**A picture containing logo, text, screenshot, font

Description automatically generated**

**UC Tech Awards 2023 Candidate**

**Category: COLLABORATION**  
**Name:** UCSF Campus & Health Join Forces for Web Accessibility (3)  
**Number of People:** (3)  
**Location:** UCSF  
  
**1. Person submitting the application/nomination**

* 1. Jill Wolters, Digital Accessibility Program Manager, IT, UCSF, staff
  2. **Email address:** Jill.Wolters@ucsf.edu
  3. **The name of your organization:** UCSF

1. **Award category: COLLABORATION**
2. **Name of person, name of the team, or name of the project to receive the award**   
   UCSF Campus & Health Join Forces for Web Accessibility
3. **All project team members - if applicable** 
   1. Jill Wolters, Digital Accessibility, IT, IUCSF, staff
   2. David Novak, UCSF Health Marketing web group
   3. Shelby Pope, UCSF Health Marketing web group
4. **Which location was affected by the work?** (the name(s) of the organization affected)  
     
   UCSF campus and UCSF Health
5. **Summary** A small but mighty team from a UC campus and UC health system collaborated closely to move along the path of digital accessibility for the UCSF Health’s flagship sites UCSFHealth.org and UCSFBenioffChildrens.org.
6. **Narrative**
   1. Description of the initiative(s) or portfolio of work that supports the nomination based on the award description.  
        
      A small but mighty team from a UC campus and UC health system collaborated closely to move along the path of digital accessibility for the UCSF Health’s flagship sites UCSFHealth.org and UCSFBenioffChildrens.org.   
        
      The team consisted of one member from central UCSF IT and the UC Electronic Accessibility Committee, Jill Wolters, Digital Accessibility Program Manager, and two members from the UCSF Health Marketing Team’s web group, David Novak and Shelby Pope. A strong collaboration formed using automated accessibility tools such as Siteimprove, manual testing techniques, and testing websites with users with disabilities to identify and remediate accessibility barriers and improve usability.
   2. How they meet selection criteria (complexity, impact, and mission alignment).   
        
      It’s impossible to address the question “How do we know if our websites are accessible to people with disabilities?” with a black and white answer. It’s a complex process with a 3-tier testing approach used broadly across the UC, using various tools like Siteimprove, testing plans, content audits, and human reviews to get the whole picture of accessibility. Tackling the problem is also complex based on skill set and developer resources, and also involves education: a key part of the work was taking UC-wide accessibility standards and guidance from Jill and letting each member of the UCSF Health Marketing team know how to enact them, whether that meant a manager signing off on an alt-text style guide, filing bugs about inaccessible HTML with a developer team, or an editorial contractor reviewing captions for accuracy.  
        
      Impact is high. Our public-facing health websites need to be accessible to potential and current patients wanting to learn more about access to UC health services and public health information.   
        
      This collaboration aligns with UC’s mission to provide public service, specifically to make our health websites available to users with disabilities. It is just one success story of a UC Electronic Accessibility Committee member connecting with their location’s web staff to leverage expertise across the UC system, sharing remediation techniques, vendors, and institutional knowledge.
   3. How their success is measured/quantified.  
        
      Success is measured on many levels and with many different tools and humans performing checks and adjustments.

* Siteimprove a11y score improves.
* Number of PDFs flagged by Siteimprove decreases.
* Number of videos missing accurate captions, captions or audio description decreases.
* Participation in community of practice such as attendance at monthly Office Hours.
* Participation featuring the [UCSF Health](https://www.ucsfhealth.org/) site in the monthly “Testing Websites with Users with Disabilities” session to uncover barriers by s human.
* Number of tasks on developers’ Kanban board completed.
* Zero barriers reported by users.
* Zero digital accessibility lawsuits.   
  1. The time during which the work was done.  
       
     In March 2021, Jill Wolters from IT connected with the UCSF Health Marketing Team’s web group for [UCSF Health](https://www.ucsfhealth.org/) and [UCSF Benioff Children's Hospitals](https://www.ucsfbenioffchildrens.org/) and created buy-in to improve Siteimprove accessibility scores. The Siteimprove score for UCSF Health at the time was 64 out of 100.   
       
     A year later in April 2022, health side marketing group members David Novak and Shelby Pope presented to the UCSF Digital Accessibility Advisory Committee where they shared their website accessibility journey and roadmap.Their Siteimprovescore increased to 75.23. Other improvements not detected by Siteimprove, have been completed and others are in the works with the continued dedication of the health marketing group team.   
       
     David and Shelby continue the work, frequently touching base with Jill as new challenges arose. The current Siteimprove score for UCSF Health is 81.7.

For more information to help you create this narrative, please scroll below to learn more about each award category.

t