An environment can be a physical space, building, product, service or experience. These environments should be designed to meet the needs of all people who use/interact with it.



This is not a special requirement, for the benefit of only a minority of the population. It is a fundamental condition of good design. If an environment is accessible, usable, convenient and enjoyable to use, *everyone benefits*. By design it does not stigmatizing, isolate, separate, or "other" those who are different from dominant culture and abilities.



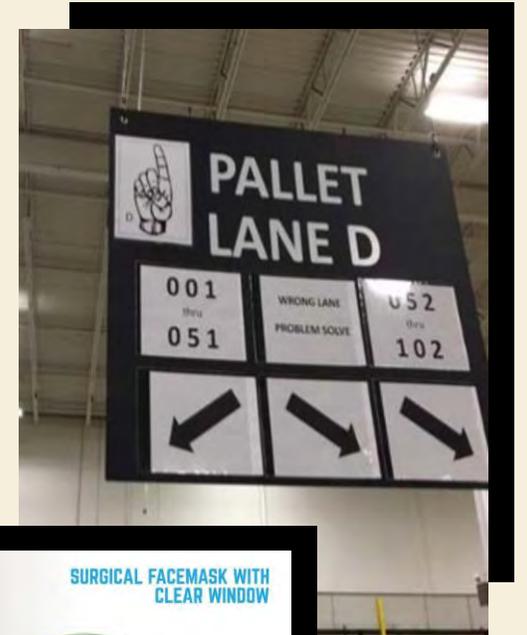
Universal Design History & Everyday Examples



- TV captions
- Flashing alarm clock
- Step Stools
- Lowered Kitchen Counters/Cabinets
- Potato Peelers
- Electric Can Openers
- Doorbell Flashing lights
- Dish washer
- Lower Bedframes
- Walk in shower/doors
- Oven beeping/signals
- Card game decks with Braille
- Alexa or Google home
- Curb cuts

Universal Design Considerations at Work

- Culturally responsive environments
- Diverse settings (quiet rooms)
- Dynamic signage
- Building/door access (buttons)
- Microsoft Teams and other virtual/collaboration platforms



Seven Principles of Universal Design



1 Equitable Use

2 Flexibility in Use

3 Simple & Intuitive Use

4 Perceptible Information



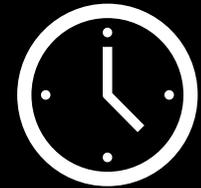
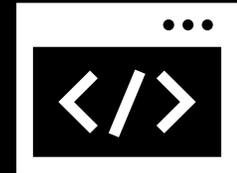
5 Tolerance for Error

6 Low Physical Effort

7 Size & Space for Approach for Use

Accessibility

The quality of a product, service, experience or physical space being easily reached, entered, accessed, interacted with or used by people who have a disability.



People with motor disabilities; people who are deaf or hard of hearing; people with cognitive disabilities, like developmental, learning, or intellectual disabilities; and people with vision disabilities.

Disabilities can also be permanent, temporary, or situational

History

- Americans with Disabilities Act (ADA) requires accessibility in United States on July 26, 1990
- “Needs of people with disabilities are specifically considered. Accessibility sometimes refers to the characteristic that products, services, and facilities can be independently used by people with a variety of disabilities.” (DO-IT, University of Washington (UW))
- The fight for accessibility in disability culture goes back to the end of WW2

Documentary: *Crip Camp*
(Netflix)

Book: *Accessible America:
A History of Disability
and Design* by Bess
Williamson

**The ADA is the
“bare minimum”**



Diversity, Equity, Inclusion & Disabilities

In Diversity, Equity, & Inclusion in the workplace as organizational goal-setting, and inequities in company practices and culture are discussed, often **disability** is too often forgotten when workplaces launch DEI initiatives.

fewer than **30 %** of U.S. companies actively strive to include people with disabilities, according to [Kessler Foundation research](#).

COVID Reflections + Accessibility



Poll Questions

Unpacking Ableist Privilege

Handout 11

UNPACKING ABLEIST PRIVILEGE

Under the "You" column, check off the statements that are true for you

You		Other
	1. I can arrange to be in the company of people of my level of ability most of the time.	
	2. If I should need to move my residence, I can be pretty sure of renting a house or apartment that will accommodate me physically.	
	3. I can be reasonably sure that people won't stare at me when they pass by and that will look me in the eyes when speaking to me.	
	4. I can turn on the television or open the newspaper and see people of similar ability to me widely represented.	
	5. If people like me have been discriminated against in history, I can expect to learn about it in school, and how the discrimination was overcome.	
	6. I can do well in a challenging situation without being told how much of an inspiration I am.	
	7. If I am in the company of people that make me uncomfortable, I can easily choose to move elsewhere.	
	8. I can, if I wish, arrange to attend social events without worrying if they are accessible to me.	
	9. I am never asked to speak for all people of my ability group.	
	10. I can go about my day without intricately planning every task, like getting dressed and going to the bathroom.	
	11. Generally speaking, I can go shopping alone and everything is accessible to me.	
	12. I do not have to fear being assaulted because of my ability level.	
	13. Generally speaking, I feel safe.	
	14. I can easily order at a restaurant because menus are accessible to me.	
	15. I feel comfortable and safe in a crowd of strangers.	
	16. Others don't get frustrated with me in public for needing	

Unpacking Ableist Poll Questions

- I can arrange to be in the company of people of my level of ability most of the time.
- I can have conversations with people while wearing face masks and not get lost in the conversation
- If people like me have been discriminated against in history, I can expect to learn about it in school, and how the discrimination was overcome.
- I can do well in a challenging situation without being told how much of an inspiration I am.
- I can, if I wish, arrange to attend events, or workspaces without worrying if they are accessible to me.
- I can be reasonably sure that my ability level will not discourage employers from hiring me.

Ableism

/'ābə,lizəm/

- Ableism is the discrimination of and social prejudice against people with disabilities based on the belief that typical abilities are superior. Ableism thinking also shows up as the assumption that disabled people require 'fixing' and defines people by their disability.
- The practices and dominant attitudes in society that devalue and limit the potential of persons with disabilities. A set of practices and beliefs that assign inferior value (worth) to people who have developmental, emotional, physical or psychiatric disabilities.
- These beliefs can be conscious and unconscious

Most of our environments, physical and digital and systems, and processes are more often created by and for people without disabilities. This is also ableism.



Ableism: Critical Barrier to Accessibility

We can intentionally create solutions and build pathways for inclusive workplaces physically, emotionally, culturally, and virtually...

So why don't we?

Click to add text

Dominant Cultural Norms

Abled-Bodied Privilege

Bias

Perfectionism

Sense of Urgency

Status Quo

Defensiveness

Paternalism

Individualism

Environmentalism

Aesthetics & Ableism

- *Aesthetics* > Accessibility
- Trickle-down effect of small decisions overtime
- What is "perfect" is subjective

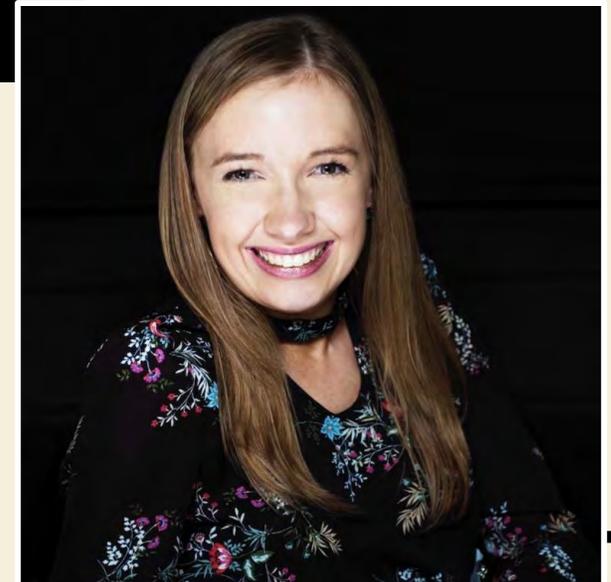
"but this looks
better..."

The Impact of Inaccessible Experiences

- Lack of belonging
- Feelings of inferiority
- Lack of safety
- Decreased retention rates (employees and customers)

2 Minute Break

Up Next Featured Guest Panel Discussion



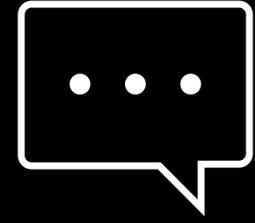
Guest Speaker



Kyann Flint

Director of Accessibility
Wandke Consulting

Learning from Shared Experiences:



- What is the difference for you when something is accessible (physically/emotionally) and when it isn't?
- COVID Reflections and having physical and invisible disabilities
- What have been inaccessible or accessible experiences throughout your career in institutions, and being a working professional?
- What are common inaccessible products, services, or spaces you have to interact with/navigate?
- Coverage and additional resources employers invest/offer to employees expanding what accessibility means



Accessibility Practices for Creating Disability Inclusive Experiences

Service Design

Planning and organizing a business's resources (people, props, and processes) in order to:

- (1) directly improve the employee's experience, and
- (2) indirectly, the customer's experience.

Props

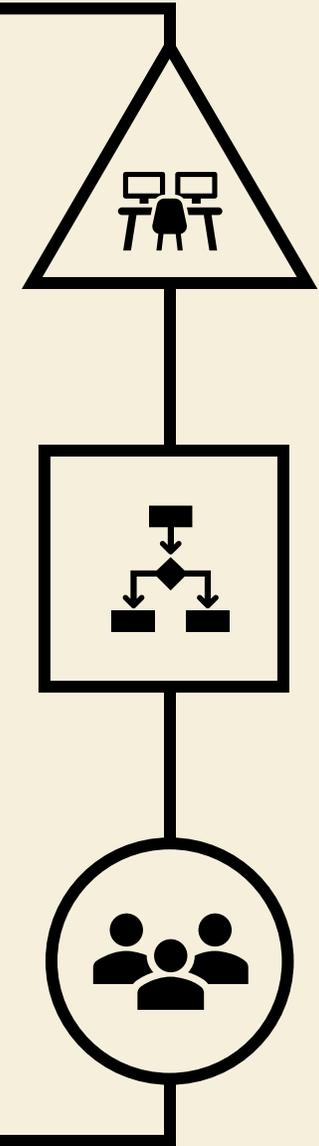
Physical and digital products, environments, and software

Processes

Procedures, workflows how work is done

People

Those who operate / work within the organization



Creating Accessible Experiences is a Choice.

Improving employees, teammates, and customers' experiences through service design and applying Universal Design Principles and Accessibility for People with Disabilities.

- Meetings (in-person and virtual)
- Physical workspaces
- Software & Equipment
- Experiences (onboarding, feedback, realistic work plans)
- Training & Development
- Employee Rights & Accommodations
- Communication (culturally responsive, accessible)



Human-Centered Design Process



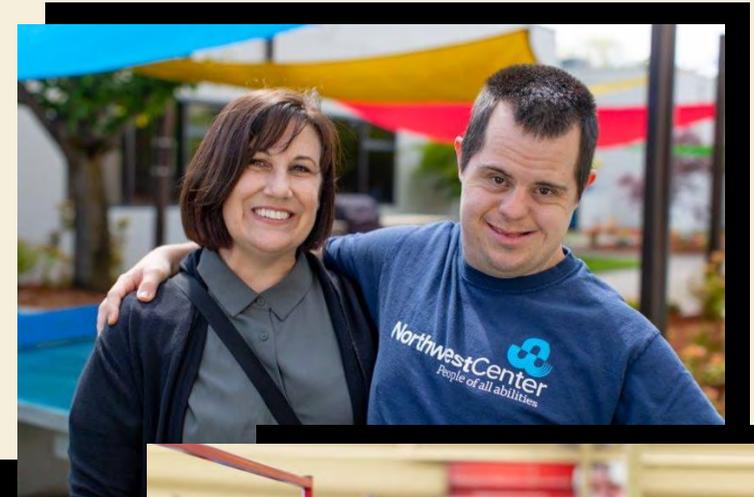


NorthwestCenter
Employment Services

Disability Employment Consulting Practices

Facilitating engaging experiences for employees and teammates of all abilities

- **Relationship building**
- **Processing / work time**
- **Learning & communications styles** (visual, auditory, verbal)
- **Adaptive management styles**





Physical Spaces / In-Person

- Work environments
- Meetings
- Trainings
- Events / social gatherings



Materials / Handouts

- PowerPoints
- PDF's
- Large Font
- Braille
- Translations

Virtual Spaces

- Virtual Events
- Registrations & Accommodations
- Accessible Platforms
- Captions
- American Sign Language (ASL)
Interpreters



Performative Disability Allyship vs. Inclusion

Performative Inclusion

- "Trending" temporary messages and posts
- Tokenizing employee or customer stories for "feel good" content
- Displays of inclusion with no investment in systemic or cultural change
- *Examples: The Emmy's, Paralympics*

Collaborative Inclusion

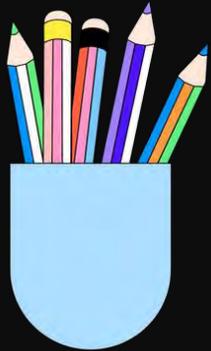
- Cross collaboration between teams
- 360 Feedback
- ***Distributed leadership (sharing decision making power)***
- Include process goals (do not just be outcome-driven)
- ***Challenge group think***

Employee Resource Groups

Networks of employees creating spaces for groups historically marginalized. How could you participate in these groups and engage with them to ideate ways to improve accessibility across identities and cultures?



Additional Tips



Allow for creativity
in problem solving
& multiple ways of
expressing ideas



Make information
accessible, give
time for processing

Click to add text



Universal design across
cultures, race, orientation
and other identities



Be receptive to
feedback



Accessibility for Websites / Digital Interfaces

Digital Accessibility

ADA Compliance & W3C's WCAG Guidelines

Best Practices & Guidelines for Website Accessibility

WCAG stands for Web Content Accessibility Guidelines. These guidelines are published by the World Wide Web Consortium (W3C) under their Web Accessibility Initiative (WAI)

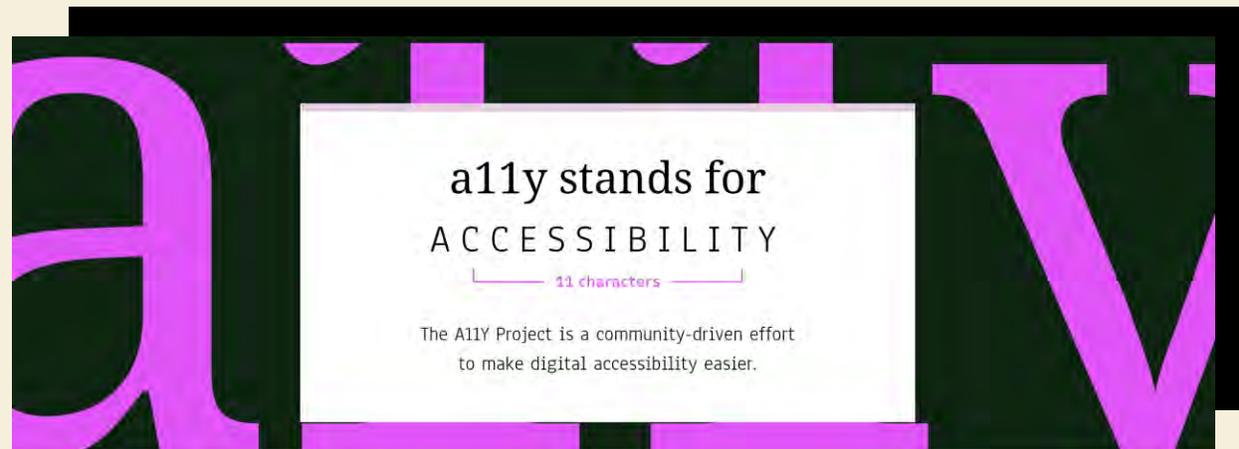
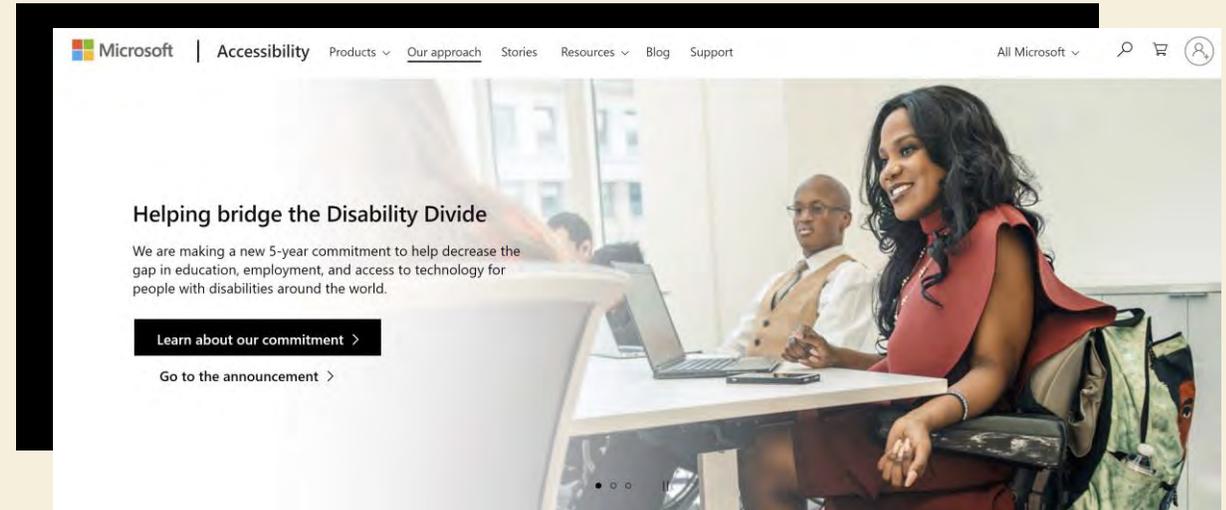
- ✓ Visuals & Structure
- ✓ Text Alternatives
- ✓ Navigation & User
- ✓ Controls
- ✓ Perceivable



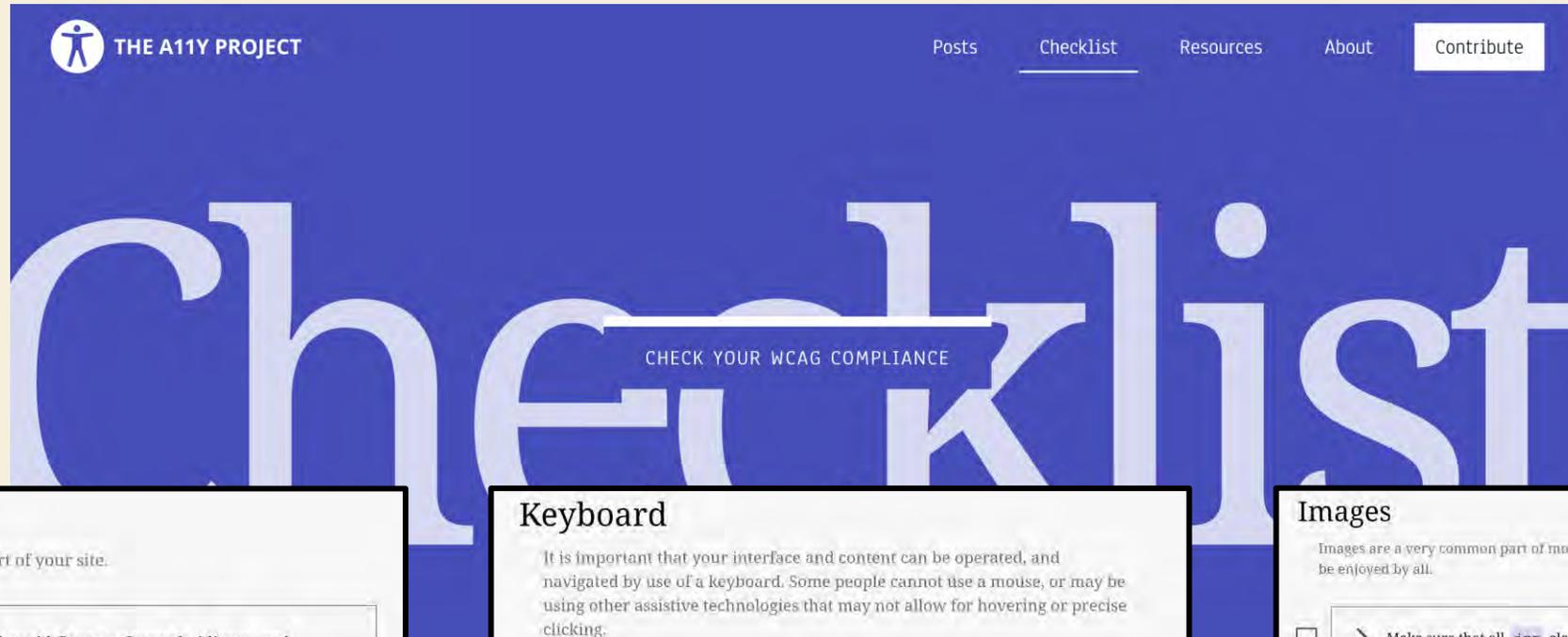
ADA compliance impacts digital spaces and platforms that people interact with to accomplish tasks, find information and connect to organizations and resources.

Accessibility Resources

- ❑ Microsoft Accessibility
- ❑ A11y Project



A11y Project Accessibility Checklist



Content

Content is the most important part of your site.

- > Use plain language and avoid figures of speech, idioms, and complicated metaphors.
- > Make sure that `button`, `a`, and `label` element content is unique and descriptive.
- > Use left-aligned text for left-to-right (LTR) languages, and right-aligned text for right-to-left (RTL) languages.

Keyboard

It is important that your interface and content can be operated, and navigated by use of a keyboard. Some people cannot use a mouse, or may be using other assistive technologies that may not allow for hovering or precise clicking.

- > Make sure there is a visible focus style for interactive elements that are navigated to via keyboard input.
- > Check to see that keyboard focus order matches the visual layout.
- > Remove invisible focusable elements.

Images

Images are a very common part of most websites. Help make sure they can be enjoyed by all.

- > Make sure that all `img` elements have an `alt` attribute.
- > Make sure that decorative images use null `alt` (empty) attribute values.
- > Provide a text alternative for complex images such as charts, graphs, and maps.
- > For images containing text, make sure the alt description includes the image's text.

Accessible Technology & Assistive Technology



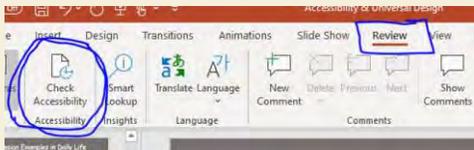
Accessible Technology	Assistive Technology
<p>"Designed with the needs of a lot of different users in mind ... and built in customization features."</p> <p>https://www.peatworks.org/talentworks/resources/accessible-vs-assistive</p>	<p>Designed to specifically/exclusively help people with disabilities performing tasks</p>
<p>Usable without any assistive technology Example: mobile smart phones with built in screen readers, magnifiers and automatic captioning for watching videos</p>	<p>Examples: Screen Readers and assistive listening devices</p>

Assistive Technology



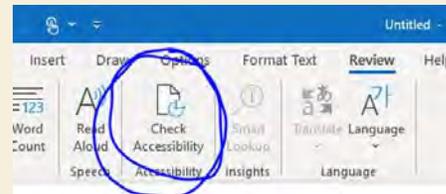
Microsoft Office

- Microsoft Teams: live captioning
- PowerPoint
- Real time subtitles & translations during presentations
- Accessibility Check



Outlook

- Read Aloud Speech for Emails
- Accessibility Check



- Resize icons & mouse size in settings
- Auto-generate video captions
- Color Filters
- "Tell Me" -Microsoft's speech to text command version
- Experience Maps in 3D sound for people who are blind
- Screen Narrative, which also describes pictures

Assistive Technology

Google

- Google Chrome (internet browser) extensions:
- Text to speech & Speech to text
- Grammarly
- High contrast

Microsoft Seeing AI

- "Helps navigate your day with the help of narration describing people, text and objects"
- Available in English, Dutch, Japanese, German and Spanish
- Provides audio beeps to locate barcodes
- Speaks text as soon as it appears in front of the phone camera
- Audio guidance to capture a printed document and recognizes the text
- Identifies Cash
- Describes the scene around you, including friends and people with their emotions
- Reads handwritten text



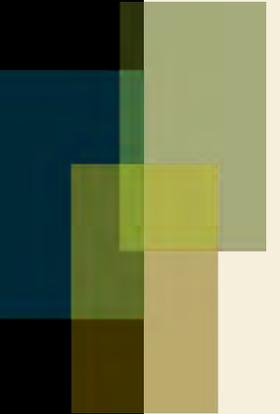
Accessible Apps

- Big (speech to text app that uses large font / easy to read, good for quick and easy discussion in loud environments)
- Reminder App
- Google Assistant
- Google Earth
- Google Hangouts (very similar to skype or Team Meetings, but the google version and includes live captioning)
- AutoCap (captions short videos from your phone)
- Access Now (a google map app that shows accessible places)
- Live Transcribe (An app that transcribes spoken speech into the phone. It is great for working with clients who are DHH)
- Medica (a medication tracking and reminder app)
- eMoods (a great app for tracking anxiety, depression, and elevated moods for someone who has a mood disorder like bipolar disorders)
- Brain Focus (interval timer app to help you focus while working/studying)
- My Pictures Talk
- Dragon Anyway (A Speech to Text App: I used this in college while writing essays and it saved me so much on time)
- SoundNote (enables you to directly record lectures/meetings)
- StoryPlanet (you can make interactive visual stories-could be helpful for making social stories)
- BlindSquare (navigation map app)
- Color ID
- ProGuitar Tuner App (helps for tuning a guitar if you can't hear the strings very well or decipher whether the strings are in tune instead of tuning manually.)



Practical Action Items

- ☑ Schedule planning time for assessing accessibility
- ☑ Utilize reflective questions and checklists
- ☑ Build rapport with employees and people you interact with to get know their access needs and learning styles
- ☑ Keep an open mind and don't expect every with a disabilities to answer accessibility and universal design questions: utilize resources you will receive from the presentation along with doing your own research
- ☑ Follow accessibility and disability advocates and companies on social media: LinkedIn, Tik Tok, Instagram
- ☑ Include image descriptions, video description and captioning in marketing and in social media
- ☑ If needed, consult with an Accessibility Consultant expert and pay them



Practical Action Items: Basic Reflective Questions



- Physical: background noise level? Lighting for reading lips? What will the route to the location be like; will there be ramps? Door width for wheelchair entry? Accessible restrooms; will they have an automatic door button?
- If wearing masks are still required due to covid, are you going to be using a clear mask so people can see your face and read lips?
- Will any videos present have captions?
- Early entry at events for people with disabilities?
- Breaks? For restroom, processing time, move the body for blood flow, etc.

Presenters Contact Info



❑ **Melissa DEL RIO**

Disability Employment Consultant, Spoken Word Artist

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❑ **Kyann Flint**

Accessibility Consulting

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Northwest Center Contact Info

❑ I would like to increase Workplace Disability Inclusion (Hiring, Staffing, Training)

- Lindsay Fisher, Employment Services

Lfisher@nwcenter.org

Mobile (206) 755-3589

❑ I would like to learn more about Northwest Center's Commercial Services (Building & Janitorial, Professional Printing, Staffing, Commercial Laundry)

- Marketing@nwcenter.org

❑ I would like to learn about Northwest Center's Services for Children with Disabilities

- Amy Bender, Kids Services

abender@nwcenter.org

Mobile (206) 963-3025

Go Online to Connect
with Northwest Center

nwcenter.org/inclusion

"Accessibility"

By: Melissa DEL RIO

Post Session Assessment—follow-up survey:

- Keep an eye out for this survey to give us feedback about your learning and virtual session experience.



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Questions and Answers



Please put your questions in
the Question Box

