

# Program Planning with Universal Design: Maximizing Users by Maximizing Usability

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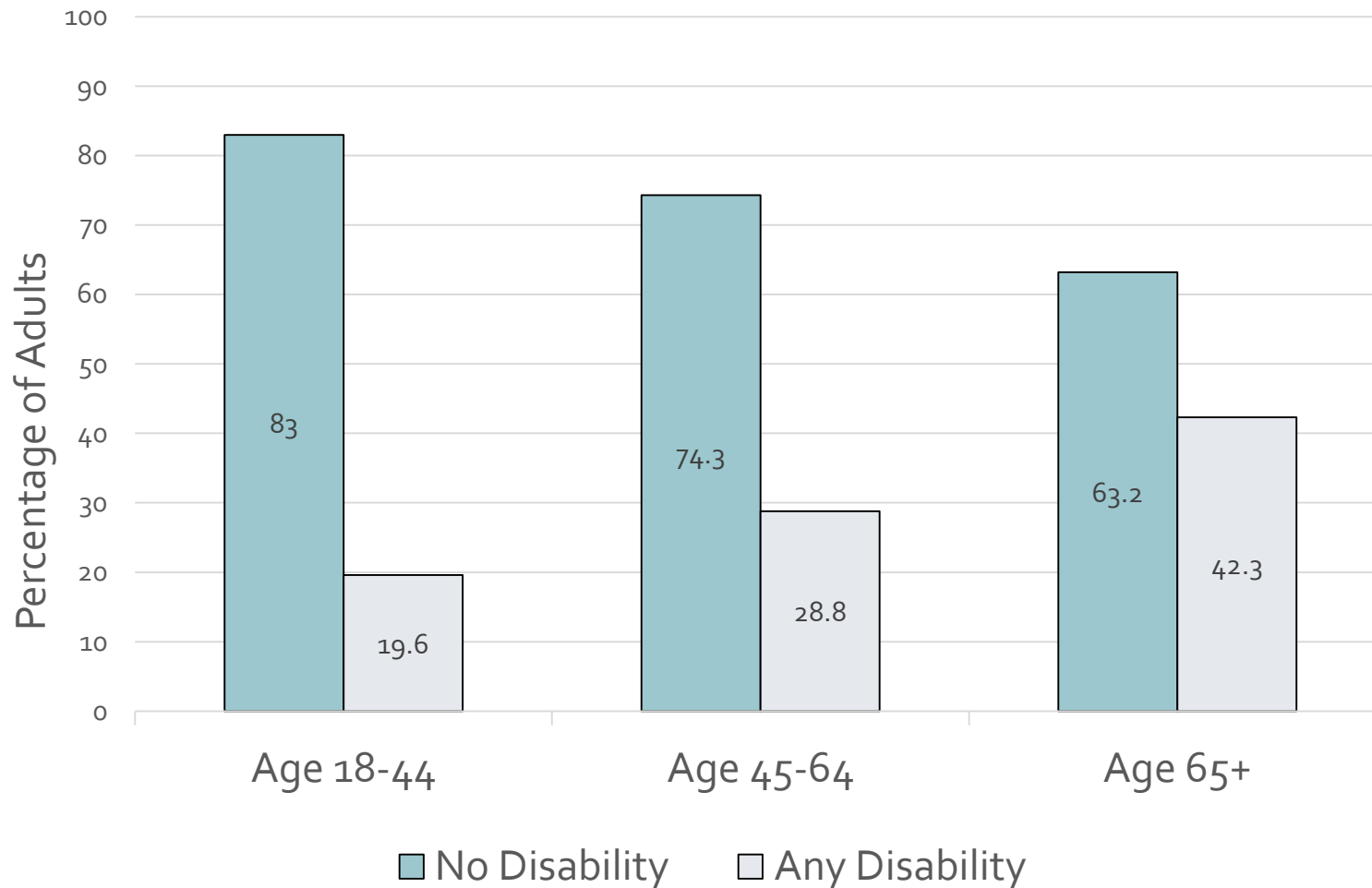
June 15, 2023

# Agenda

- A quick overview of disability in Florida
- Principles of universal design
- Program planning with UD
- Example: Author Talk Event
- Conclusion

## Americans with Disability Act Definition of “Disabled”

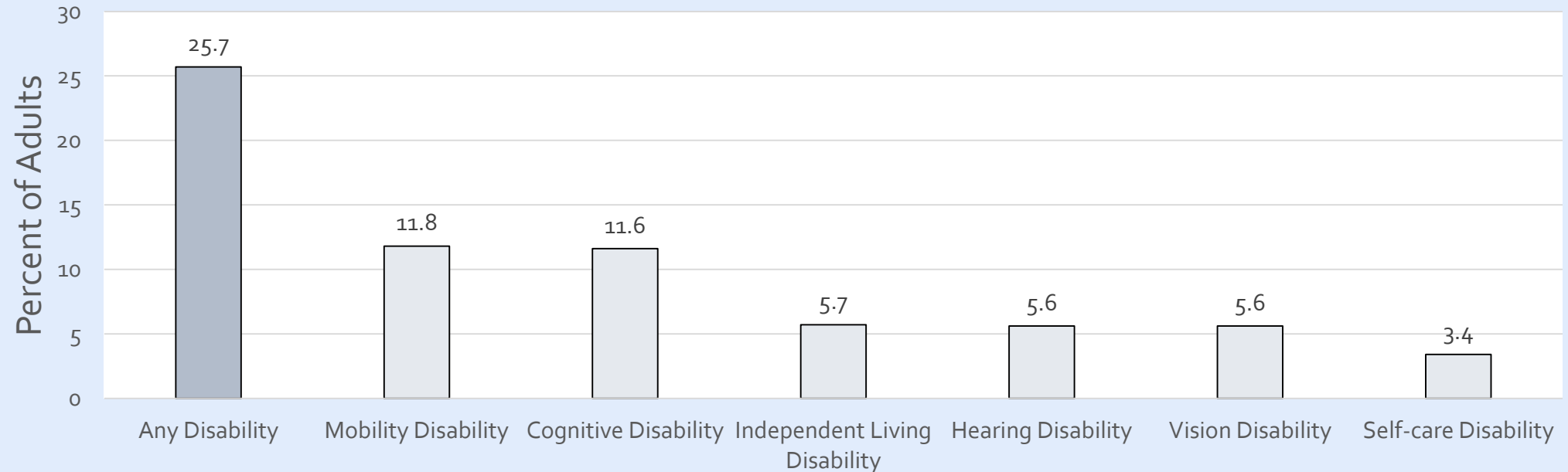
- A person with a physical or mental impairment that substantially limits one or more major life activities
- A person who has a history or record of such an impairment
- A person who is perceived by others as having such an impairment



Source: 2020 Census / <https://dhds.cdc.gov/>

## Adults with Disabilities in Florida

# Types of Disabilities in Florida Adults



Source: 2020 Census / <https://dhds.cdc.gov/>

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## Universal Design is...

the design and composition of an environment ...  
so that it can be accessed, understood and used ...  
to the greatest extent possible ...  
by all people regardless of their age, size, ability or  
disability.

<https://universaldesign.ie/what-is-universal-design/>

# Principles of Universal Design

Principle 1: Equitable Use

Principle 2: Flexibility in Use

Principle 3: Simple and Intuitive Use

Principle 4: Perceptible Information

Principle 5: Tolerance for Error

Principle 6: Low Physical Effort

Principle 7: Size and Space for Approach and Use

<https://universaldesign.ie/what-is-universal-design/the-7-principles/>



## Principle 1: Equitable Use

The design is useful and marketable to people with diverse abilities.



## Principle 2: Flexibility in Use

The design accommodates a wide range of individual preferences and abilities.



## Principle 3: Simple and Intuitive Use

Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.



## Principle 4: Perceptible Information

The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.



## Principle 5: Tolerance for Error

The design minimizes hazards and the adverse consequences of accidental or unintended actions.





## Principle 6: Low Physical Effort

The design can be used efficiently and comfortably and with a minimum of fatigue.



## Principle 7: Size and Space for Approach and Use

Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.



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## Program Planning with UD

Goal: To maximize accessibility to the most people.

First: Consider the overall design of the library.

- Can people get into the library's physical & virtual spaces?
- Do they feel like they belong there?

Second: Consider the design of your program(s).

Third: Engage with your local community to review and revise planning with UD.

# Program Planning Opportunities

- Location
- Date and time
- Advertising
- Registration
- Signage
- Room setup
- Care and feeding of the presenter
- Program management
- Assessment

## You may ask yourself...

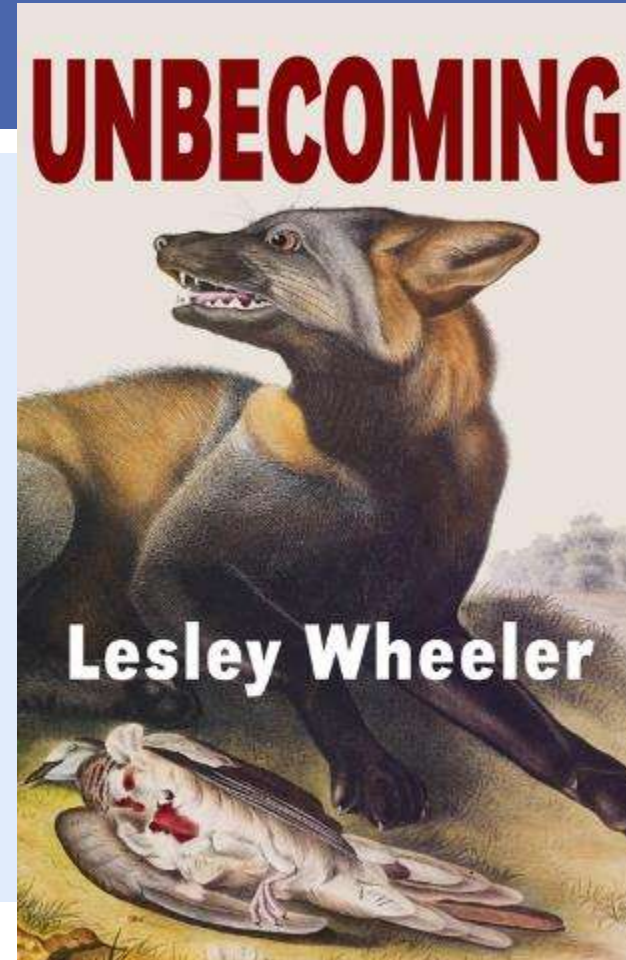
1. Are we avoiding segregating or stigmatizing users?
2. Are we providing choices to users in the program?
3. Are we being consistent about what users can expect?
4. Is our communication clear, simple, and readable?
5. How are we preventing or mitigating “user error” at this program?
6. Are we minimizing sustained and repetitive physical effort?
7. Do all attendees have their visual, auditory, and physical space needs met?

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## Example: Author Talk

- Author: Lesley Wheeler
- Location: Leyburn Library, W&L
- Audience: Undergraduates, faculty/staff, community members
- Components: Reading, Q&A, book signing



# Three example areas of improvement



Physical location  
setup



Program  
moderation



Book signing

# The Original Location





# The New Location





What does the change in location mean for equitable and flexible use (P<sub>1</sub> and P<sub>2</sub>)?

- Microphones and speakers support hearing needs
- Much larger screen supports visual needs
- Flexible furniture means different body needs are accommodated and not segregated
- Space is connected to lecture capture / webinar technologies
- Different sizes, styles, and heights of seating support attendee choice

What does the change in location mean for error tolerance (P<sub>5</sub>)?

- Entrance is from the side, allowing for late arrivals / early departures
- Out of the main traffic pattern, so non-attendees are less disruptive

What does the change in location mean for low physical effort and size and space (P6 and P7)?

- Enough comfortable seating means attendees do not have to stand through the talk.
- Approaches to furniture types are wide enough for passage
- All attendees have clear line of sight to speaker and visual presentation

# Three example areas of improvement



Physical location  
setup



Intentional  
moderation



Book signing

# Traditional program moderation

Thank you for joining us for today's event with Lesley Wheeler,  
author of *Unbecoming!*

[Introduction of the speaker]

Take it away, Lesley!

# Intentional Program Moderation

Thank you for joining us for today's event with Lesley Wheeler, author of *Unbecoming!*

I am going to start with a short introduction, and will then turn things over to Lesley for her to share with us some stories from and about her new book and the journey to publication. She will talk for approximately 30 minutes, ending at 7:35pm.

We will then have 10 minutes for question and answer time, ending at 7:45pm.

If you would like to have Lesley sign a copy of this book or any others of hers, she will be signing at the table at the entrance starting at 7:50pm. We have copies for sale if you are interested.

[Introduction of the speaker]

What does intentional moderation mean for simple and intuitive use (P<sub>3</sub>)?

- Takes a simple approach to program management
- Sets attendee (and author) expectations
- Provides prompting and feedback for each step of the program

# Three example areas of improvement



Physical location  
setup



Intentional  
moderation



Book signing



# Book Signings



# How can we rethink book signings?

- Moderator sets expectations up front for amount of time with author
- Sell books in advance and/or allow attendees to bring own copies
- Provide a clear path for the line, avoiding areas of the library in active use
- Provide places to sit or lean while in line
- Hand out tickets and call people by number
- Other thoughts?

# What does a better book signing process mean for Universal Design?

- Avoid segregating or stigmatizing people with physical disabilities (P1)
- Be consistent with user expectations (P3)
- Make it easy to give instructions (P4)
- Provide fail safe features (P5)
- Allow user to maintain a neutral body position (P6)
- Minimize sustained physical effort (P6)
- Provide adequate space for the use of assistive devices or personal assistance (P7)

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## Conclusion

Goal: To maximize accessibility to the most people.

- Disability is common in the adult population
- Disability takes many diverse forms
- Lack of design excludes many potential library users
- Universal design enables many users regardless of ability
- Small changes may have big impact

# Additional Resources

- Centre for Excellence in Universal Design, Irish National Disability Authority: <https://universaldesign.ie>
- DO-IT (Disabilities, Opportunities, Internetworking, and Technology), University of Washington: <https://www.washington.edu/doi/>
  - Sheryl Burgstahler, "Equal Access: Universal Design of Libraries." <https://www.washington.edu/doi/equal-access-universal-design-libraries>
- Spina, C. (2021). *Creating inclusive libraries by applying universal design: A guide*. LITA Guides. New York: Rowman & Littlefield Publishers.

“If you design  
for the  
extremes, you  
enhance the  
middle”  
– unknown

