Accessibility Network at the University of Cincinnati

EIT Accessibility Program Naming Contest

Communication campaign December 2016 through March 2017

Table of Contents

Marketing Campaign Details 3
- **Introduction** 3
- **Barrier** 3
- **Solution** 3
- **Objectives** 3
- **Measurements of Contest Success** 3
- **Value** 3
- **Judges** 4
- **Contest Criteria** 4
- **Communication Plan** 4
- **Prizes** 5
- **Timeline** 6

Appendix 8
- **First Round – Name Submissions** 8
- **Second Round – UC Community Vote** 20
- **Final Round – Winner Chosen** 27

EIT Accessibility Program Naming Contest Reception Agenda 35

UNIVERSITY OF Cincinnati

Accessibility Network at the University of Cincinnati

Marketing Campaign Details

Introduction

The University of Cincinnati's Electronic and Information Technology (EIT) Accessibility Program was created in December 2014 to address the resolution agreement with the U.S. Department of Education's Office of Civil Rights. It is designed to move us beyond eAccessibility compliance toward a universally designed web and eLearning experience accessible for all individuals.

Barrier

The Electronic and Information Technology Accessibility Program name is too long to comfortably incorporate into written and spoken communications. Additionally, the name does not clearly convey the purpose and intent associated with the program.

Solution

The Electronic and Information Technology Accessibility Program will run a contest among UC faculty, staff, and students (UC Community) to rename the program.

Objectives

- Rename the program to more clearly reflect our objectives.
- Shorten the name so it is easier to use on communications.
- Promote awareness about the EIT Accessibility Program.
- Promote awareness about eAccessibility.
- Lay the groundwork for advocates for the program.

Measurements of Contest Success

- Name is short but appropriately descriptive of the program.
- UC community becomes aware of EIT Accessibility Program and its purpose.
- UC community becomes aware of eAccessibility.
- Gain new community interest in eAccessibility and the EIT Accessibility Program.

Value

- **Build community** – By allowing UC faculty, staff, and students to name the program, we are creating a community around the program. The program will need university-wide support to incorporate eAccessibility into the culture.
- **Personal Connection** – Through the contest and its promotion, the UC community will become aware of who to contact in case of questions, making the program more personable.
- **Increased engagement** – the contest will generate excitement and engagement for our university community either through participation or by being invested in the winner.

Accessibility Network at the University of Cincinnati

Judges

- **First Round (Judges)** – IT@UC PIO/EIT Communications Advisory Team
  - IT@UC Public Information Office - Narrowed down choices to top 20
  - Program Communications Advisory Team – Narrowed choices to top 10
- **Second Round (Voting)** – UC Community (enrolled or employed)
  - UC community (students, faculty & staff) voted on top 5 choices
  - Narrowed choices to top 2
- **Final Round (Judges)** – EIT Accessibility Program Executive Sponsors and Steering Committee
  - Nelson and Debra chose the winner

Contest Criteria

- **Originality** – Is this the only name of its kind? Do other programs exist with this name?
- **Fits with UC Brand** – Does the name go well with the image of UC?
- **Appropriateness to theme** – Does the name reflect eAccessibility?
- **Audience appeal** – Is the name interesting?
- **Accessibility** – Is the name easy to understand by all audiences?

Communication Plan

(Links to headers within this document)

- Naming Contest (January – February)
  - First Round – Name Submissions (January 8th – 27th)
    - All traffic was driven toward the program website homepage
    - Submissions were gathered via SurveyMonkey
    - Contest advertisements distributed via:
      - Email (program members, executive sponsors, steering committee members, and key communicators)
      - Digital displays (UC students/faculty/staff)
      - Social media press kit (UC communicators)
      - Social media campaign (UC students/faculty/staff, public)
      - E-Currents article (UC faculty/staff)
      - Program Website (public)
      - Blackboard (UC students/faculty)
    - First round submission results: 146 individuals submitted suggestions for the name; ranged from one to multiple names per submission
    - Submissions narrowed to top 20 by UCIT Public Information Office Employees
    - Top 20 names narrowed to top 5 via voting by an advisory communications panel through a SurveyMonkey survey
  - Second Round – UC Community Voting to narrow Top 5 to Top 2 (February 5th – 11th)
    - All traffic was driven toward the program website homepage
    - Votes were gathered via SurveyMonkey
    - Voting advertisements distributed via
      - Email (program members, steering committee members, executive sponsors and key communicators)
      - Digital displays (UC students/faculty/staff)
      - Social media press kit (UC communicators)
      - Social media campaign (UC students/faculty/staff, public)

        - E-Currents article (UC faculty/staff)
        - Program Website (public)
    - Second round voting results: 258 individuals voted
    - Top 5 names narrowed to top 2
  - Final Round - Executive Sponsor and Steering Committee member vote (February 13th – 16th)
    - Link to survey emailed to Executive Sponsors and Steering Committee
    - Final round results: 14 individuals voted (25 invited)
    - Winning submission endorsed by Nelson and Debra
- Naming Contest Reception (March)
  - Reception Invitation/Advertising (March 5th – 22nd) distributed via:
    - Outlook Calendar Invitation (program members, steering committee, executive sponsors)
    - Email reminder via SharePoint (program members)
    - Digital displays (UC students/faculty/staff)
    - E-Currents article (UC faculty/staff)
    - Program Website (public)
  - Naming Reception (March 22, 2017)
    - Two Breakout Q&A sessions in the morning with keynote speaker Luis Pérez
    - Award Reception in TUC Atrium 1-2 pm
    - Final E-Currents article written with winning name
    - Created talking points document as a guide

Prizes

- **Winner –** the individual who submits the winning name will receive a Grand Prize iPadMini and recognition at a Naming Reception (March 22, 2017) Sponsored by UC's Provost Office
- **Raffle –** winner drawn at the Naming Reception
  - All entrants and reception attendees will be entered into a drawing for an iPad mini

Official Rules

- Contest will be open for entries January 8rd through January 28nd, 2017
- Only current UC faculty, staff and students may enter
- Contestants may enter as many times as they wish
- Contestants must submit their entries online (SurveyMonkey)
- Entry must include Program Name submission, Entrant First and Last Name, email address, and submission
- Entries must not contain illegal content, profanity, obscenity, discriminatory, or disparaging statements or content that violates a third party's rights
- A panel of judges will review all eligible entries received and select the winners. The decisions of these judges will be final.
- In the event of a tie between entries, the tie will be broken by an additional judge who will judge the tied entries based on the official criteria.
- Prizes are limited to winning entry. In case of a tie, a raffle will determine the grand prize recipient.
- By entering this contest, you agree and/or understand:
  - To abide by these official rules
  - That decisions will be final and binding on all matters related to this contest

- The EIT Accessibility Program may use your proper name and state of residence online and in print, or in any other media, in connection with this contest, without payment or compensation to you, except where prohibited by law.

- By submitting your entry, you
  - Are granting us an irrevocable, royalty-free, worldwide right and license to: (i) use, review, assess, test and otherwise analyze your entry and all its content in connection with this contest; and (ii) feature your entry and all its content in connection with the promotion of this Contest in all media (now known or later developed);
  - Understand that you will not receive any compensation or credit for use of your entry, other than what is described in these Official Rules

Timeline

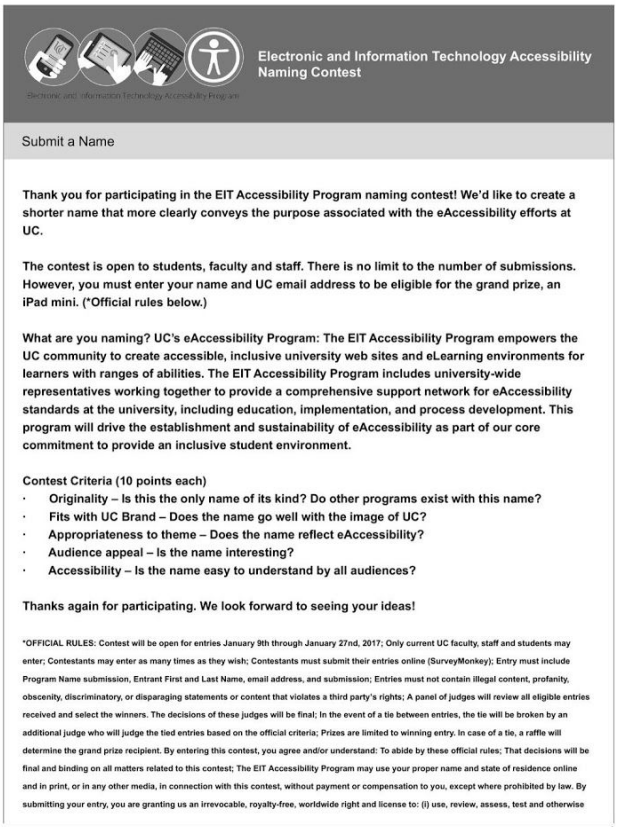
Week	Tasks	Responsible
15 weeks before **Dec 4-22, 2016** **Jan 3-7, 2017**	Choose Reception Venue Initial vision/planning of Reception Place hold on EIT-A Program calendars, write copy Initial invite Keynote speaker Confirm Contest/Marketing Plan Create Communication Plan Confirm Comm Plan (mtg 12/9) Develop list of all graphics/marketing materials Develop budget/approve Set up place to collect entries Write eCurrent article	Andrea & Rhonda Andrea, Rhonda, Chris Rhonda, Andrea Chris/Heidi Andrea/Chris/Heidi Andrea Andrea/Jackie
10 weeks before **Jan 8-14, 2017**	Run digital screen announcements TUC/Rec Center/UC Blue Ash/UC Clermont (thru 01-22) Social Media campaigns eCurrents article run	
9 weeks before **Jan 15-21, 2017**	Social Media campaigns	PIO, Andrea, Jeremy (GRUC)
8 weeks before **Jan 22-28, 2017**	eMail third contest announcement Social Media campaigns (Run through March 22) Contest CLOSED JANUARY 28th	
7 weeks before **Jan 29-Feb 4, 2017**	Judges narrow down to 20 Judges narrow down to top 10	PIO EIT Advisory Panel
6 weeks before **Feb 5-11, 2017**	UC Community voting narrow to top 2 Create Event (Reception) Plan Create marketing materials related to Reception (including Thank yous) Compile invite list	
5 weeks before **Feb 12-18, 2017**	Top 2 submissions sent to Executive Sponsors/Steering Committee Send talking points to speakers Reserve food for Q&A sessions	

4 weeks before Feb 19-25, 2017	Tabulate results/determine winner Send out Reception invite (email) Order prizes Print winner certificate(s)	
3 weeks before Feb 26-March 4, 2017	Finalize speaker list Finalize speaker talking points Touch base with assistants for responsibilities	
2 weeks before March 5-14, 2017	Send out reminder email to invitees Advertise event (eCurrents, etc.)	
March 15-21, 2017	Finalize Guest list Finalize venue, food, etc. Last reminder to invitees Arrange Photographer	
March 22, 2017	Reception	
March 23, 2017+	Article follow-up on winner Thank you to attendees Thank you to speakers	

Appendix

First Round – Name Submissions

Survey - Submissions



Electronic and Information Technology Accessibility Naming Contest

Electronic and Information Technology Accessibility Program

Submit a Name

Thank you for participating in the EIT Accessibility Program naming contest! We'd like to create a shorter name that more clearly conveys the purpose associated with the eAccessibility efforts at UC.

The contest is open to students, faculty and staff. There is no limit to the number of submissions. However, you must enter your name and UC email address to be eligible for the grand prize, an iPad mini. (*Official rules below.)

What are you naming? UC's eAccessibility Program: The EIT Accessibility Program empowers the UC community to create accessible, inclusive university web sites and eLearning environments for learners with ranges of abilities. The EIT Accessibility Program includes university-wide representatives working together to provide a comprehensive support network for eAccessibility standards at the university, including education, implementation, and process development. This program will drive the establishment and sustainability of eAccessibility as part of our core commitment to provide an inclusive student environment.

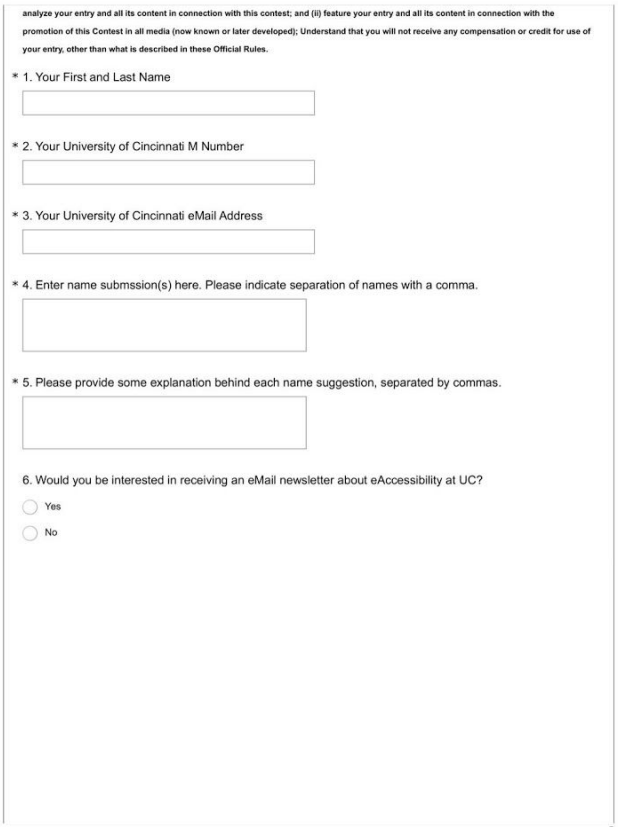
Contest Criteria (10 points each)

- **Originality – Is this the only name of its kind? Do other programs exist with this name?**
- **Fits with UC Brand – Does the name go well with the image of UC?**
- **Appropriateness to theme – Does the name reflect eAccessibility?**
- **Audience appeal – Is the name interesting?**
- **Accessibility – Is the name easy to understand by all audiences?**

Thanks again for participating. We look forward to seeing your ideas!

***OFFICIAL RULES: Contest will be open for entries January 9th through January 27nd, 2017; Only current UC faculty, staff and students may enter; Contestants may enter as many times as they wish; Contestants must submit their entries online (SurveyMonkey); Entry must include Program Name submission, Entrant First and Last Name, email address, and submission; Entries must not contain illegal content, profanity, obscenity, discriminatory, or disparaging statements or content that violates a third party's rights; A panel of judges will review all eligible entries received and select the winners. The decisions of these judges will be final; In the event of a tie between entries, the tie will be broken by an additional judge who will judge the tied entries based on the official criteria; Prizes are limited to winning entry. In case of a tie, a raffle will determine the grand prize recipient. By entering this contest, you agree and/or understand: To abide by these official rules; That decisions will be final and binding on all matters related to this contest; The EIT Accessibility Program may use your proper name and state of residence online and in print, or in any other media, in connection with this contest, without payment or compensation to you, except where prohibited by law. By submitting your entry, you are granting us an irrevocable, royalty-free, worldwide right and license to: (i) use, review, assess, test and otherwise**

1



analyze your entry and all its content in connection with this contest; and (ii) feature your entry and all its content in connection with the promotion of this Contest in all media (now known or later developed); Understand that you will not receive any compensation or credit for use of your entry, other than what is described in these Official Rules.

* 1. Your First and Last Name

* 2. Your University of Cincinnati M Number

* 3. Your University of Cincinnati eMail Address

* 4. Enter name submssion(s) here. Please indicate separation of names with a comma.

* 5. Please provide some explanation behind each name suggestion, separated by commas.

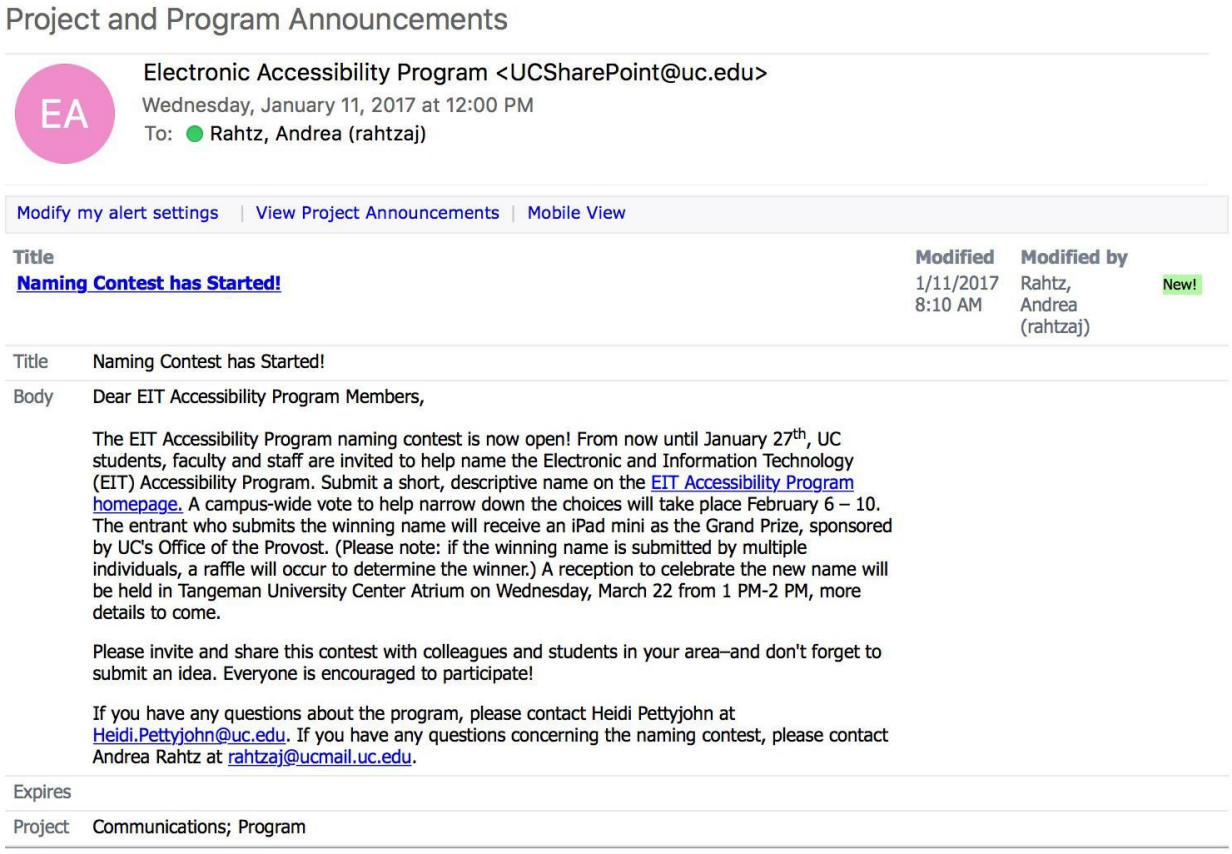
6. Would you be interested in receiving an eMail newsletter about eAccessibility at UC?

- Yes
- No

2

Accessibility Network at the University of Cincinnati

Email to Program Members - Submissions



Project and Program Announcements

EA

Electronic Accessibility Program <UCSharePoint@uc.edu>
Wednesday, January 11, 2017 at 12:00 PM
To: Rahtz, Andrea (rahtzaj)

Modify my alert settings | View Project Announcements | Mobile View

Title	Modified	Modified by	
Naming Contest has Started!	1/11/2017 8:10 AM	Rahtz, Andrea (rahtzaj)	New!

Title	Naming Contest has Started!
Body	Dear EIT Accessibility Program Members, The EIT Accessibility Program naming contest is now open! From now until January 27th, UC students, faculty and staff are invited to help name the Electronic and Information Technology (EIT) Accessibility Program. Submit a short, descriptive name on the EIT Accessibility Program homepage. A campus-wide vote to help narrow down the choices will take place February 6 – 10. The entrant who submits the winning name will receive an iPad mini as the Grand Prize, sponsored by UC's Office of the Provost. (Please note: if the winning name is submitted by multiple individuals, a raffle will occur to determine the winner.) A reception to celebrate the new name will be held in Tangeman University Center Atrium on Wednesday, March 22 from 1 PM-2 PM, more details to come. Please invite and share this contest with colleagues and students in your area–and don't forget to submit an idea. Everyone is encouraged to participate! If you have any questions about the program, please contact Heidi Pettyjohn at Heidi.Pettyjohn@uc.edu. If you have any questions concerning the naming contest, please contact Andrea Rahtz at rahtzaj@ucmail.uc.edu.
Expires	
Project	Communications; Program

Accessibility Network at the University of Cincinnati

Email to Executive Sponsors - Submissions

PH

Pettyjohn, Heidi (pettyjhc)
Tuesday, January 17, 2017 at 2:25 PM
To: Ambach, Robert (ambachrf); Landgren, Peter (landgrpe); Merchant, Debra (merchads); Moomaw, Sally (moomawsc); Vehr, Gregory (vehrgj); Vincent, Nelson (vincennc)
Cc: Rahtz, Andrea (rahtzaj); Edwards, Christopher (edwardcp)
: 2017 thru 01-27 social media info.pdf (533.4 KB) Preview

Dear EIT Accessibility Program Executive Sponsors,

The EIT Accessibility program would like to invite you, your colleagues and your students to participate in our naming contest. We are asking the UC community to submit ideas for a name that reflects the inclusive and accessible objectives of our program. The contest is open now until Friday, January 27th. You can find more information about the contest on our website: http://www.uc.edu/ucit/community/accessibility.html. Additionally, please find information about our social media campaign and suggested email copy in the document attached.

A reception to celebrate the new name will be held in Tangeman University Center Atrium on Wednesday, March 22 from 1 PM-2 PM, featuring disability studies, Universal Design for Learning, and assistive technology guru, Luis Pérez. More information to come.

If you would like a representative from the program to speak with you, your staff or your colleagues, please contact me, Heidi Pettyjohn, at Heidi.Pettyjohn@uc.edu or 556-9791. If you have any questions concerning the naming contest, please contact Andrea Rahtz at rahtzaj@ucmail.uc.edu.

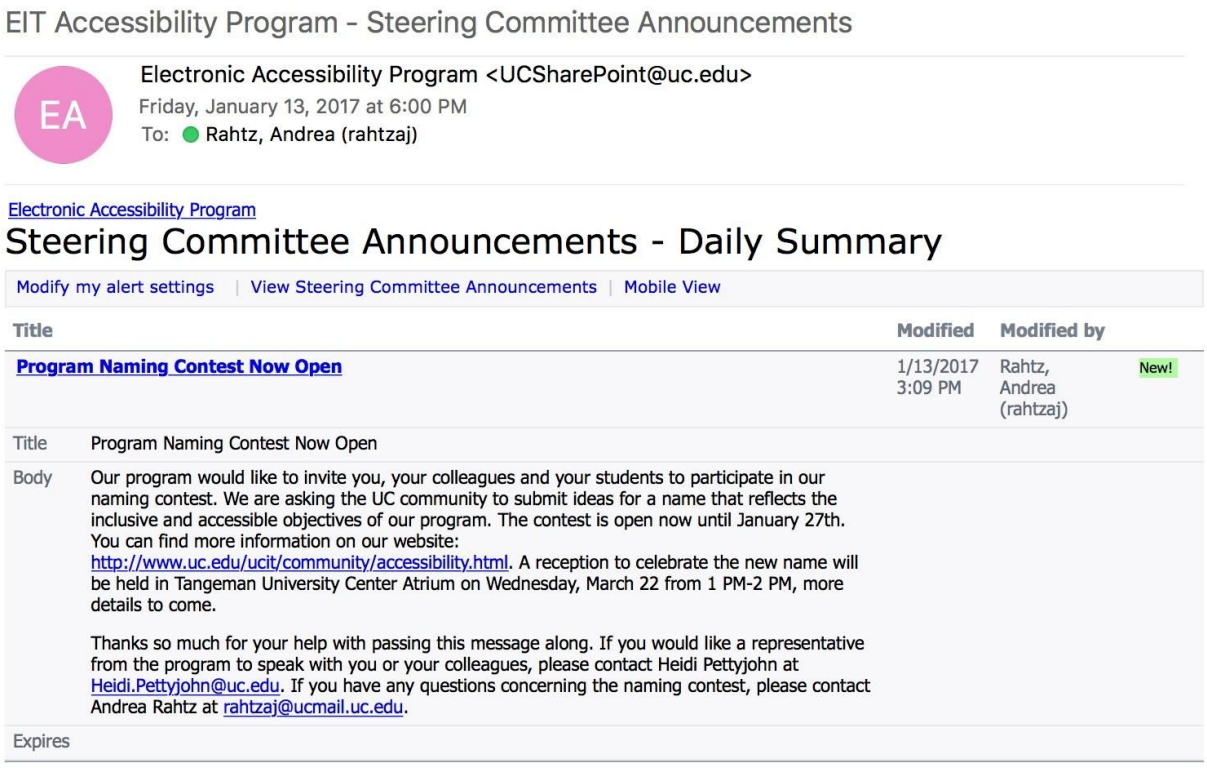
Thanks so much for your help with passing this message along!

Heidi Pettyjohn
Director of Strategic Priorities | Division of Student Affairs
EIT Coordinator | Electronic and Information Technology Accessibility Program

630 Steger Student Life | (513) 556-9791 | pettyjhc@ucmail.uc.edu
Visit the Division of Student Affairs website
Visit the EIT website

Accessibility Network at the University of Cincinnati

Email to Steering Committee Members - Submissions



EIT Accessibility Program - Steering Committee Announcements

EA

Electronic Accessibility Program <UCSharePoint@uc.edu>
Friday, January 13, 2017 at 6:00 PM
To: Rahtz, Andrea (rahtzaj)

Electronic Accessibility Program

Steering Committee Announcements - Daily Summary

Modify my alert settings | View Steering Committee Announcements | Mobile View

Title		Modified	Modified by	
Program Naming Contest Now Open		1/13/2017 3:09 PM	Rahtz, Andrea (rahtzaj)	New!
Title	Program Naming Contest Now Open			
Body	Our program would like to invite you, your colleagues and your students to participate in our naming contest. We are asking the UC community to submit ideas for a name that reflects the inclusive and accessible objectives of our program. The contest is open now until January 27th. You can find more information on our website: http://www.uc.edu/ucit/community/accessibility.html. A reception to celebrate the new name will be held in Tangeman University Center Atrium on Wednesday, March 22 from 1 PM-2 PM, more details to come. Thanks so much for your help with passing this message along. If you would like a representative from the program to speak with you or your colleagues, please contact Heidi Pettyjohn at Heidi.Pettyjohn@uc.edu. If you have any questions concerning the naming contest, please contact Andrea Rahtz at rahtzaj@ucmail.uc.edu.			
Expires				

Accessibility Network at the University of Cincinnati

Email to UC Communicators - Submissions

Rahtz, Andrea (rahtzaj)
Wednesday, January 18, 2017 at 7:32 AM
To: Norwood, Mary (norwoomc); Bach, John (bachjw); Bleggi, Ashley (morgana9); 67 more
: 2017 thru 01-27 social media info.pdf (533.4 KB) Preview

Good Morning Everyone,

The EIT Accessibility Program naming contest is now open! From now until January 27th, UC students, faculty and staff are invited to help name the Electronic and Information Technology (EIT) Accessibility Program. Submit a short, descriptive name on the EIT Accessibility Program homepage. A campus-wide vote to help narrow down the choices will take place February 6 – 10. The entrant who submits the winning name will receive an iPad mini as the Grand Prize, sponsored by UC's Office of the Provost. (Please note: if the winning name is submitted by multiple individuals, a raffle will occur to determine the winner.) A reception to celebrate the new name will be held in Tangeman University Center Atrium on Wednesday, March 22 from 1 PM-2 PM, featuring disability studies, Universal Design for Learning, and assistive technology
guru, Luis Pérez. More information to come.

Please invite and share this contest with colleagues and students in your area–and don't forget to submit an idea. Everyone is encouraged to participate!

If you have any questions about the program, please contact Heidi Pettyjohn at Heidi.Pettyjohn@uc.edu. If you have any questions concerning the naming contest, please contact Andrea Rahtz at rahtzaj@ucmail.uc.edu.

Thank you,

--
Andrea Rahtz
Communications Consultant
IT@UC
Electronic and Information Technology Accessibility Program
University Hall
rahtzaj@ucmail.uc.edu

Accessibility Network at the University of Cincinnati

Digital Signage - Submissions

Accessibility Network at the University of Cincinnati

UC Blue Ash/Campus Rec Center/Tangeman

UC Clermont

UC Langsam Library

UNIVERSITY OF Cincinnati

Accessibility Network at the University of Cincinnati

UNIVERSITY OF Cincinnati

Social Media Press Kit - Submissions

Electronic and Information Technology Accessibility Program

Naming Contest – Social Media Campaign – Announcement

About the Program

The EIT Accessibility Program empowers the UC community to create accessible, inclusive university web sites and eLearning environments for learners with all ranges of abilities. Currently, the seven teams include university-wide representatives working together to provide a comprehensive support network for eAccessibility standards at the university, including education, implementation, and process development. This program will drive the establishment and sustainability of eAccessibility as part of our core commitment to provide an inclusive student environment.

Objectives of the Naming Contest

- Rename the program to more clearly reflect our objectives.
- Shorten the name so it is easier to use on communications.
- Promote awareness about the EIT Accessibility Program.
- Promote awareness about eAccessibility.
- Lay the groundwork for advocates for the program.

Social Media Campaign

The EIT Accessibility Program welcomes you to spread the word through social media, either through our premade graphics or your own creation. Or, we will be posting from the @UCCanopy Twitter account, if you prefer to retweet. Following is a summary of the event, schedule of tweets and link to graphics resources you can pull from. Assets for this campaign can be found in the 2017 thru 01-27 social media assets folder on our SharePoint site, or through the links below.

And, please, we encourage you and your colleagues to enter, as well. If you have any questions or concerns, please contact the eAccessibility Engagement and Communications Coordinator, Andrea Rahtz, at rahtzaj@ucmail.uc.edu.

Contest Info (eMail content)

The EIT Accessibility Program is holding a naming contest open to staff, faculty and students, and the prize is a free iPad mini! The EIT Accessibility Program empowers the UC community to create accessible, inclusive university web sites and eLearning environments for learners with ranges of abilities. Submissions are being accepted through January 27th. To learn more about the program you can visit this site http://www.uc.edu/ucit/community/accessibility.html; for specific information about the naming contest, including how to enter, visit this site https://www.surveymonkey.com/r/JT9FHBC.

Schedule of Tweets

Date	Tweet	Graphic
Jan 17 9:55 a.m.	Students, faculty & staff-enter our eAccessibility naming contest for a chance to win an iPad mini! http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-1.jpg
Jan. 18 11:05 a.m.	Win an iPad mini; enter our eAccessibility naming contest! http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-2.jpg

Electronic and Information Technology Accessibility Program

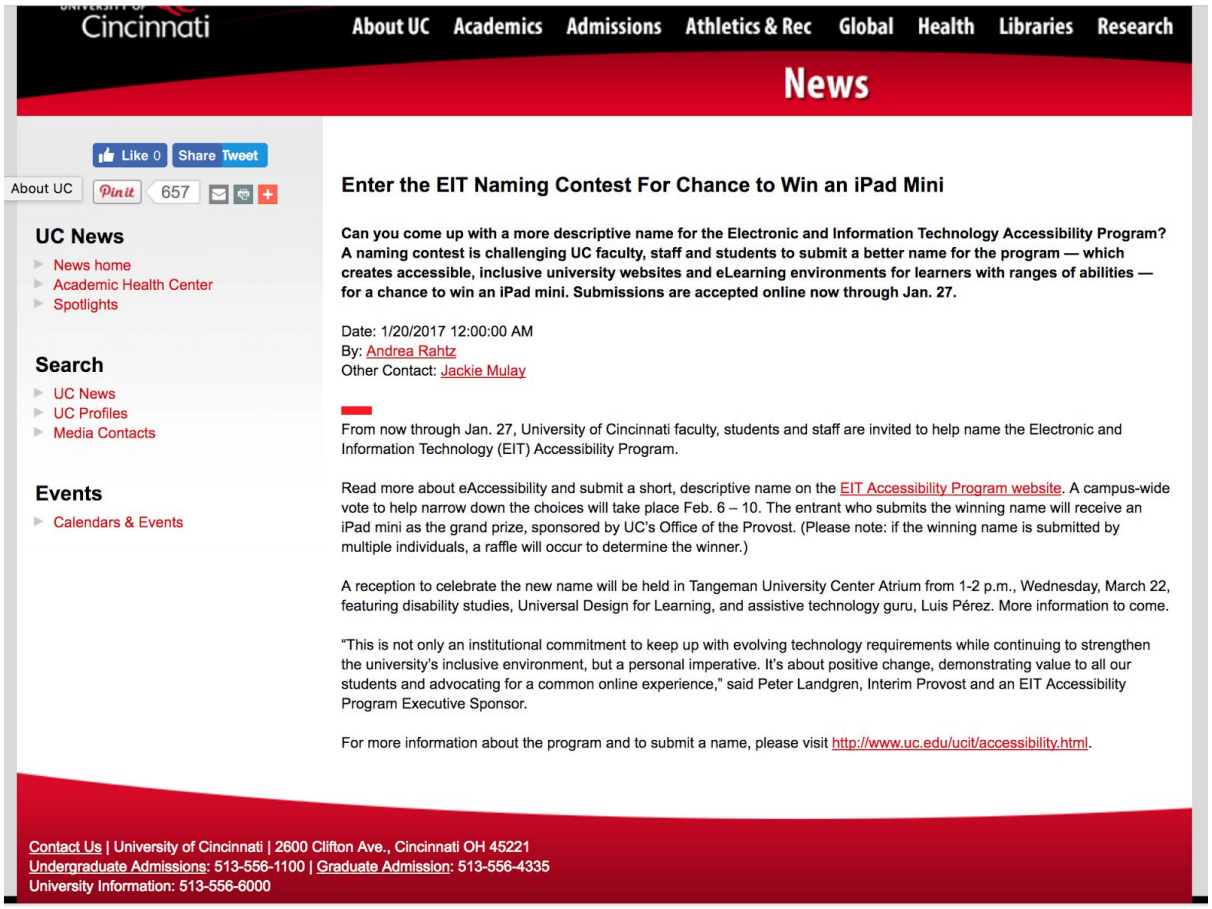
Jan. 19 12:05 a.m.	eAccessibility=No obstacles. Enter our naming contest! Win an iPad mini! http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-3.jpg
Jan. 20 3:30 p.m.	eAccessibility=No obstacles. Enter our naming contest! Win an iPad mini! http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-4.jpg
Jan. 21 1:20 p.m.	Entries for the eAccessibility naming contest are due in one week! Submit your entries here http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-5.jpg
Jan. 22 6:50 p.m.	eAccessibility=Removing barriers. Enter our naming contest; win an iPadMini. http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-6.jpg
Jan. 23 12:05 p.m.	Enter our naming contest for a chance to win an iPad mini http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-7.jpg
Jan. 24 7:50 p.m.	eAccessibility=No obstacles. Enter our naming contest! Win an iPad mini! http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-1.jpg
Jan. 25 2:50 p.m.	Entries for the eAccessibility naming contest are due Jan. 27. Visit http://bit.ly/2jj6d8u to learn more/submit your entry! #BarrierFreeUC	EIT-social-3.jpg
Jan. 26 8:10 p.m.	Only one more day for the eAccessibility naming contest! Win a free iPad! Submit your entries here http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-1.jpg
Jan. 27 9:55am	Last day to enter the eAccessibility naming contest! Win a free iPad! Submit your entries here http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-7.jpg

Accessibility Network at the University of Cincinnati

Social Media Campaign - Submissions

Accessibility Network at the University of Cincinnati

E-Currents Article - Submissions



Cincinnati

About UC | Academics | Admissions | Athletics & Rec | Global | Health | Libraries | Research

News

Like 0 Share Tweet

About UC | Pin it 657

UC News

- News home
- Academic Health Center
- Spotlights

Search

- UC News
- UC Profiles
- Media Contacts

Events

- Calendars & Events

Enter the EIT Naming Contest For Chance to Win an iPad Mini

Can you come up with a more descriptive name for the Electronic and Information Technology Accessibility Program? A naming contest is challenging UC faculty, staff and students to submit a better name for the program — which creates accessible, inclusive university websites and eLearning environments for learners with ranges of abilities — for a chance to win an iPad mini. Submissions are accepted online now through Jan. 27.

Date: 1/20/2017 12:00:00 AM
By: Andrea Rahtz
Other Contact: Jackie Mulay

From now through Jan. 27, University of Cincinnati faculty, students and staff are invited to help name the Electronic and Information Technology (EIT) Accessibility Program.

Read more about eAccessibility and submit a short, descriptive name on the EIT Accessibility Program website. A campus-wide vote to help narrow down the choices will take place Feb. 6 – 10. The entrant who submits the winning name will receive an iPad mini as the grand prize, sponsored by UC's Office of the Provost. (Please note: if the winning name is submitted by multiple individuals, a raffle will occur to determine the winner.)

A reception to celebrate the new name will be held in Tangeman University Center Atrium from 1-2 p.m., Wednesday, March 22, featuring disability studies, Universal Design for Learning, and assistive technology guru, Luis Pérez. More information to come.

"This is not only an institutional commitment to keep up with evolving technology requirements while continuing to strengthen the university's inclusive environment, but a personal imperative. It's about positive change, demonstrating value to all our students and advocating for a common online experience," said Peter Landgren, Interim Provost and an EIT Accessibility Program Executive Sponsor.

For more information about the program and to submit a name, please visit http://www.uc.edu/ucit/accessibility.html.

Contact Us | University of Cincinnati | 2600 Clifton Ave., Cincinnati OH 45221
Undergraduate Admissions: 513-556-1100 | Graduate Admission: 513-556-4335
University Information: 513-556-6000

UNIVERSITY OF Cincinnati

Accessibility Network at the University of Cincinnati

Program Website – Submissions

UNIVERSITY OF Cincinnati

Accessibility Network at the University of Cincinnati

UC Home | Support UC | Directories | UC Tools | Search UC | Go

University of CINCINNATI

IT@UC

About | Get Started | Services | IT Community | News & Events | Policies | Scheduled Maintenance | Help

- About
- Get Started
- Services
- IT Community
  - IT Governance
  - IT@UC in the Colleges
  - Leadership Academy
  - Diversity and Inclusion
  - Accessibility
    - FAQ I Electronic and Information Technology
    - FAQ I Electronic and Information Technology Accessibility Program
- News & Events
- Policies
- Scheduled Maintenance
- Help

Resources

- Student Resources
- Faculty Resources
- What is assistive technology?
- About the laws
- Accessibility educational links
- About/FAQ
- Assistive Technology Computer Lab

Resource Offices

- Clifton Disability Services Office
- UCBA Disability Services Office
- UC Clermont Disability Services Office
- Center for the Enhancement of Teaching & Learning
- Office of the Provost
- IT@UC

Electronic and Information Technology Accessibility Program

About the Program

The Electronic and Information Technology (EIT) Accessibility Program was created in response to a resolution agreement with the U.S. Department of Education's Office of Civil Rights to ensure that information provided through the university's websites, online or eLearning environment, and course management systems is accessible to individuals with disabilities. This university-wide program will drive the establishment and sustainability of online accessibility as part of our core commitment to Inclusive Excellence.

The EIT Program includes over 70 representatives from across campus including the Office of the Provost, Disability Services, Governmental Relations and University Communications, IT@UC, Student Affairs, Academic Affairs, Administration and Finance, Office of General Council, Faculty Senate, representatives from each UC college, and many more.

Vote in our Naming Contest

Students, faculty and staff were invited to submit name ideas for the EIT Accessibility Program Naming Contest. We received a fantastic response–over 140 entries! Thanks to all who entered.

During the week of February 6 – 10, UC students, faculty and staff will be invited to vote for their choice of name that most closely matches our program goals. Please check back next week to access our voting survey and a chance to be entered into a raffle for an iPad mini.

A reception to celebrate the new name will be held in Tangeman University Center Atrium from 1 PM-2 PM on Wednesday, March 22, featuring disability studies, Universal Design for Learning, and assistive technology guru, Luis Pérez. More information to come.

Any UC student, faculty or staff are welcome to join us at the reception.

From the Chair | What is eAccessibility? | Best Practices

"The EIT Program is about building a capacity with faculty, staff, students and stakeholders so we can successfully embrace the opportunities of universal design for learning and electronic accessibility for all members and prospective members of the university community.

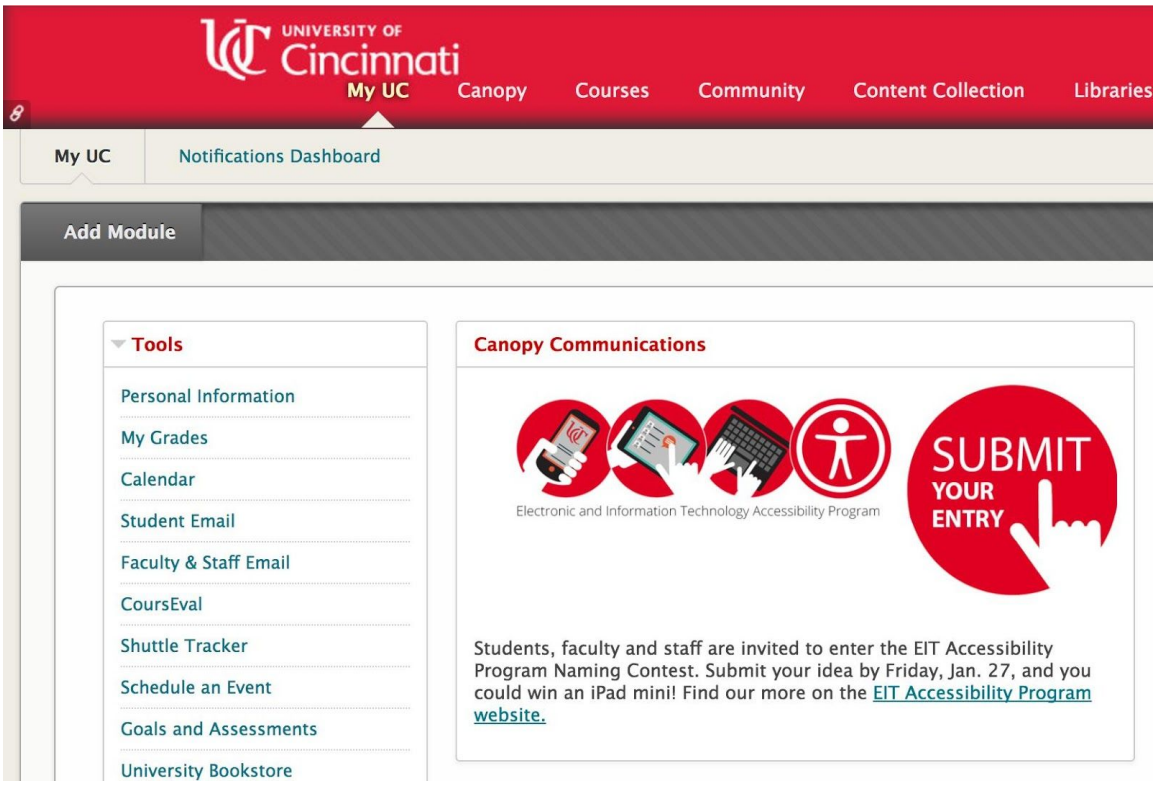
In our immediate vision, we will be meeting the requirements of Section 504 and 508 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, but our goal is to come together to transform and embrace adaptive and accommodating technology to complement all aspects of academic engagement at University of Cincinnati."

-Nelson Vincent
Vice President for Information Technology & Chief Information Officer
Chair, Executive Sponsors, EIT Accessibility Program

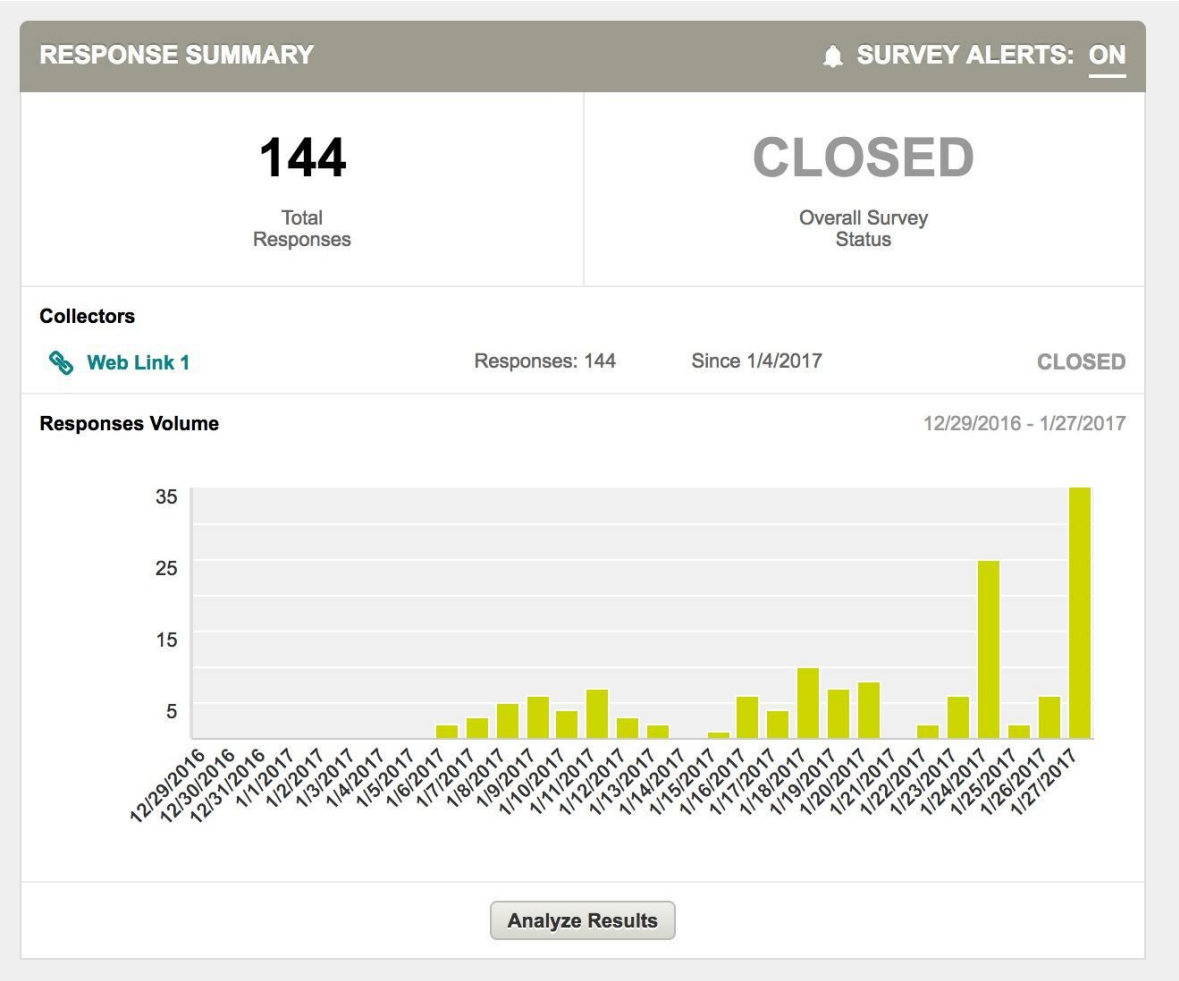
UNIVERSITY OF Cincinnati

Accessibility Network at the University of Cincinnati

Blackboard - Submissions

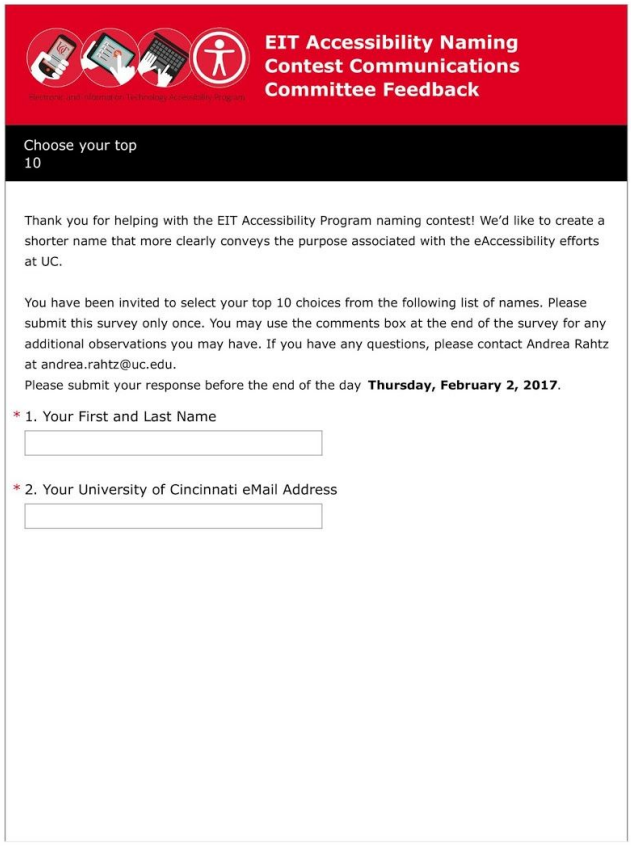


Submission results



Accessibility Network at the University of Cincinnati

Vote by Communications Advisory Panel



EIT Accessibility Naming Contest Communications Committee Feedback

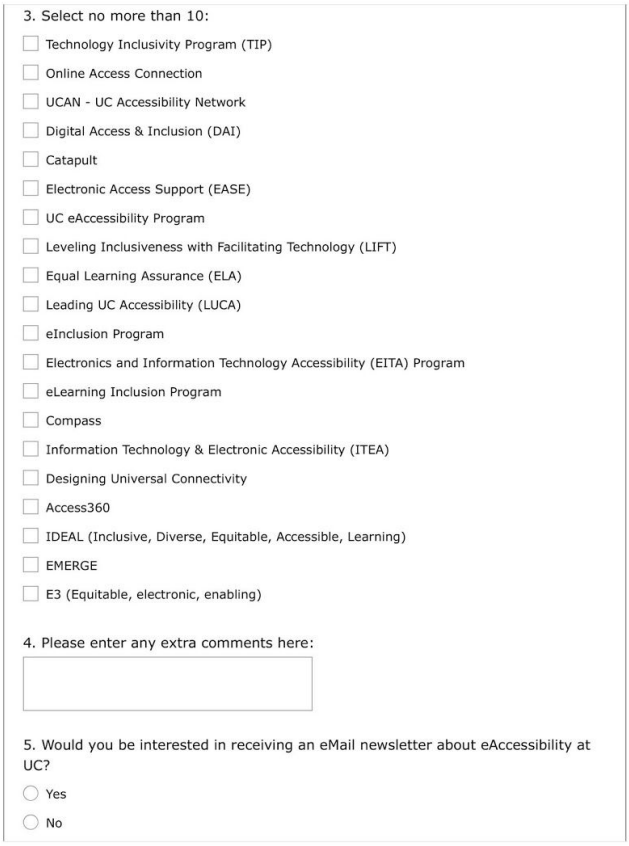
Choose your top 10

Thank you for helping with the EIT Accessibility Program naming contest! We'd like to create a shorter name that more clearly conveys the purpose associated with the eAccessibility efforts at UC.

You have been invited to select your top 10 choices from the following list of names. Please submit this survey only once. You may use the comments box at the end of the survey for any additional observations you may have. If you have any questions, please contact Andrea Rahtz at andrea.rahtz@uc.edu.
Please submit your response before the end of the day **Thursday, February 2, 2017**.

* 1. Your First and Last Name

* 2. Your University of Cincinnati eMail Address



3. Select no more than 10:

- ☐ Technology Inclusivity Program (TIP)
- ☐ Online Access Connection
- ☐ UCAN - UC Accessibility Network
- ☐ Digital Access & Inclusion (DAI)
- ☐ Catapult
- ☐ Electronic Access Support (EASE)
- ☐ UC eAccessibility Program
- ☐ Leveling Inclusiveness with Facilitating Technology (LIFT)
- ☐ Equal Learning Assurance (ELA)
- ☐ Leading UC Accessibility (LUCA)
- ☐ eInclusion Program
- ☐ Electronics and Information Technology Accessibility (EITA) Program
- ☐ eLearning Inclusion Program
- ☐ Compass
- ☐ Information Technology & Electronic Accessibility (ITEA)
- ☐ Designing Universal Connectivity
- ☐ Access360
- ☐ IDEAL (Inclusive, Diverse, Equitable, Accessible, Learning)
- ☐ EMERGE
- ☐ E3 (Equitable, electronic, enabling)

4. Please enter any extra comments here:

5. Would you be interested in receiving an eMail newsletter about eAccessibility at UC?

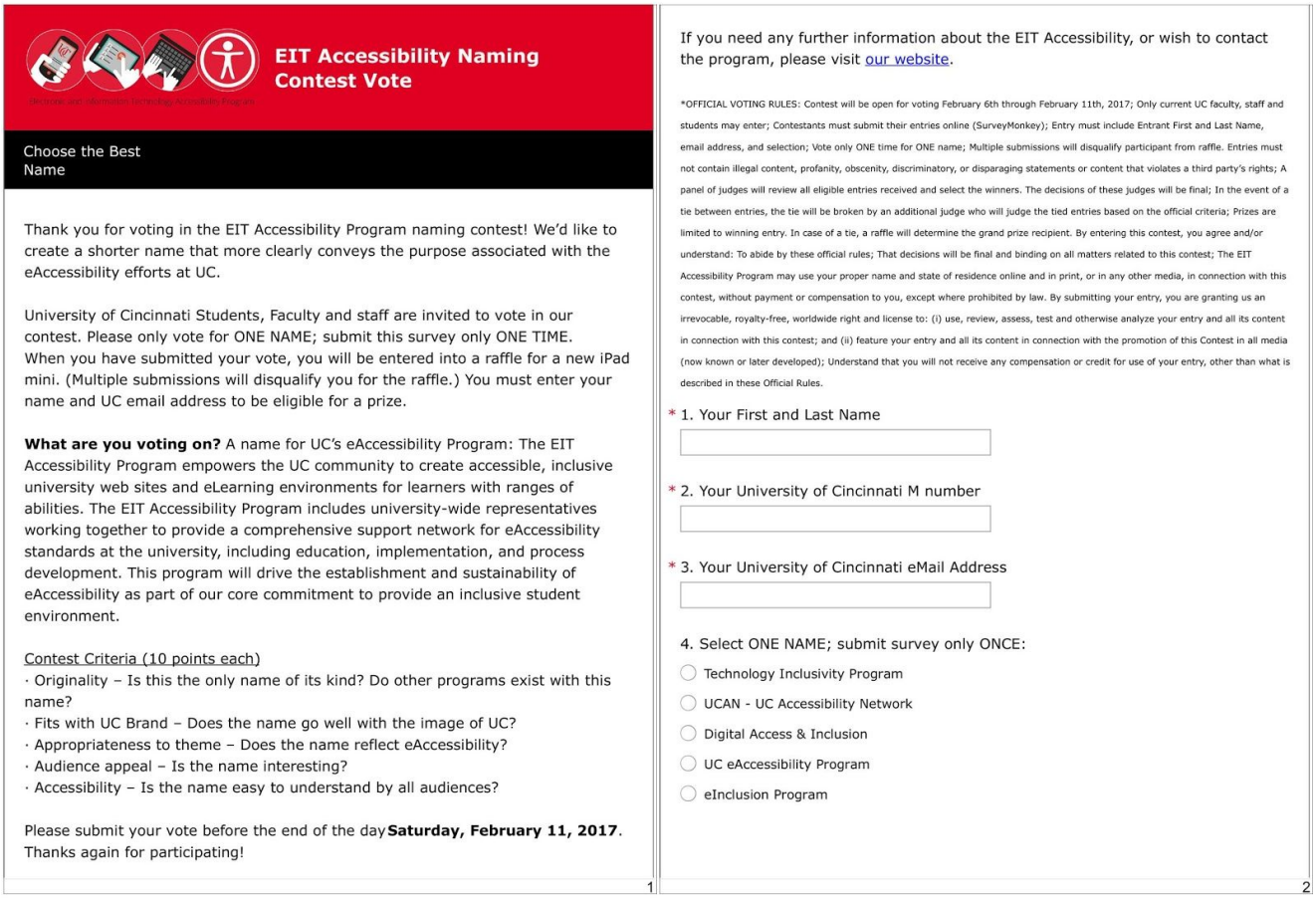
- ○ Yes
- ○ No

UNIVERSITY OF Cincinnati

Accessibility Network at the University of Cincinnati

Second Round – UC Community Vote

UC Community - Voting Survey



EIT Accessibility Naming Contest Vote

Choose the Best Name

Thank you for voting in the EIT Accessibility Program naming contest! We'd like to create a shorter name that more clearly conveys the purpose associated with the eAccessibility efforts at UC.

University of Cincinnati Students, Faculty and staff are invited to vote in our contest. Please only vote for ONE NAME; submit this survey only ONE TIME. When you have submitted your vote, you will be entered into a raffle for a new iPad mini. (Multiple submissions will disqualify you for the raffle.) You must enter your name and UC email address to be eligible for a prize.

What are you voting on? A name for UC's eAccessibility Program: The EIT Accessibility Program empowers the UC community to create accessible, inclusive university web sites and eLearning environments for learners with ranges of abilities. The EIT Accessibility Program includes university-wide representatives working together to provide a comprehensive support network for eAccessibility standards at the university, including education, implementation, and process development. This program will drive the establishment and sustainability of eAccessibility as part of our core commitment to provide an inclusive student environment.

Contest Criteria (10 points each)
· Originality – Is this the only name of its kind? Do other programs exist with this name?
· Fits with UC Brand – Does the name go well with the image of UC?
· Appropriateness to theme – Does the name reflect eAccessibility?
· Audience appeal – Is the name interesting?
· Accessibility – Is the name easy to understand by all audiences?

Please submit your vote before the end of the day **Saturday, February 11, 2017**. Thanks again for participating!

1

If you need any further information about the EIT Accessibility, or wish to contact the program, please visit our website.

*OFFICIAL VOTING RULES: Contest will be open for voting February 6th through February 11th, 2017; Only current UC faculty, staff and students may enter; Contestants must submit their entries online (SurveyMonkey); Entry must include Entrant First and Last Name, email address, and selection; Vote only ONE time for ONE name; Multiple submissions will disqualify participant from raffle. Entries must not contain illegal content, profanity, obscenity, discriminatory, or disparaging statements or content that violates a third party's rights; A panel of judges will review all eligible entries received and select the winners. The decisions of these judges will be final; In the event of a tie between entries, the tie will be broken by an additional judge who will judge the tied entries based on the official criteria; Prizes are limited to winning entry. In case of a tie, a raffle will determine the grand prize recipient. By entering this contest, you agree and/or understand: To abide by these official rules; That decisions will be final and binding on all matters related to this contest; The EIT Accessibility Program may use your proper name and state of residence online and in print, or in any other media, in connection with this contest, without payment or compensation to you, except where prohibited by law. By submitting your entry, you are granting us an irrevocable, royalty-free, worldwide right and license to: (i) use, review, assess, test and otherwise analyze your entry and all its content in connection with this contest; and (ii) feature your entry and all its content in connection with the promotion of this Contest in all media (now known or later developed); Understand that you will not receive any compensation or credit for use of your entry, other than what is described in these Official Rules.

* 1. Your First and Last Name

* 2. Your University of Cincinnati M number

* 3. Your University of Cincinnati eMail Address

4. Select ONE NAME; submit survey only ONCE:

- Technology Inclusivity Program
- UCAN - UC Accessibility Network
- Digital Access & Inclusion
- UC eAccessibility Program
- eInclusion Program

2

UNIVERSITY OF Cincinnati

Accessibility Network at the University of Cincinnati

Email to Program Members - Voting

Electronic Accessibility Program

Project Announcements - Daily Summary

Modify my alert settings | View Project Announcements | Mobile View

Title	Modified	Modified by	
EIT Naming Contest - VOTE	2/3/2017 10:52 AM	Rahtz, Andrea (rahtzaj)	New!

Title	EIT Naming Contest - VOTE
Body	This is OUR program! Go out and vote on a name! Spread the word.... From now through Saturday, February 11, UC students, faculty and staff are invited to vote on a name for the Electronic and Information Technology (EIT) Accessibility Program. Entrants who submit their one-time vote will be entered in a raffle to receive an iPad mini. Read more about eAccessibility and access our voting survey on the EIT Accessibility Program homepage. You are also invited to share this information via Twitter. Please use this Social Media Plan as a guide.
Expires	
Project	Communications; Program

Email to Steering Committee Members - Voting

Electronic Accessibility Program

Steering Committee Announcements - Daily Summary

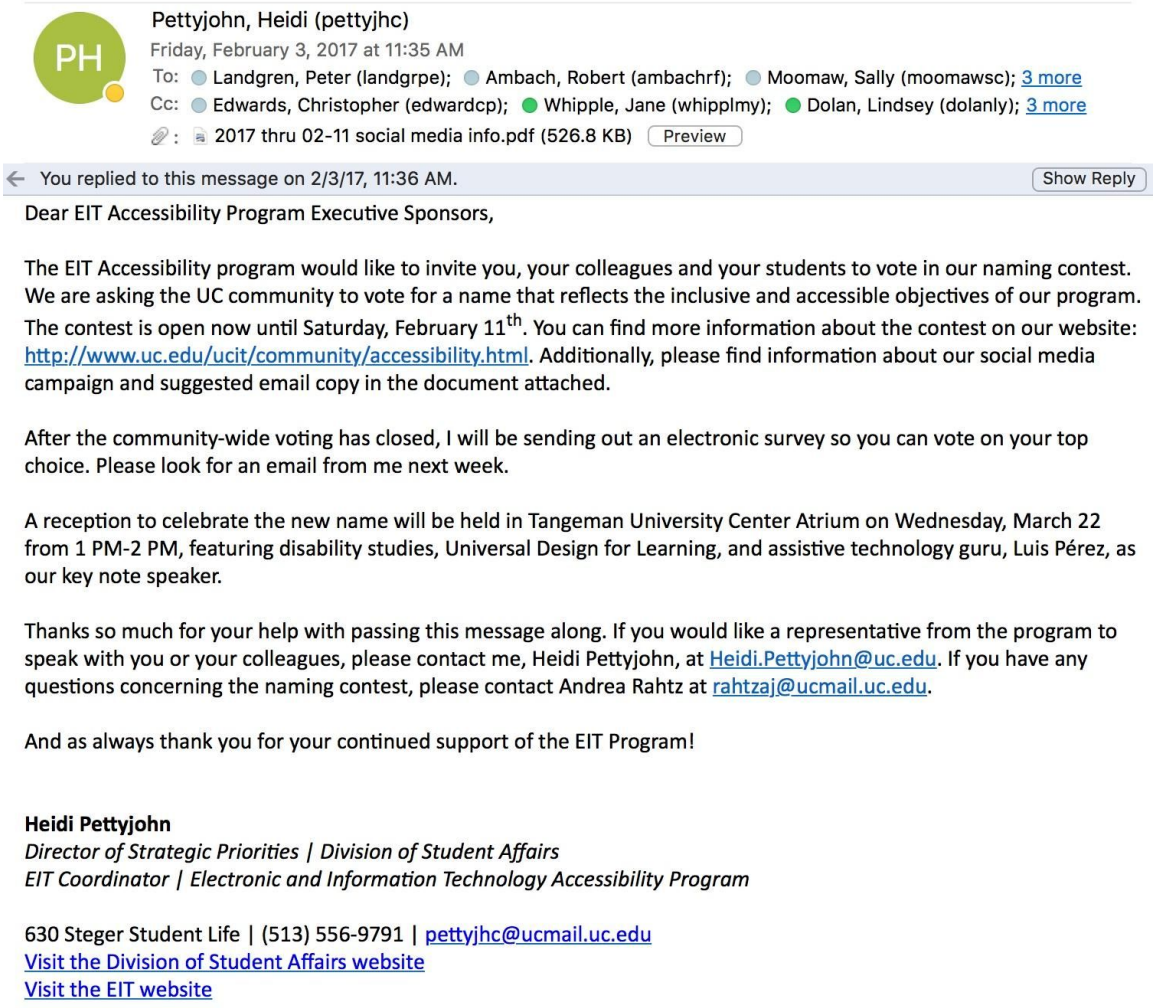
Modify my alert settings | View Steering Committee Announcements | Mobile View

Title	Modified	Modified by	
Voting Open for Naming Contest	2/3/2017 11:52 AM	Rahtz, Andrea (rahtzaj)	New!

Title	Voting Open for Naming Contest
Body	The EIT Accessibility program would like to invite you, your colleagues and your students to vote in our naming contest. We are asking the UC community to vote for a name that reflects the inclusive and accessible objectives of our program. The contest is open now until Saturday, Feb. 11th. You can find more information about the contest on our website: http://www.uc.edu/ucit/community/accessibility.html. Additionally, please find information about our social media campaign and suggested email copy in the Social Media Info document. After the community-wide voting has closed, we will be sending out an electronic survey so you can vote on your top choice. Please look for an email next week. A reception to celebrate the new name will be held in Tangeman University Center Atrium from 1 PM-2 PM on Wednesday, March 22, featuring disability studies, Universal Design for Learning, and assistive technology guru, Luis Pérez, as our key note speaker. Thanks so much for your help with passing this message along. If you would like a representative from the program to speak with you or your colleagues, please contact Heidi Pettyjohn, at Heidi.Pettyjohn@uc.edu. If you have any questions concerning the naming contest, please contact Andrea Rahtz at rahtzaj@ucmail.uc.edu.
Expires	

UNIVERSITY OF Cincinnati

Email to Executive Sponsors - Voting



Pettyjohn, Heidi (pettyjhc)
Friday, February 3, 2017 at 11:35 AM
To: Landgren, Peter (landgrpe); Ambach, Robert (ambachrf); Moomaw, Sally (moomawsc); 3 more
Cc: Edwards, Christopher (edwardcp); Whipple, Jane (whipplmy); Dolan, Lindsey (dolanly); 3 more
2017 thru 02-11 social media info.pdf (526.8 KB) Preview

You replied to this message on 2/3/17, 11:36 AM. Show Reply

Dear EIT Accessibility Program Executive Sponsors,

The EIT Accessibility program would like to invite you, your colleagues and your students to vote in our naming contest. We are asking the UC community to vote for a name that reflects the inclusive and accessible objectives of our program. The contest is open now until Saturday, February 11th. You can find more information about the contest on our website: http://www.uc.edu/ucit/community/accessibility.html. Additionally, please find information about our social media campaign and suggested email copy in the document attached.

After the community-wide voting has closed, I will be sending out an electronic survey so you can vote on your top choice. Please look for an email from me next week.

A reception to celebrate the new name will be held in Tangeman University Center Atrium on Wednesday, March 22 from 1 PM-2 PM, featuring disability studies, Universal Design for Learning, and assistive technology guru, Luis Pérez, as our key note speaker.

Thanks so much for your help with passing this message along. If you would like a representative from the program to speak with you or your colleagues, please contact me, Heidi Pettyjohn, at Heidi.Pettyjohn@uc.edu. If you have any questions concerning the naming contest, please contact Andrea Rahtz at rahtzaj@ucmail.uc.edu.

And as always thank you for your continued support of the EIT Program!

Heidi Pettyjohn
Director of Strategic Priorities | Division of Student Affairs
EIT Coordinator | Electronic and Information Technology Accessibility Program

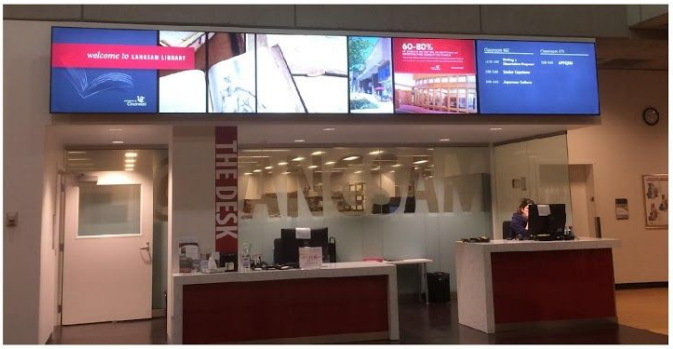
630 Steger Student Life | (513) 556-9791 | pettyjhc@ucmail.uc.edu
Visit the Division of Student Affairs website
Visit the EIT website

Digital Screens - Voting

Accessibility Network at the University of Cincinnati

UC Main/UC Blue Ash/UC Clermont

Langsam Library



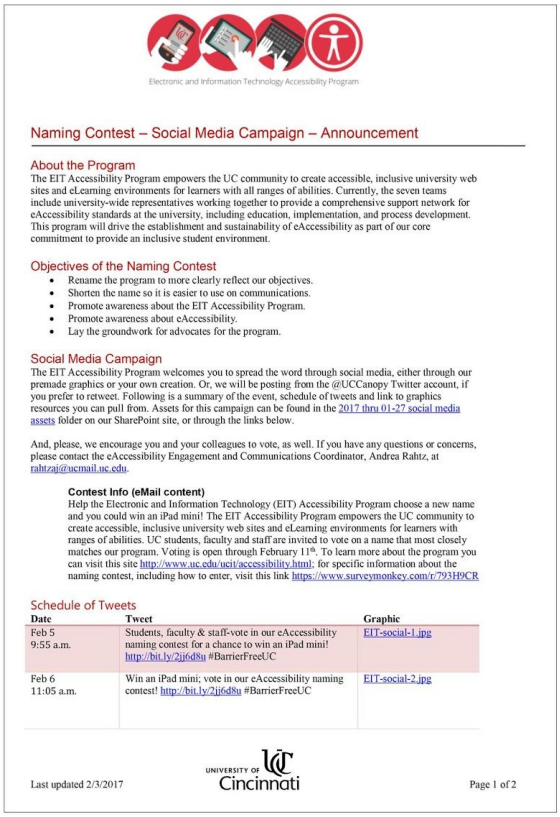
UNIVERSITY OF Cincinnati

Accessibility Network at the University of Cincinnati

UNIVERSITY OF Cincinnati

Accessibility Network at the University of Cincinnati

Social Media Press Kit - Voting



Electronic and Information Technology Accessibility Program

Naming Contest – Social Media Campaign – Announcement

About the Program

The EIT Accessibility Program empowers the UC community to create accessible, inclusive university web sites and eLearning environments for learners with all ranges of abilities. Currently, the seven teams include university-wide representatives working together to provide a comprehensive support network for eAccessibility standards at the university, including education, implementation, and process development. This program will drive the establishment and sustainability of eAccessibility as part of our core commitment to provide an inclusive student environment.

Objectives of the Naming Contest

- Rename the program to more clearly reflect our objectives.
- Shorten the name so it is easier to use on communications.
- Promote awareness about the EIT Accessibility Program.
- Promote awareness about eAccessibility.
- Lay the groundwork for advocates for the program.

Social Media Campaign

The EIT Accessibility Program welcomes you to spread the word through social media, either through our premade graphics or your own creation. Or, we will be posting from the @UCCanopy Twitter account, if you prefer to retweet. Following is a summary of the event, schedule of tweets and link to graphics resources you can pull from. Assets for this campaign can be found in the 2017 thru 01-27 social media assets folder on our SharePoint site, or through the links below.

And, please, we encourage you and your colleagues to vote, as well. If you have any questions or concerns, please contact the eAccessibility Engagement and Communications Coordinator, Andrea Rahtz, at rahtzaj@ucmail.uc.edu.

Contest Info (eMail content)

Help the Electronic and Information Technology (EIT) Accessibility Program choose a new name and you could win an iPad mini! The EIT Accessibility Program empowers the UC community to create accessible, inclusive university web sites and eLearning environments for learners with ranges of abilities. UC students, faculty and staff are invited to vote on a name that most closely matches our program. Voting is open through February 11th. To learn more about the program you can visit this site http://www.uc.edu/ucit/accessibility.html; for specific information about the naming contest, including how to enter, visit this link https://www.surveymonkey.com/r/793H9CR

Schedule of Tweets

Date	Tweet	Graphic
Feb 5 9:55 a.m.	Students, faculty & staff-vote in our eAccessibility naming contest for a chance to win an iPad mini! http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-1.jpg
Feb 6 11:05 a.m.	Win an iPad mini; vote in our eAccessibility naming contest! http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-2.jpg

Last updated 2/3/2017 — University of Cincinnati — Page 1 of 2

Electronic and Information Technology Accessibility Program

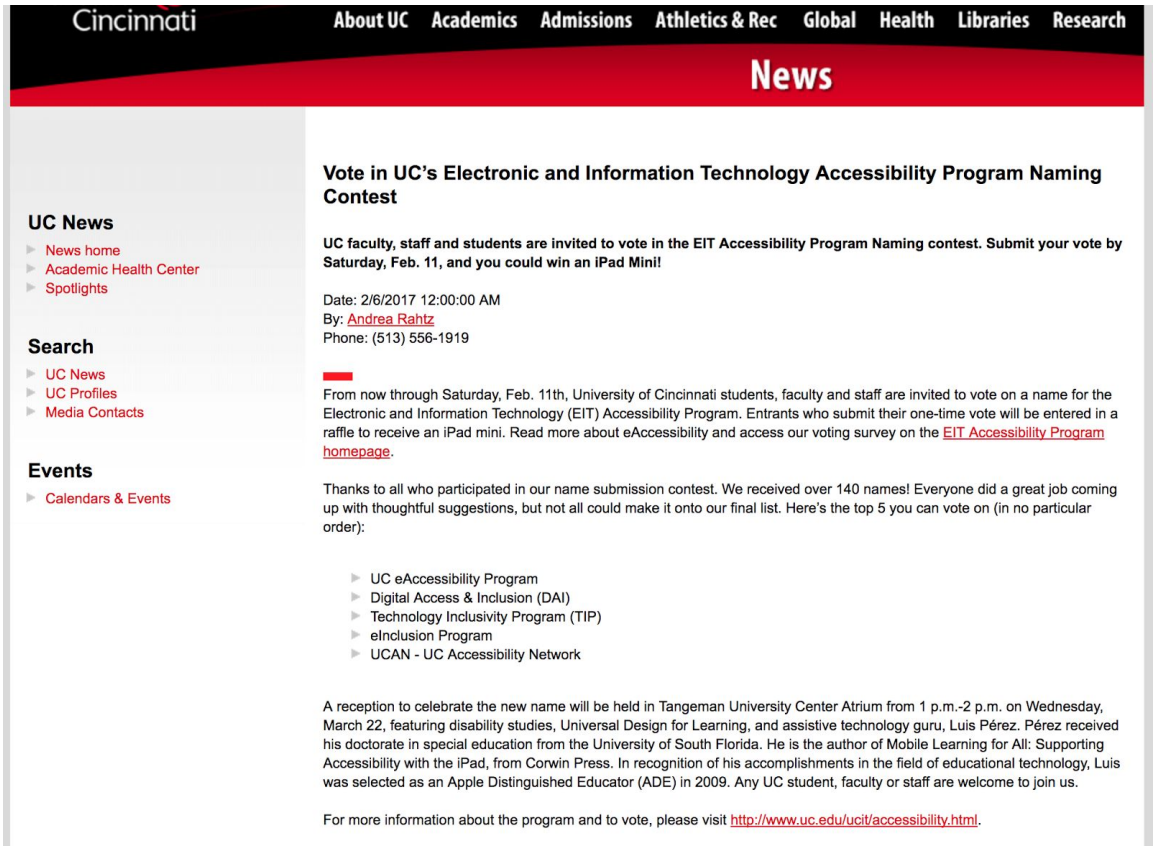
Feb 7 12:05 a.m.	eAccessibility=No obstacles. Vote in our naming contest! Win an iPad mini! http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-3.jpg
Feb 8 3:30 p.m.	eAccessibility=Removing barriers. Vote in our naming contest! Win an iPadMini. http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-4.jpg
Feb 9 1:20 p.m.	Vote in our naming contest for a chance to win an iPad mini http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-5.jpg
Feb 10 6:50 p.m.	Voting in the eAccessibility naming contest ends in one day! Submit your vote here http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-6.jpg
Feb 11 12:05 p.m.	Last day to vote in the eAccessibility naming contest! Win a free iPad! Submit your entries here http://bit.ly/2jj6d8u #BarrierFreeUC	EIT-social-7.jpg

Last updated 2/3/2017 — University of Cincinnati — Page 2 of 2

Social Media Campaign

UNIVERSITY OF Cincinnati

E-Currents Article - Voting



Cincinnati

About UC | Academics | Admissions | Athletics & Rec | Global | Health | Libraries | Research

News

UC News

- News home
- Academic Health Center
- Spotlights

Search

- UC News
- UC Profiles
- Media Contacts

Events

- Calendars & Events

Vote in UC's Electronic and Information Technology Accessibility Program Naming Contest

UC faculty, staff and students are invited to vote in the EIT Accessibility Program Naming contest. Submit your vote by Saturday, Feb. 11, and you could win an iPad Mini!

Date: 2/6/2017 12:00:00 AM
By: Andrea Rahtz
Phone: (513) 556-1919

From now through Saturday, Feb. 11th, University of Cincinnati students, faculty and staff are invited to vote on a name for the Electronic and Information Technology (EIT) Accessibility Program. Entrants who submit their one-time vote will be entered in a raffle to receive an iPad mini. Read more about eAccessibility and access our voting survey on the EIT Accessibility Program homepage.

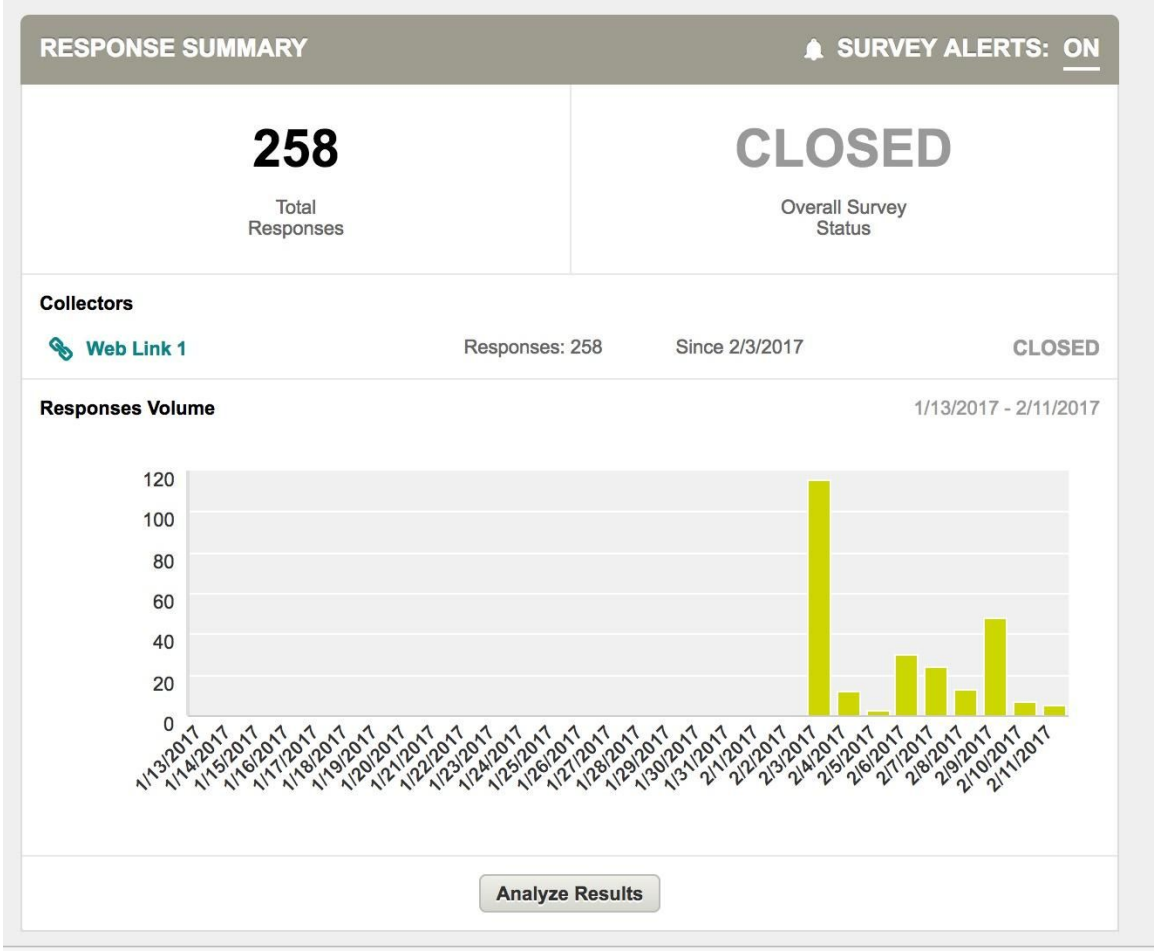
Thanks to all who participated in our name submission contest. We received over 140 names! Everyone did a great job coming up with thoughtful suggestions, but not all could make it onto our final list. Here's the top 5 you can vote on (in no particular order):

- UC eAccessibility Program
- Digital Access & Inclusion (DAI)
- Technology Inclusivity Program (TIP)
- eInclusion Program
- UCAN - UC Accessibility Network

A reception to celebrate the new name will be held in Tangeman University Center Atrium from 1 p.m.-2 p.m. on Wednesday, March 22, featuring disability studies, Universal Design for Learning, and assistive technology guru, Luis Pérez. Pérez received his doctorate in special education from the University of South Florida. He is the author of Mobile Learning for All: Supporting Accessibility with the iPad, from Corwin Press. In recognition of his accomplishments in the field of educational technology, Luis was selected as an Apple Distinguished Educator (ADE) in 2009. Any UC student, faculty or staff are welcome to join us.

For more information about the program and to vote, please visit http://www.uc.edu/ucit/accessibility.html.

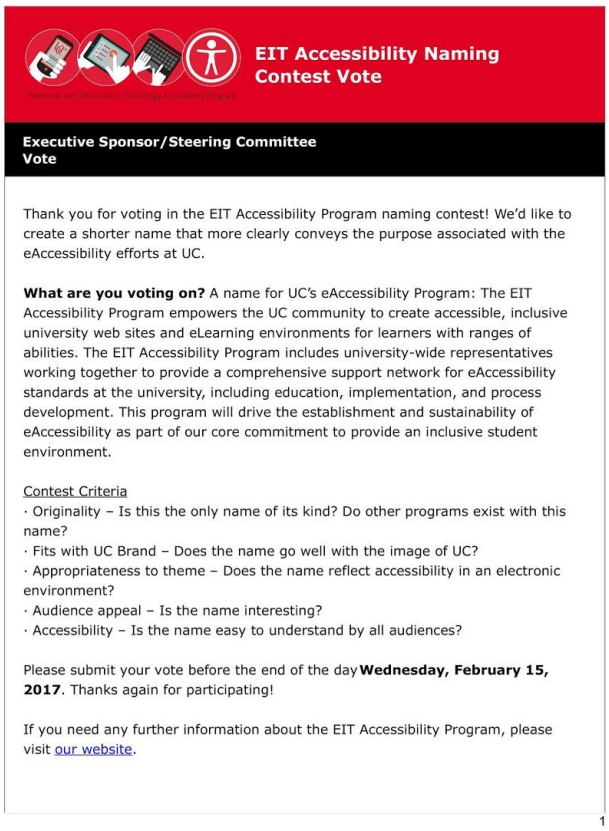
Voting Results



Accessibility Network at the University of Cincinnati

Final Round – Winner Chosen

Survey – Executive Sponsor and Steering Committee



EIT Accessibility Naming Contest Vote

Executive Sponsor/Steering Committee Vote

Thank you for voting in the EIT Accessibility Program naming contest! We'd like to create a shorter name that more clearly conveys the purpose associated with the eAccessibility efforts at UC.

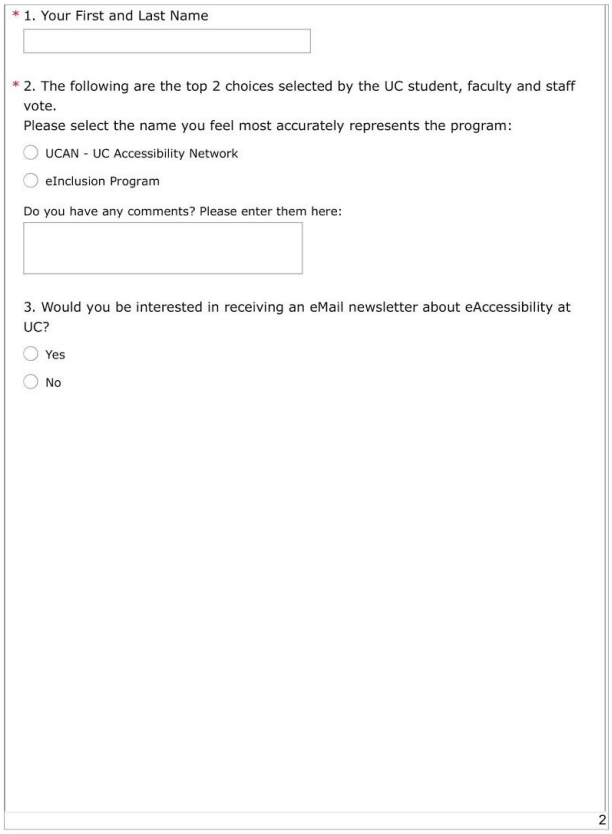
What are you voting on? A name for UC's eAccessibility Program: The EIT Accessibility Program empowers the UC community to create accessible, inclusive university web sites and eLearning environments for learners with ranges of abilities. The EIT Accessibility Program includes university-wide representatives working together to provide a comprehensive support network for eAccessibility standards at the university, including education, implementation, and process development. This program will drive the establishment and sustainability of eAccessibility as part of our core commitment to provide an inclusive student environment.

Contest Criteria
· Originality – Is this the only name of its kind? Do other programs exist with this name?
· Fits with UC Brand – Does the name go well with the image of UC?
· Appropriateness to theme – Does the name reflect accessibility in an electronic environment?
· Audience appeal – Is the name interesting?
· Accessibility – Is the name easy to understand by all audiences?

Please submit your vote before the end of the day **Wednesday, February 15, 2017**. Thanks again for participating!

If you need any further information about the EIT Accessibility Program, please visit our website.

1



* 1. Your First and Last Name

* 2. The following are the top 2 choices selected by the UC student, faculty and staff vote.
Please select the name you feel most accurately represents the program:

- UCAN - UC Accessibility Network
- eInclusion Program

Do you have any comments? Please enter them here:

3. Would you be interested in receiving an eMail newsletter about eAccessibility at UC?

- Yes
- No

2

UNIVERSITY OF Cincinnati

Accessibility Network at the University of Cincinnati

Email to Executive Sponsors and Steering Committee - Voting

From: Heidi Pettyjohn <pettyjhc@ucmail.uc.edu>
Date: Monday, February 13, 2017 at 5:04 PM
To:
Subject: Steering Committee and Executive Sponsor Final Vote for EIT Accessibility Program Naming Contest

Dear EIT Accessibility Program Executive Sponsors and Steering Committee:

The EIT Accessibility Program would like to invite you to vote in our final round of the naming contest. UC students, faculty and staff recently voted on the top five submissions; we would like you to help choose the best name for our program. **Please submit your vote by using our survey on or before this Wednesday, Feb. 15th.**

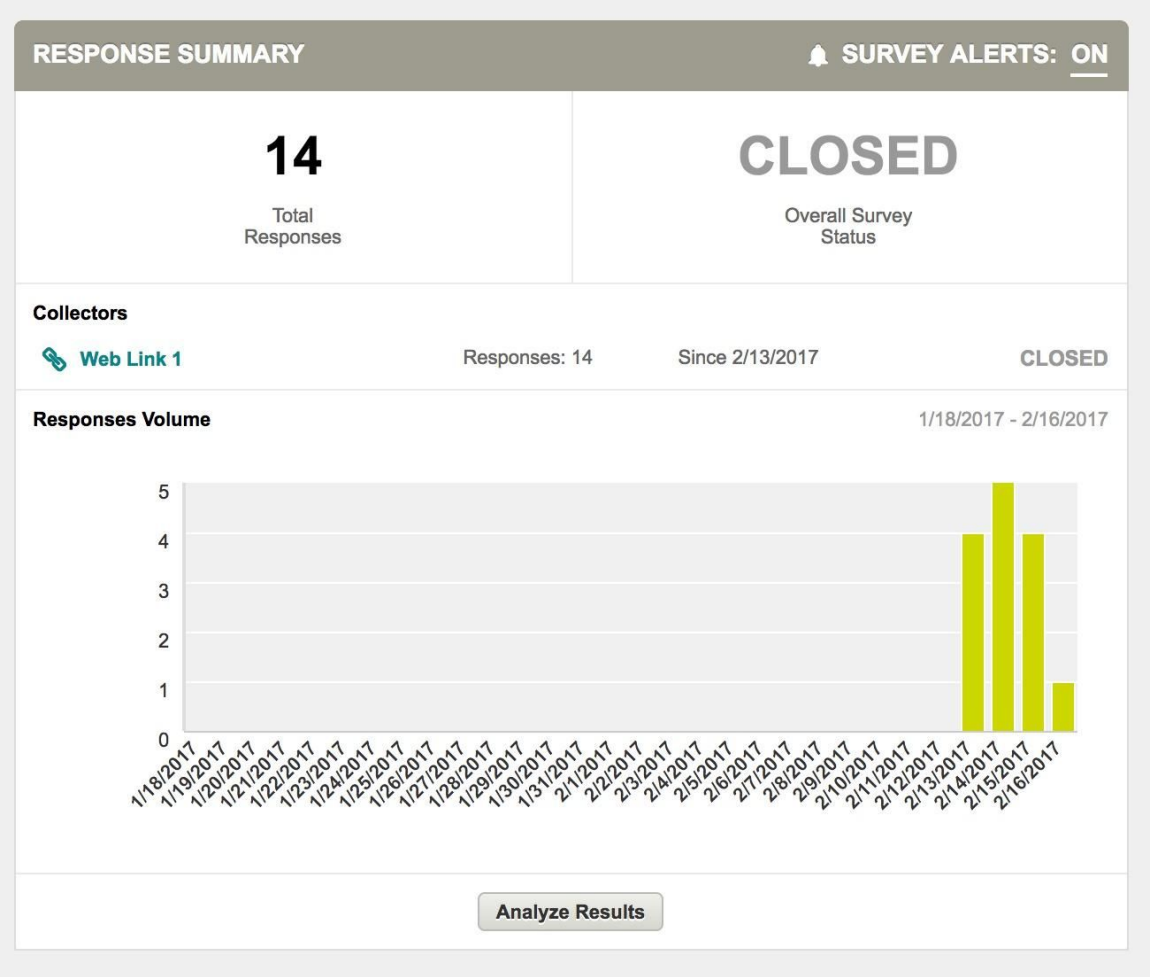
A reception to unveil and celebrate the new name will be held in Tangeman University Center Atrium from 1 PM-2 PM on Wednesday, March 22, featuring disability studies, Universal Design for Learning, and assistive technology expert, Luis Pérez. Luis received his doctorate in special education from the University of South Florida. He is also the author of *Mobile Learning for All: Supporting Accessibility with the iPad*, from Corwin Press. In recognition of his accomplishments in the field of educational technology, Luis was selected as an Apple Distinguished Educator (ADE) in 2009. Any UC student, faculty or staff are welcome to join us.

Thanks you so much for your continued support and participation! If you would like a representative from the program to speak with you or your colleagues, please contact me, Heidi Pettyjohn, at Heidi.Pettyjohn@uc.edu. If you have any questions concerning the naming contest, please contact Andrea Rahtz at rahtzaj@ucmail.uc.edu.

Heidi Pettyjohn
Director of Strategic Priorities | Division of Student Affairs
EIT Coordinator | Electronic and Information Technology Accessibility Program

630 Steger Student Life | (513) 556-9791 | pettyjhc@ucmail.uc.edu
Visit the Division of Student Affairs website
Visit the EIT website

Survey Results – Final Vote



Naming Contest Reception

Accessibility Network at the University of Cincinnati

Calendar Invite - Reception

Thank you for participating in the EIT Accessibility Program naming contest!

As a reminder, you are invited to a reception to unveil and celebrate our new name:

- **WHERE**: Tangeman University Center Atrium
- **WHEN**: 1 PM-2 PM next Wednesday, March 22
- **WHAT**: New name, winning participant and Grand Prize awarded by program leadership
- Keynote speaker: Disability Studies, Universal Design for Learning, and Assistive Technology Expert, Luis Pérez.
    - Luis received his doctorate in special education from the University of South Florida.
    - He is also the author of Mobile Learning for All: Supporting Accessibility with the iPad, from Corwin Press.
    - Selected as an Apple Distinguished Educator (ADE) in 2009.

We hope to see you there!

****

Hello Team Members.

I'm sure you'd agree that Electronic and Information Technology Accessibility Program is quite a mouthful. That's why, after winter break, we thought we'd run a contest for UC community members to help name our program!

To celebrate the winner, we will be hosting a **Naming Reception on March 22, 2017 from 1pm-2pm** in TUC Atrium. We'd really like you to celebrate the honoree and new program name along with us.

Stay tuned for further details after the beginning of the New Year. For now, please accept our calendar invitation and stay up-to-date on the reception details.

Thank you,

EIT Committee

Email to Program Members - Reception

Electronic Accessibility Program

Project Announcements - Daily Summary

Modify my alert settings | View Project Announcements | Mobile View

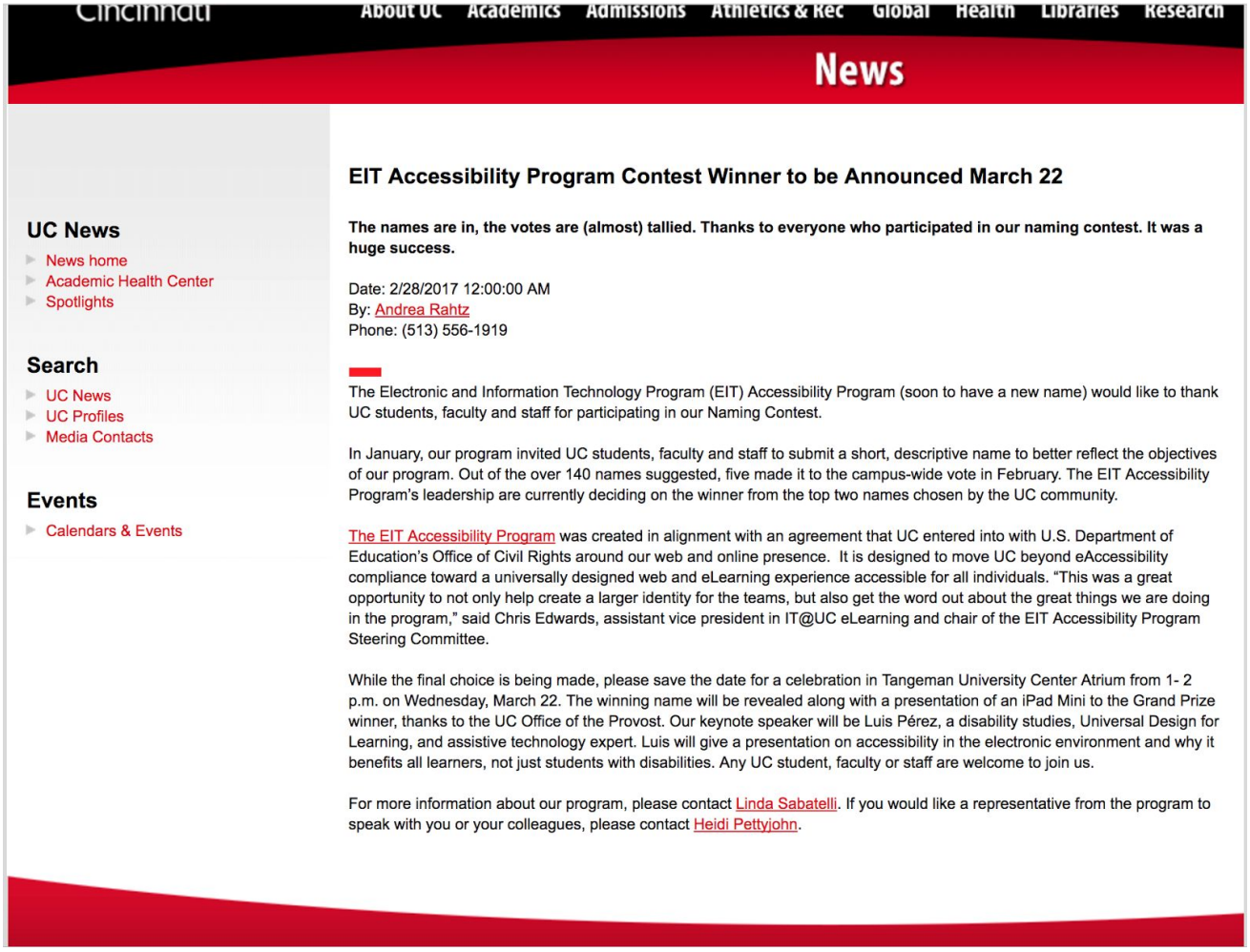
Title	Modified	Modified by	
NEXT WEEK: Naming Contest Reception	3/17/2017 7:51 AM	Rahtz, Andrea (rahtzaj)	New!

Title	NEXT WEEK: Naming Contest Reception
Body	Hello Everyone! Happy Friday! I hope you had a wonderful week. I can't believe it's finally here: The **Naming Contest Reception** is next Wednesday, March 22 from 1-2pm in the Tangeman Center Atrium. Not only are we going to reveal and celebrate our new name, but we will have a guest speaker talk about the importance of accessibility for all students. I hope you are planning on attending; I look forward to seeing you there! Have a great rest of your day, Andrea
Expires	
Project	Communications; Program

UNIVERSITY OF Cincinnati

Digital Signage - Reception

E-Currents Article - Reception



Cincinnati About UC Academics Admissions Athletics & Rec Global Health Libraries Research

News

UC News
- News home
- Academic Health Center
- Spotlights

Search
- UC News
- UC Profiles
- Media Contacts

Events
- Calendars & Events

EIT Accessibility Program Contest Winner to be Announced March 22

The names are in, the votes are (almost) tallied. Thanks to everyone who participated in our naming contest. It was a huge success.

Date: 2/28/2017 12:00:00 AM
By: Andrea Rahtz
Phone: (513) 556-1919

The Electronic and Information Technology Program (EIT) Accessibility Program (soon to have a new name) would like to thank UC students, faculty and staff for participating in our Naming Contest.

In January, our program invited UC students, faculty and staff to submit a short, descriptive name to better reflect the objectives of our program. Out of the over 140 names suggested, five made it to the campus-wide vote in February. The EIT Accessibility Program's leadership are currently deciding on the winner from the top two names chosen by the UC community.

The EIT Accessibility Program was created in alignment with an agreement that UC entered into with U.S. Department of Education's Office of Civil Rights around our web and online presence. It is designed to move UC beyond eAccessibility compliance toward a universally designed web and eLearning experience accessible for all individuals. "This was a great opportunity to not only help create a larger identity for the teams, but also get the word out about the great things we are doing in the program," said Chris Edwards, assistant vice president in IT@UC eLearning and chair of the EIT Accessibility Program Steering Committee.

While the final choice is being made, please save the date for a celebration in Tangeman University Center Atrium from 1- 2 p.m. on Wednesday, March 22. The winning name will be revealed along with a presentation of an iPad Mini to the Grand Prize winner, thanks to the UC Office of the Provost. Our keynote speaker will be Luis Pérez, a disability studies, Universal Design for Learning, and assistive technology expert. Luis will give a presentation on accessibility in the electronic environment and why it benefits all learners, not just students with disabilities. Any UC student, faculty or staff are welcome to join us.

For more information about our program, please contact Linda Sabatelli. If you would like a representative from the program to speak with you or your colleagues, please contact Heidi Pettyjohn.

Program Website - Reception

Thanks for participating in our Naming Contest

The names are in, the votes are (almost) tallied–thanks to everyone who participated in our naming contest. It was a huge success!

Please join us for a reception to unveil and celebrate our new name in Tangeman University Center Atrium from 1 PM-2 PM on Wednesday, March 22.

Not only will we announce the winner, but we will also host an Apple Distiguished Educator key note speaker, Luis Pérez. Luis received his doctorate in special education from the University of South Florida. He is the author of *Mobile Learning for All: Supporting Accessibility with the iPad*, from Corwin Press. His work has also appeared in publications such as *Teaching Exceptional Children, Closing the Gap Solutions, THE Journal,* and *The Loop Magazine*.

Any UC student, faculty or staff are welcome to join us at the reception.

Accessibility Network at the University of Cincinnati

E-Currents Article – New Name and Winner

UNIVERSITY OF Cincinnati

E-mail this information to a friend

The EIT Accessibility Program Reveals its New Name: The Accessibility Network at UC

Financial administrator Charity Curry submitted the winning name. The program helps provide accessibility to the university's online offerings for everyone.

Date: 4/21/2017 12:00:00 AM
By: Andrea Rahtz
Phone: (513) 558-8250
Photos By: Joseph Fuqua

"I didn't know about this program at UC until this contest!" exclaimed Charity Curry, financial administrator in the University of Cincinnati's McMicken College of Arts & Sciences business office, after finding out she won the naming contest hosted by the Accessibility Network.

The contest, a series of submissions and votes involving UC students, staff and faculty, was aimed at re-naming the Electronic and Information Technology Accessibility program to a shorter, more descriptive name.

LtoR: Nelson Vincent, Luis Pérez, Charity Curry, and Debra Merchant

Curry suggested the winning name: the Accessibility Network at UC. She greeted the news of her win with excitement.

"I thought this would be a fun chance to take part in something important. Individuals with disabilities deserve all the same things afforded to those without disabilities. Electronic accessibility is key to providing the same opportunities to each student," she said.

In celebration and to reveal the new name, the program hosted a naming contest reception in the Tangeman University Center for UC students, faculty and staff.

The keynote speaker was Luis Pérez, an expert in disability studies, universal design for learning, and assistive technology. His messages echoed the importance of designing learning materials so education is accessible for all types of learners. In one particularly touching moment, Luis revealed that assistive technology helped him obtain his doctorate.

"What is essential for some almost always helps us all," Perez said. "[E-accessibility] makes sure that everyone who walks through the door at UC can walk out a success."

Luis Pérez, Apple Distinguished Educator, was invited to speak at the 2017 Naming Contest Reception.

The Accessibility Network at UC was created in alignment with an agreement that UC entered into with U.S. Department of Education's Office of Civil Rights around the university's website and online offerings. It is designed to move UC beyond eAccessibility compliance toward a universally designed web and eLearning experience that is accessible for all.

We are pleased to announce that our optional course *eAccessibility: An Introduction* is now available in Blackboard. This voluntary course is aimed at providing a general understanding of what electronic accessibility looks like at UC. If it does not already appear in your Blackboard course list and you would like to enroll, please visit the Blackboard Self Enrollment Guide article.

For more information about the program, please email Linda Sabatelli. If you would like a representative to come speak with you or your colleagues, please email Heidi Pettyjohn.

Digg | del.icio.us | Slashdot | Reddit | BOOKMARK

More UC News | UC Home

Copyright Information © University of Cincinnati

UNIVERSITY OF Cincinnati

Accessibility Network at the University of Cincinnati

EIT Accessibility Program Naming Contest Reception Agenda

Event Information

Wednesday, March 22, 2017

Table of Contents

Contest Details 36
- **Background** 36
- **Solution** 36
- **Objectives** 36

Event Details - General 36
- **Background** 36
- **Agenda** 37
- **Contacts** 37

Event Details – Breakout Sessions 37
- **Session 1** 37
  - Location 37
  - Audience 37
  - Questions 37
- **Session 2** 38
  - Location 38
  - Audience 38
  - Questions 38

Event Details – Reception 39
- **Naming Contest Reception** 39
  - Location 39
  - Audience 39
  - Presentation Agenda 39
- **Maps and Directions** 40
- **Langsam Library (Room 480C) Written Directions** 40

UNIVERSITY OF Cincinnati

Contest Details

Background

The University of Cincinnati's Electronic and Information Technology (EIT) Accessibility Program was created in December 2014 to address the resolution agreement with the U.S. Department of Education's Office of Civil Rights. It is designed to move us beyond eAccessibility compliance toward a universally designed web and eLearning experience accessible for all individuals. The program name is too long to comfortably incorporate into written and spoken communications. Additionally, the name does not clearly convey the purpose and intent associated with the program.

Solution

The Electronic and Information Technology Accessibility Program will run a contest among UC students, faculty, and staff (UC Community) to rename the program.

Objectives

- Rename the program to more clearly reflect our objectives.
- Shorten the name so it is easier to use in communications.
- Promote awareness about the EIT Accessibility Program.
- Promote awareness about eAccessibility.
- Lay the groundwork for advocates for the program.

Event Details - General

Background

The Naming Contest Reception is a formal unveiling event celebrating the new name for the program and the congratulating the winner. The winner will receive and iPad mini, thanks to the generous donation of UC's Office of the Provost. The morning breakout sessions provide opportunities for two of the program's teams, Captioning and Awareness & Development, to participate in a personal Q&A session with inclusive learning specialist and 2009 Apple Distinguished Educator, Luis Pérez.

Accessibility Network at the University of Cincinnati

Agenda

- **Breakout Session 1** 9-10am (Captioning Team/Luis Pérez), 480C Langsam Library; light breakfast provided; technology available
- **Breakout Session 2** 10:15-11:15am (Awareness & Development/Luis Pérez), 480C Langsam Library; refreshments provided; technology available
- **Lunch at Mick & Macs** 11:30am-12:45pm (Luis Pérez, Mary Ann Fricker, Chris Edwards and guests), Tangeman University Center (TUC), Level 3
- **Naming Contest Reception** 1-2pm (All UC students, faculty and staff), Tangeman University Center (TUC), Atrium, Level 3; refreshments provided; microphone/speakers only

MAPS & DIRECTIONS are available at the end of this document.

Contacts

- **Andrea Rahtz,** eAccessibility Engagement and Communications Coordinator, cell (513) 284-784 andrea.rahtz@uc.edu
- **Linda Sabatelli,** Program Manager and Project Manager, cell (513) 288-7797 sabatela@ucmail.uc.edu

Event Details – Breakout Sessions

Session 1

Purpose: To provide a question and answer session for university employees who work on the Captioning Team. (This team provides the university community with knowledge about how to create accessible videos.)

- Location: UC's Langsam Library, 480C Center for the Enhancement of Teaching and Learning (CET&L); 9-10am (presentation technology available; for best results, please let us know in advance what you will need)
- Audience: The Captioning Team is made up of instructional technologists and disability service offices staff who provide various accessibility services to students, faculty and staff
- Questions from the Captioning Team:

- What are some of the key changes in assistive technology you've noticed in the last few years?
- What strategies have you used, or would you use, to educate faculty about the importance of captioning if they are resistant to using it in their course?
- From personal experience, how do you see captions benefiting individuals with visual impairments, or learners of all abilities, in an academic environment?
- Would you see greater personal benefit from captions if you had the ability to change the font size/color/style and the background color?
- Our current captioning player has the ability to download the transcript of the captions. How do you believe this is advantageous to learners of all abilities?

Session 2

Purpose: To provide a question and answer session for university employees who work on the Awareness and Development Team. (This team creates a centralized resource for learning more about accessibility and how to incorporate it into digital materials.)

- Location: UC's Langsam Library, 480C Center for the Enhancement of Teaching and Learning (CET&L); 10:15-11:15am (presentation technology available; for best results, please let us know in advance what you will need)
- Audience: The Awareness and Development Team is made up of disability services staff, multimedia creators, and instructional designers who help to create instructional materials. Additionally, we will have a few faculty members interested in universal design for learning.
- Questions from the Awareness and Development Team:
  - Tell me about your experiences designing UDL activities for the classroom and your philosophy on how technology is weaved into these activities.
  - When you are speaking to educators about the importance of designing accessible learning materials and environments what strategies have you found helpful in convincing them to take action and invest in making changes?

- What is your approach to developing multiple modes of representation in the classroom and how would you counsel a faculty member that feels overwhelmed?
- What has been your experience with offering multiple modes of expression and assessing student work?
- I recently had a math professor in a workshop, and she discussed her challenges with writing alternative tags for images that were graphs and charts. Her question was focused on how to provide the critical information a student with a visual impairment needed to understand a graph, but not to "read" the graph for them in the description because one of the learning goals of the class is to understand how to glean information from a graph. In your experience, what are the key points to keep in mind when making interpretive alt tags?
- What strategies do you suggest for helping faculty choose technologies to explore in the classroom?
- What is the best practice concerning creating accessible content for learning objectives that cover sense-related topics (eg, color theory as part of a design class covered in an audiovisual clip)?
- How can we work to change the culture towards accessibility at UC? How do we change the focus of accessibility from something we have to do vs. something we should be doing in order to ensure inclusion? How can we market accessibility as a best practice that benefits ALL users?

Event Details – Reception

Naming Contest Reception

Purpose: To unveil and celebrate the winning submission for the program's naming contest. To provide awareness surrounding accessibility at the university.

- Location: UC's Tangeman University Center (TUC), Level 3; 1-2pm (NOTE: There will only be a podium/speaker/microphone setup; this can be a busy public location.)
- Audience: Executive Sponsors, Steering Committee members, and all program team members are scheduled to attend the reception. Areas of expertise range from leadership at the university to staff members who work with technology.

There will be representatives from all areas of the university. UC students, faculty and staff are also invited to attend.

- Presentation Agenda:
  - 1:00-1:05 pm Welcome and Introduction
    - **Heidi Pettyjohn**, *Director of Strategic Priorities, EIT Coordinator*
    - Describe purpose of the program/purpose of the contest
    - Introduce **Luis Pérez**, *Inclusive Learning Evangelist*
  - 1:05-1:35 pm (flexible) Key Note Speaker Address
    - **Luis Pérez**, *Inclusive Learning Evangelist*
    - Topics to touch on: Broad description of what electronic accessibility is (most of our audience is already familiar with this subject), how it helps the student learning experience for all students, how it supports the university's mission of supporting diversity and providing an inclusive environment, why it is important from a civil rights perspective.
    - **Bio:** Luis Pérez received his doctorate in special education and a master's in instructional technology from the University of South Florida. His research interests include disability studies, Universal Design for Learning, and assistive technology. Luis is the author of *Mobile Learning for All: Supporting Accessibility with the iPad*, from Corwin Press. In recognition of his accomplishments in the field of educational technology, Luis was selected as an Apple Distinguished Educator (ADE) in 2009.
  - 1:35-2:00 pm Provost Office Support Statement and Name Reveal
    - **Nelson Vincent and Debra Merchant**, *Vice President and Chief Information Officer, Chair IT@UC; Vice President Division of Student Affairs*
    - Expand on "This is not only an institutional commitment to keep up with evolving technology requirements while continuing to strengthen the university's inclusive environment, but a personal imperative. It's about positive change, demonstrating value to all our students and advocating for a common online experience."

- Congratulate, Charity Curry, on submitting the new Program name, Accessibility Network at the University of Cincinnati. Present with iPad Mini prize on behalf of the the Program.

- 1:35-2:00 pm (flexible) Social discussion and personal conversation

Maps and Directions

Langsam Library (Room 480C) Written Directions

- Park in Woodside Parking Garage (see location in Google Maps); the entrance to the garage is the first driveway on right after you pull onto Woodside Drive
- Take a white parking ticket; we will validate your parking for the day
- The best accessible entrance to Langsam Library is through the Woodside Garage elevator, along the south wall of the garage (opposite the garage entrance)
- Take the elevator to level 4, marked with a star
- Upon exiting the elevator, walk through the main library doors and keep walking straight through the computer labs toward the back of the library (toward the triceratops statue)
- There is a banner for the Center for Teaching and Learning (CET&L) on the right when you come to the end of the common space
- Turn right; 480C conference room is immediately on your right

A Langsam Library 4th floor map is included as an additional file (Langsam-floorplan4.pdf), or can also be found online.