Inclusion Initiatives Grant Program Application

1) Narrative

a) Title of initiative: JAWS screen reader software

b) Overview: We are seeking funds to purchase assistive technology. We would like to purchase one JAWS screen reader network license (+maintenance agreement + spin up costs + ongoing machine costs) enabling us to use up to five seats at a time for 1200 employees in ISU Extension and Outreach. This will be used: 1) to educate faculty and staff on the experience of those who use screen readers; and 2) allow any employee to augment accessibility checking prior to document finalization.

As a land-grant institution, the ISU Extension and Outreach arm of the University is responsible for taking the research of the University and extending it to the people of Iowa – and beyond. All 1200 Extension and Outreach employees fall under the umbrella of Iowa State University. Faculty and staff located on campus are working within the Colleges of: Agriculture and Life Sciences, Design, Engineering, Human Sciences, and Veterinary Medicine. This means that the ISU based organization also has staff located in all 99 Iowa counties to help carry out the mission of the University. The Extension and Outreach arm of the University is so large and so geographically dispersed, there are several support units located on campus that provide services specific to the organization’s unique and diverse needs.

This application seeks to purchase JAWS screen reader software that can be used by all 1200 Extension and Outreach faculty and staff. It will serve as a part of a new work-flow process to help ensure that newly created digital artifacts will be accessible by the JAWS screen reader. We chose JAWS because, according to the organization called WebAIM (Web Accessibility in Mind), in their 2017 survey among those who use screen readers, 45% of those who participated (or 811 out of 1792 total respondents) indicated they use JAWS. This was the most popular software among respondents, with the next closest software accounting for 32% of usage among participants.

We have complete support of Administration through the office of the Vice President for Extension and Outreach.

This new and collaborative experience can serve as a model to others areas of the University. We are still investigating the possibility of adding on to the license in the future and what implications that could have for growing this initiative and collaborating with more ISU units across campus.
c) Objectives:

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<tr>
<th>Objective</th>
<th>Evaluation Method</th>
<th>When</th>
<th>Collaborator(s)</th>
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<tbody>
<tr>
<td>Purchase and install JAWS network license</td>
<td>Purchase of license; Y or N</td>
<td>August 2018</td>
<td>• Kristi Elmore, ISU Extension and Outreach IT</td>
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<td></td>
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<td>• Robin Brekke, ISU Extension and Outreach Professional Development</td>
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<td>• ISU Extension and Outreach IT</td>
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<td>Learn JAWS well enough to educate others on how to use it.</td>
<td>Create demonstrations for faculty and staff how a screen reader works (so they can see what the target experience is).</td>
<td>September 2018 – October 2018</td>
<td>• Kristi Elmore, ISU Extension and Outreach IT</td>
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<td>• Chris Johnsen, ISU Extension and Outreach Online Store</td>
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<tr>
<td>Provide faculty and staff dynamic access to JAWS for the purpose of testing electronic documents.</td>
<td>Faculty and staff have access to the software.</td>
<td>November 2018</td>
<td>• Kristi Elmore, ISU Extension and Outreach IT</td>
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<td></td>
<td></td>
<td>• Robin Brekke, ISU Extension and Outreach Professional Development</td>
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<td>• ISU Extension and Outreach IT</td>
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<tr>
<td>Provide professional development to faculty and staff on how to access and use JAWS.</td>
<td>Number and types of professional development opportunities that have been provided; include number in attendance. This could be synchronous face-to-face classes, webinars, online material, presentations, etc...</td>
<td>November 2018 – May 2019</td>
<td>• Kristi Elmore, ISU Extension and Outreach IT</td>
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<td>• Robin Brekke, ISU Extension and Outreach Professional Development</td>
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<td>• Chris Johnsen, ISU Extension and Outreach Online Store</td>
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d) Criteria:

i.) **Collaboration:** Individuals and Units throughout ISU including, but not limited to:
- ISU Student Disability Services
- ISU Information Technology Services
- ISU Extension and Outreach Diversity
- ISU Extension and Outreach Information Technology
- ISU Extension and Outreach Professional Development
- ISU Extension and Outreach Organizational Advancement
- ISU Extension and Outreach Online Store

*(Note: each entity within the ISU Extension and Outreach arm of the University that is mentioned above, does not normally collaborate on a day-to-day basis. This proposal seeks to work across subdivisions of the organization.)*

ii.) **Impact on the ISU Community:** As stated by John Lawrence, interim Vice President for Extension and Outreach: “Our learners are diverse. They vary in capabilities, needs and aspirations. Universal design considers their needs, respects their contributions and includes as many people as possible. Digital resources that incorporate universal design can be used by a wide spectrum of potential online visitors, rather than only by an ideal (and nonexistent) average user.”

Collaborative groups in this grant proposal are working in union to remediate existing research publications available through the online store, and to educate all faculty and staff how to make future digital artifacts accessible to all. Extensive professional development opportunities are already being planned which will introduce faculty and staff on work flow best practices for digital accessibility. These opportunities are being planned in the forms of: face-to-face workshops, face-to-face presentations; webinars; and online course material in a learning management system (Moodle).

As part of that bigger picture, we would like faculty and staff to use JAWS screen reading software to test accessibility prior to finalization. Demonstrations on how to use JAWS and how to access the networked license of JAWS will be a part of the aforementioned professional development opportunities. There are huge growth opportunities and implications with this initiative because it’s all about educating those within the ISU Community to create documents accessible by all; inside and outside the wall of campus, “to make Iowa and the world a better place.”

It is also known that as new faculty and staff join the organization, there will be a need for ongoing, sustainable professional development opportunities supporting digitally accessible electronic documents. We are committed to meeting those needs well into the future as well.

iii.) **Alignment with guiding documents and principles regarding diversity and inclusion:** Iowa State’s mission is to “create, share and apply knowledge to make Iowa and the world a better place”. The Iowa State University Strategic plan for 2017 – 2022, goal 3, subgoal 3.1, metric S3.1A indicates that a measure of meeting goal 3 of the plan is the “impact of ISU Extension and Outreach
programs (e.g., number of Iowans participating in research-based educational programming in the areas of agricultural and natural resources, community, youth, family, and economic development).” Funding this proposal means that we can reach more people.

The ISU Office of Diversity and Inclusion seeks to “enhance the living, working, and learning experiences from central campus throughout Central Iowa and beyond”. Iowa State University focuses on carrying out the university’s land-grant mission by engaging citizens with the research, educational, and technological resources of Iowa State in partnership with federal, state, and county governments. Iowa State University Extension and Outreach is committed to the same principles in quality programs and services “from central campus throughout Central Iowa and beyond.”

As shared by John Lawrence, interim Vice President for ISU Extension and Outreach: “Check the fine print on ISU Extension and Outreach educational materials and you’ll find a nondiscrimination statement (also known as the justice statement). We include it because it’s required by federal regulation, but more important, we want our clients to know we’re committed to equal opportunity and equal access to our programs and activities. We are taking initiative to make sure our digital documents are available and accessible to all. Our clients may or may not have visual, auditory, motor or cognitive disabilities; so we want to make sure our digital materials can be easily navigated and understood by everyone.” Vice President Lawrence’s sentiments are confirmed in the newly released ISU Extension and Outreach Strategic Plan for 2017 – 2011. In the plan, goal 3, strategy 4 seeks to, “strengthen professionals’ competencies in working with diverse and underserved audiences.”

This initiative is aligned with Iowa State’s mission; the new ISU Strategic Plan; the mission of the ISU Office of Diversity and Inclusion; the nondiscrimination statement; and the new ISU Extension and Outreach Strategic Plan.

**iv.) Innovation:** The over-arching initiative to provide digital items in accessible formats is one that few land grant universities have undertaken. We know this because we’ve reached out to counterpart colleagues across the nation, (related) national mailing lists, conducted Internet searches, reached out to a consulting company, inquired with Ross Wilburn (ISU Extension and Outreach, Diversity Officer), visited with Zayira Jordan (ISU, Web Accessibility Coordinator), and the University of Iowa and cannot connect with anyone who has done something similar. What we are trying to do, including educate faculty and staff on the use of JAWS is innovative and new – for those in our organization and for those throughout the nation. I can say for certain that faculty and staff within the ISU Extension and Outreach arm of the university have never received any type of access to screen reading software or professional development on how it works and how it can help them create inclusive digital artifacts. The grant provided through the ISU Office of Diversity and Inclusion will help solidify our efforts and strengthen the collective knowledge throughout the organization about diversity and inclusion.
## 2) Plan of Work/Timeline

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<tr>
<th>Date/timeframe</th>
<th>Activity description and details</th>
<th>Collaborator(s)</th>
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</table>
| November 2017        | Communications with Student Disability Services about their JAWS software licensing agreement(s).                                                                                                                                 | • ISU Extension and Outreach IT  
• Steve Moats, Student Disability Services                                                                                     |
| November 2017 – December 2017 | Communications with others on campus re: digital accessibility efforts.                                                                                                                                                              | • Zayira Jordan, IT Services  
• Kristi Elmore, ISU Extension and Outreach IT                                                                                          |
| August 2018          | Core group meets with ISU Extension IT to continue planning for software purchase, implementation and rollout. Goal is to provide faculty and staff access starting in November 2018.                                               | • ISU Extension and Outreach IT  
• ISU Extension and Outreach Professional Development                                                                                       |
| September 2018       | Core group meets to identify expectations, objectives, learning paths, strategies, key campus contacts, and a more detailed timeline related to learning JAWS and creating demonstrations and professional development.                                      | • Ross Wilburn, ISU Extension and Outreach Diversity Officer  
• Kristi Elmore, ISU Extension and Outreach IT  
• Robin Brekke, ISU Extension and Outreach Professional Development  
• Rachel Tendall, ISU Extension and Outreach Advancement  
• Chris Johnsen, ISU Extension and Outreach Online Store                                                                                 |
| September 2018 – October 2018 | Core group studies JAWS and learns it well enough to demonstrate its use to others.                                                                                                                                                  | • Kristi Elmore, ISU Extension and Outreach IT  
• Robin Brekke, ISU Extension and Outreach Professional Development  
• Rachel Tendall, ISU Extension and Outreach Advancement  
• Chris Johnsen, ISU Extension and Outreach Online Store                                                                                 |
| November 2018        | Core group meets to discuss what has been learned about JAWS and share presentations and ideas.                                                                                                                                       | • Kristi Elmore, ISU Extension and Outreach IT  
• Robin Brekke, ISU Extension and Outreach Professional Development  
• Rachel Tendall, ISU Extension and Outreach Advancement  
• Chris Johnsen, ISU Extension and Outreach Online Store                                                                                 |
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| November 2018 – May 2019 | Provide professional development opportunities to faculty and staff on how to access and use JAWS. These may be standalone opportunities (i.e.: meetings within Ag and Natural Resources) or integrated into other professional development opportunities related to creating digitally accessible documents. (Online learning through Moodle, webinars, face-to-face workshops, etc...) Conduct evaluations at the conclusion of each professional development opportunity, allowing us to update the presentations to better serve our clients. | Kristi Elmore, ISU Extension and Outreach IT  
Robin Brekke, ISU Extension and Outreach Professional Development  
Rachel Tendall, ISU Extension and Outreach Advancement  
Chris Johnsen, ISU Extension and Outreach Online Store |
| April 2019          | Survey those who have participated in the JAWS professional development opportunities inquiring about use of JAWS since the training; successes, challenges, and impacts.  
Request that ISU Extension and Outreach Administrators promote the survey.  
Promote the survey in the March/April professional development newsletter. | Kristi Elmore, ISU Extension and Outreach IT  
Robin Brekke, ISU Extension and Outreach Professional Development  
Rachel Tendall, ISU Extension and Outreach Advancement  
Chris Johnsen, ISU Extension and Outreach Online Store |
| May 2019            | Provide reporting on number and types of professional development opportunities that have been provided on the use of JAWS. Include:  
  - Number in attendance.  
  - Server analytics on number of documents reviewed for accessibility.  
  - Include information from evaluations and usage survey. | Kristi Elmore, ISU Extension and Outreach IT  
Robin Brekke, ISU Extension and Outreach Professional Development  
Rachel Tendall, ISU Extension and Outreach Advancement  
Chris Johnsen, ISU Extension and Outreach Online Store  
ISU Extension and Outreach IT  
Participants in related professional development presentations |
### 3) Budget and Budget Justification

<table>
<thead>
<tr>
<th>Item</th>
<th>Estimated cost</th>
<th>Detailed description</th>
<th>Grant program request</th>
<th>Funds from other sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAWS Network license</td>
<td>$4,500</td>
<td>Screen reader software from Freedom Scientific</td>
<td>$4,500</td>
<td>$0</td>
</tr>
<tr>
<td>2 year maintenance agreement</td>
<td>$900</td>
<td>Software maintenance agreement with Freedom Scientific</td>
<td>$500</td>
<td>$400 – ISU Extension and Outreach Digital Universal Design Compliance grant</td>
</tr>
<tr>
<td>Virtual machine through ISU IT Services &amp; ISU Extension and Outreach IT</td>
<td>$100 spin up costs</td>
<td>Cost of getting JAWS installed and running.</td>
<td>$0</td>
<td>$100 - ISU Extension and Outreach Digital Universal Design Compliance grant</td>
</tr>
<tr>
<td>Virtual machine ongoing costs for 2 years</td>
<td>(24 months X $60/month =) $1440</td>
<td>Hardware space and troubleshooting if required.</td>
<td>$0</td>
<td>$1440 - ISU Extension and Outreach Digital Universal Design Compliance grant</td>
</tr>
<tr>
<td>TOTAL EST COST</td>
<td>$6,795</td>
<td>TOTAL EST REVENUE</td>
<td>$5000</td>
<td>$1795</td>
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