Centering historically marginalized communities in a website redesign project

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Vision for a new website

Vision for a new website

- **Easier to access by people of all backgrounds**, including those who do not speak English at all or have limited proficiency
- Customized pages to **reflect the needs of each community**
- **Continued input from bilingual and bicultural** "KSA" staff
- Adapting procedures to reflect the changes in the **process and to make them more equitable and inclusive**

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Library priorities

Library priorities (synopsis)

Emphasis on:

- Acknowledging the "living legacy of racism and oppression"
- Centering equity and creating equal access for communities "furthest from opportunity"
- Investing in specialized, culturally and linguistically relevant expertise
- Welcoming our diverse community
- Adapting our spaces to the changing needs and hopes of the community

multcolib.org/priorities

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Infrastructure to support priorities

Staff directly serving historically marginalized communities

- Black Cultural Library Advocates
- Indigenous Team
- Coming soon! LGBTQ+ team

Digital Equity

- Coordinator

Service languages teams

- Chinese
- Spanish
- Russian
- Vietnamese

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In other words...

It helps if your library's priorities align with your project goals

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Building a project around your vision

Include language in the project charter

Benefit (outcome):

Increased relevance and utility for people of color and communities subjected to marginalization

Key deliverable:

Equity and Inclusion / Leading with Race (Accessibility, and WSYL - "We Speak Your Language")

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Instill in project teams

Steering team

- Decision-making team; includes Equity and Inclusion Manager

Core team

- Advisory team of staff from around the library; diverse voices; evaluate discovery

Content team

- Work closely with BCLA, Indigenous, service language teams

Tech team

- Implement technology and design based on identified business needs

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Process

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Discovery

- 40+ staff focus groups, including services language teams, Black Cultural Library Advocates and the Indigenous Team
- Online surveys in all service languages
- Intercept surveys (at key locations)
- Teen focus groups

Design

- Designed wireframes prioritizing needs of marginalized communities
- Navigation menu that links directly to this content
- Homepage(s) feature culturally specific content
- Culturally specific content on service languages homepages

Confirm

- Evaluated key wireframes using an equity worksheet
- Photo audit / review
- Usability testing

Implementation

Approach: content

High-level goals

- **Improve readability** in English and service languages
- Work closely with staff who support marginalized communities; **create culturally specific content**
- **Prioritize content that welcomes people** who have been left out of the conversation

Create landing pages for:

- Black community
- Indigenous community

Improve content for:

- Job seekers
- Small business / entrepreneurship
- Adult literacy
- Immigrants and new citizens
- Accessibility / people with disabilities

Approach: design / UX

- **Be deliberate** and thoughtful at every step of the design process; prioritizing the needs of the patrons who need the library most

- **Improving UX for marginalized communities:** BIPOC, immigrants and patrons with low literacy levels

- **Use images that reflect the diversity of the community**, but be careful to avoid stereotypes or any images that lean into white supremacy culture

- **Use icons thoughtfully:** they can be great for helping people with low English literacy, but they can unintentionally seem to tokenize — we are primarily using them to denote services and collections

- **Continually review and ask questions**

Tool: Equity review worksheet

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English   Español   Tiếng Việt   Русский   简体中文   Log In/ My MCL

Books & Digital Content ⌄   Services & Support ⌄   Events & Classes ⌄   Visit ⌄   Contact

Search [_____]
○ Catalog   ○ Website

Great libraries. Great communities.

Thanks you voters! The bond project includes: expansions and renovations to seven libraries, building an East County flagship library, fast internet for all libraries and a new materials distribution center.

Latest News

▷

Latest new title

Latest news description

Chapter One projects

Albina   North Portland   Holgate   Midland

Chapter Two: East County Flagship

The East County library will be a brand new building similar in size to the Central library.

Learn more and get involved ->

Community Engagement

Community engagement has been a critical part of the bond process.

Read about our community engagement principles ->

View Events related to the bond ->

2500+	650+	70+	30+	25+
Survey responses	Participants across community events	Community members in paid opportunities	Youth in past design programs	Community organizations engaged

Refresh projects

As part of the Refresh projects eleven libraries will receive minor but still important upgrades to ensure the locations can provide safe, modern and welcoming spaces for everyone in the community.

Learn more ->

Preface Project

The first big purchase for the bond is the new operations center located in East Portland.

Design: 2022
Construction: 2023

Learn more ->

Stay in touch

Sign up for updates
Inscríbase para recibir actualizaciones sobre el proceso de la biblioteca
Ghi danh để nhận thông tin cập nhật về các bước tiến triển của thư viện
Подпишитесь на рассылку новостей о ходе работ по модернизации библиотек
请注明，以便了解有关图书馆进度的最新消息

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Translate   Login   Menu

Search [_____] 🔍
○ Catalog   ○ Website

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Does this page most positively impact?

Race/ethnicity–Information on page is intentionally created, and positioned, to reach:
- Communities of color - 5 points
- Other communities subjected to marginalization (ability, LGBTQ) - 3 points
- White/dominant people - 0 points

Language–Access to information:
- Information is easily accessible for communities for whom English is not their home language - 3 points
- Information easily accessible for communities for whom English is their home language- 1 point

Financial–Does the information, and the positioning of the information, on this page prioritize reaching:
- People living in poverty - 5 points
- People with mid-level financial privilege (middle income or people with surplus income) - 2 points
- People with high financial privilege - 0 point

Accessibility–Is the information and how it is presented accessible to people with (score all that apply)
- Visual impairments :1
- Different learning styles/ learning disabilities: 1
- Physical limitations-1

Reading level: How do you evaluate the reading level of the content, and the arrangement of text on this page:
- Reading level at 9th grade or below -5
- Reading level between 10-12th garage level-2
- Reading level about 12th grade level-1

Equity scoring

The higher the score the more the content is likely to prioritize and benefit communities experiencing the greatest barriers, and most subjected to marginalization. (max score 21)

Score each area based on "content" and "structure." Content refers to the *information* that is presented–the *what* is being said. Structure refers to *how* the information is presented. When evaluating structure consider things like, how is the information sequenced? Where is the information positioned on the page, or on the site? How many "clicks" does it take to reach the information? Etc. After you've scored each area please take some time to provide a justification, or reason, you've scored it as you have.

Tool: Guide for equity, inclusion and bias in photo selection

What is wrong with this image?

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What we learned

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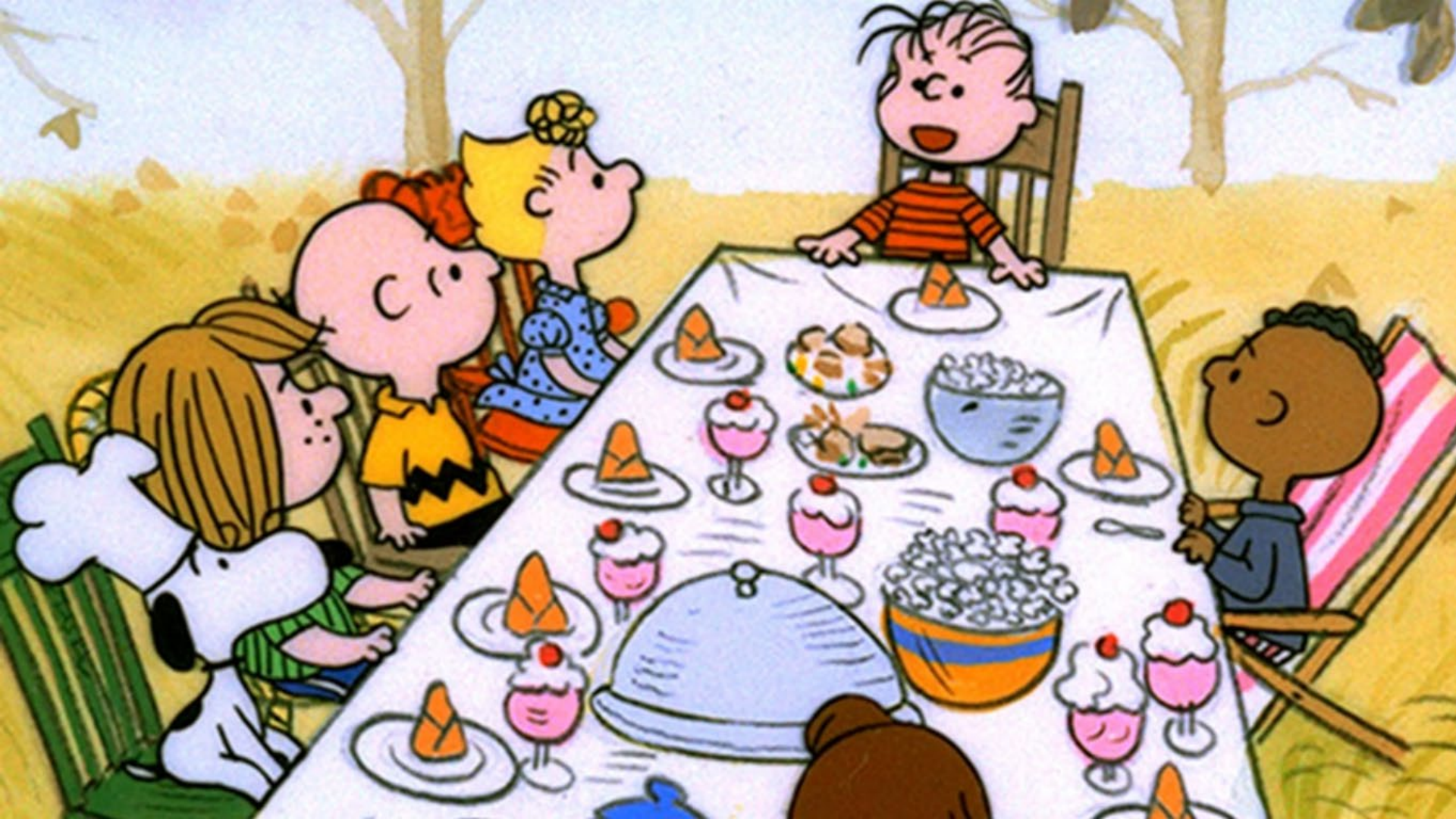
- **Needed to copy edit a lot of the content** for accuracy, readability and to meet the goals of the project
- Reducing the amount of words in English allows for **more robust content in our service languages**
- **Needed more staff resources** — this time we had more to do and more stakeholders to include

Key takeaways

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Key takeaways

- Keep asking questions
- You won't always get it right the first time
- It helps to link your project goals to your library priorities
- Include your library's diverse staff in discovery and decision making
- There isn't always one right answer; it's the conversation that is important
- **This process will probably take longer**

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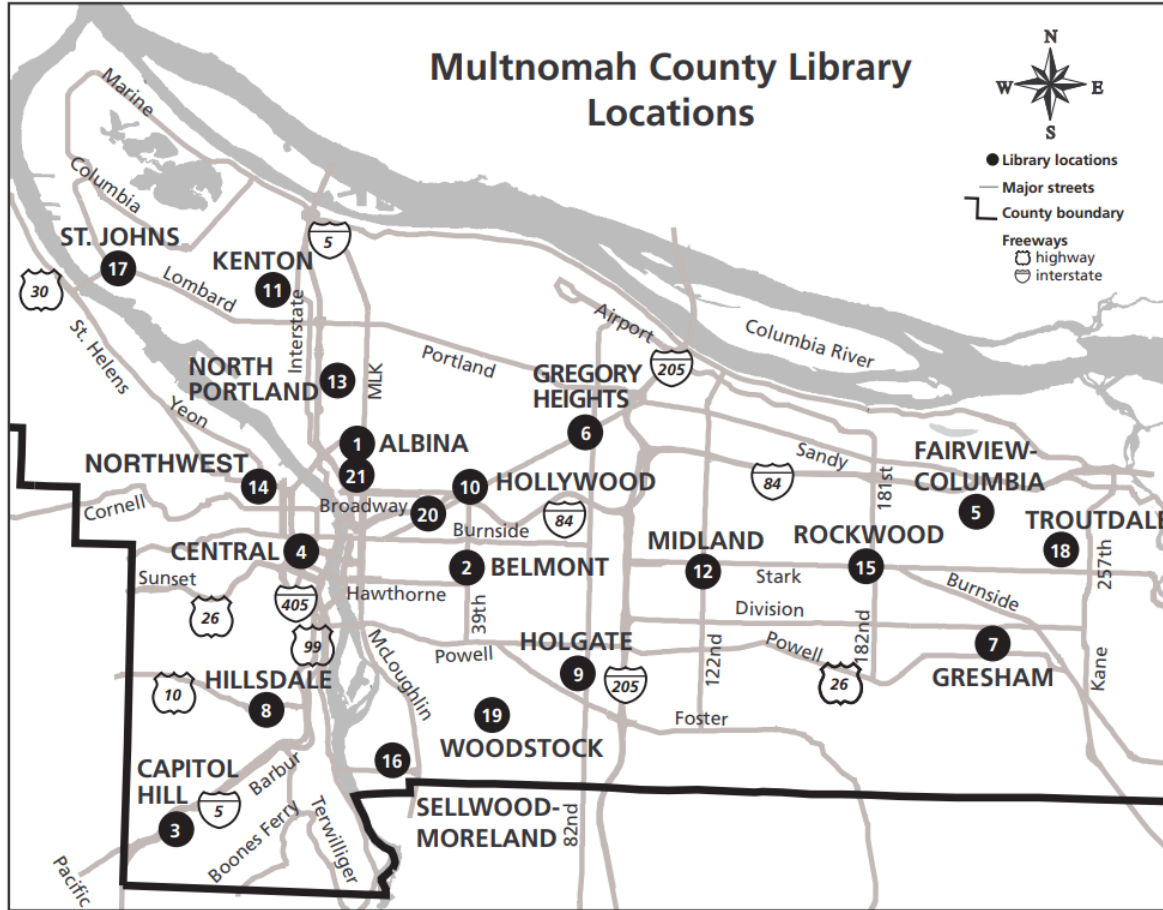
Language spoken at home for the population 5 years and over, and as a % of county population ages 5+

Total county population: 810,011

English only	617,867	80.4%
Language other than English total	151,035	19.6%
Spanish	61,384	8.0%
Vietnamese	15,860	2.1%
Russian, Polish, & Other Slavic Languages	14,452	1.9%
Chinese (incl. Mandarin, Cantonese)	11,322	1.5%

Libraries in the US and other countries

Вологодская областная библиотека им. И. В. Бабушкина

Baboushkin Vologda Regional Library

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Translating and preparing content for the new website

appropriate reading level, localized vocabulary and a friendly style of communication

created by marcom and other workgroups

Menu terminology, action buttons

English text → **Vendor translates** → **Editors proofread** → **Translation uploaded** → **Review in context** → **Final edits** → **Review**

they refer to our glossaries and style guides

dynamic, not static content
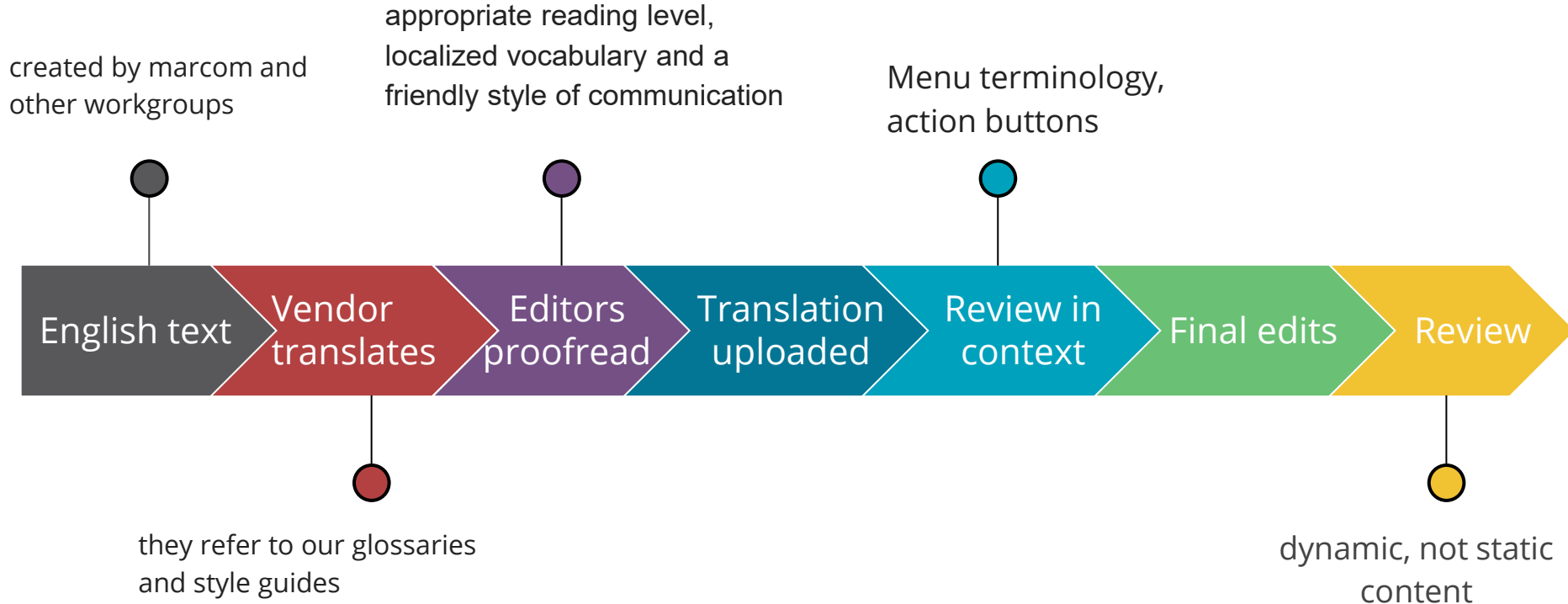
Website review procedure

Old website	New website
No requests for content/design input from staff	Input gathering at every stage of the process
No clear process to submit corrections and suggestions	Developing a clear process to submit corrections and suggestions
Monolingual staff uploads updates	Bilingual staff uploads updates
Ad hoc review of old content	Systematized and documented review of old content
Very little culturally specific content, mostly mirroring English website	More culturally specific content that may not be on the English site

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Old website

New website

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Lessons learned

- Not everything can be community specific in its entirety, such as pages about essential services
- Culturally-specific additions are necessary to serve specific communities
- Terminology has to be looked at in context and reviewed by staff (using Google Translate only is not advisable)
- Website redesign evaluation is a continuous process that will go beyond website launch

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