

# Assistant Director of Digital Accessibility & User Experience

University of Wisconsin-Madison

Current Title/Code: Assist. Dir., Administrative Computing Services

Office of the CIO and Division of Information Technology (DoIT)

Communications Department

## Summary

The Assistant Director of Digital Accessibility & User Experience understands and advances the role of inclusive design in meeting the needs of students, faculty, and staff. The Assistant Director will provide leadership, central oversight, expert guidance, advocacy, risk management, and support to the University to improve the accessibility and usability of existing and emerging digital experiences and technologies. The Assistant Director will lead a growing team of five full-time employees and will oversee creation of and budget for a new campus center dedicated to advancing digital accessibility and user experience.

While the primary focus of this leadership position is on Accessibility (60%), the dual role indicates the vision for a close relationship with User Experience (40%) on the UW-Madison campus. The position is located in the Communications Department of the Division of Information Technology and reports to the Director of Communications for operational oversight and to the Chief Information Officer for campus vision and authority. This position will also work closely with the ADA Coordinator and Office of Compliance, McBurney Disability Resource Center, the Digital Accessibility Campus Advisory Group (DACAG), and the Office for Equity and Diversity.

The Division of Information Technology (DoIT) provides technology services to the University of Wisconsin-Madison and a more limited set of services to UW System and other units of state government. DoIT employs approximately 900 people and has an operating budget of over \$100 million.

## Duties

### 40% Lead the Digital Accessibility & User Experience Center

- Create a UW-Madison digital accessibility and user experience strategic plan to define a desired future state, identify gaps in current state, and prioritize impactful, efficient solutions to promote and sustain the accessibility and usability of information technology at UW-Madison.
- Develop and implement Digital Accessibility & User Experience Center budgets, plans, policies, procedures, and guidelines in coordination with the Communications Director, CIO, and campus, and that align with federal standards and guidelines.
- Serve as an advocate for and ensure that the needs of users--and especially people with disabilities--are represented in campus IT projects, key strategies, decisions, and integrated into the design, development, and procurement/selection of digital resources.
- Develop, evolve, and implement policies and procedures in support of digital accessibility. Propose and publicize user experience design standards and best practices.

- Develop and maintain partnerships with campus to understand and amplify their challenges and seek solutions to support them.

### **25% Manage Center services and projects**

- Plan and manage services in alignment with Center priorities. Develop, implement, and research forward thinking services that meet the needs of students, faculty, and staff and that align with stakeholder and campus objectives.
- Meet with partners and clients to promote digital accessibility and user experience services, and to ensure that services are oriented to the needs of campus.
- Develop new campus relationships and strengthen existing ones.
- Work with staff to help them manage projects, their workload, and pipeline.
- Keep up-to-date with emerging technologies and solutions for digital accessibility, including knowledge of disability law related to IT accessibility (as it applies to higher education), and knowledge of state and national IT accessibility resources.
- Provide support to McBurney Disability Resource Center, Office for Equity and Diversity, and campus in designing reasonable accessibility accommodations for students, faculty, and staff.

### **25% Supervise Center staff**

- Recruit, hire, direct, manage, mentor, and coach staff.
- Evaluate employee performance and submit performance evaluations annually. Establish goals, counsel employees, take appropriate disciplinary action, acknowledge or provide formal recognition for good performance.
- Work with employees to outline annual professional development plans. Facilitate development opportunities to fulfill plans.
- Encourage and promote successful working relationships among staff to promote productivity and staff retention. Negotiate and resolve conflicts to maintain an effective and professional work environment.
- Ensure team compliance with group, department, and Division standards. Initiate changes to existing group policies and standards to improve service to partners and/or increase effectiveness of team.

### **10% Engage in professional development and outreach**

- As a professional in this area, help to develop and share the body of knowledge associated with the profession with higher education and public sector peers. Participate on relevant committees, task forces, and councils at the national, regional, system and university level.
- Participate in campus leadership team meetings to discuss priorities, opportunities, and accessibility and user experience issues, as well as with other leadership/management issues.
- Pursue continuing education and professional development.
- Demonstrate a commitment to diversity, respect, and ethical practices in alignment with DoIT's Mission and Foundational Principles.

## **Qualifications**

### **Required Qualifications**

- Bachelor's Degree.

- Three years of progressively responsible experience leading or managing a group of professional staff, including successful implementation of long- and short-term planning efforts.
- Three years of leadership in digital accessibility and/or user experience design arenas including management of multiple projects/initiatives with multiple stakeholders and diverse end-users.
- Demonstrate a strong understanding of digital accessibility as it pertains to the federal, state, and campus regulations and guidelines, and across the design, development and procurement life cycle.
- Experience developing and managing strategic plans.
- Demonstrated experience with interpersonal, communication, and leadership skills with the ability to work across a large organization, lead cross-functional teams, and influence without direct authority.

### **Preferred Qualifications**

- An advanced degree (such as but not limited to User Experience, Human Computer Interaction, Library/Information Systems, or Computer Science).
- Entrepreneurial and/or innovation experience; a record of strategic innovation and proactively creating and pursuing opportunities.
- Experience working within complex environments and navigating multiple stakeholders with conflicting priorities.
- Experience in higher education and digital products and services.
- Excellent interpersonal, communication, and presentation skills with a high degree of energy, initiative, and organizational ability.