



Broadening Communications: Redesigning Your Web Site to Reach Diverse Constituents

Council on Foundations
2003 Annual Conference
Dallas, Texas

Martin Schneiderman
Information Age Associates
47 Murray Place
Princeton, New Jersey 08540
www.iaa.com
609-924-6936



Panelists

- i Tessie Guillermo
President and CEO
Community Technology Foundation of California
www.zerodivide.org

- i Laura Oftedahl
Development and Communications Director
World Institute on Disability
www.wid.org

- i Martin Schneiderman
President
Information Age Associates
www.iaa.com
- and –
Technology Editor
Foundation News & Commentary

Curb Cuts to the Information Superhighway



- i Accessible design broadens communications and puts Web sites within everyone's reach.
- i In the physical world, curb-cuts not only help people in wheelchairs get from the street to the sidewalk, they also help families pushing strollers and shopping carts. Bicyclists, rollerbladers, and people with wheeled luggage use them too.
- i Similarly, accessible Web site design increases online communication's effectiveness, usefulness, and reach.



Key Design Considerations

- i Make it easy for audiences to find the information that they're looking for
- i Keep information up-to-date
- i Provide key content in the languages spoken by your target audiences
- i Consider support of multi-lingual character sets
- i Ensure accessibility for everyone
- i Use description and keyword metatags
- i Design and test for cross browser support
Internet Explorer and Netscape
- i Design and test for cross platform support
Windows and Macintosh computers

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December 24, 2002

PND FINDING FUNDERS LEARNING LAB RESEARCHING PHILANTHROPY FOR GRANTMAKERS MARKETPLACE

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The Found

This holiday season, we want to thank those who have supported our locations and helped us meet the needs in our development and new educational offerings in our library/learning centers, so be sure to keep in touch!

- Foundation Finder
- Foundation Directory Online
- Foundation Grants to Individuals Online
- Grantmaker Web Sites
- Sector Search
- 990-PF Search
- Common Grant Applications
- Prospect Worksheets

Healthy year in 2003!

ment to thank all Web and in our forward to serving your exciting content at our Web site

The Foundation Directory Online



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Foundation Center Resources Available in All 50 States

The Foundation Center's collection of resources is available in libraries in all 50 states in the U.S. In addition to our own libraries and learning centers in Atlanta, Cleveland, New York, San Francisco, and Washington, D.C., we collaborate with libraries called

PND Today in Philanthropy News Digest

Headlines

- ▶ Philip Morris Companies Awards \$5 Million for Domestic Violence Initiatives
- ▶ Pritzker Family Completes Overhaul of Charitable Holdings
- Job of the Day**

Philanthropy's Response to 9/11
Creating the Record and Telling the Story

THE FOUNDATION DIRECTORY ONLINE

FOUNDATION GRANTS TO INDIVIDUALS ONLINE

W.K. KELLOGG FOUNDATION To Help People Help Themselves



W.K. Kellogg Foundation 2001 Annual Report -

- [Growing Up English PDF](#)
- [Crescendo Português PDF](#)
- [Creciendo Español PDF](#)

Order or download our



Election 2002: Rural Voters and Rural Issues

This

analysis specifically focuses on post-election research conducted with actual 2002 voters, as well as previous national post-election data from 1998 and 2000. [Press Release](#)



Grantees Announced for New Leadership Program BATTLE CREEK,

Michigan, November 26,

Web Site Destinations

- **Grantseeking** - See how we make grants and learn what kind of projects and activities we support.
- **Knowledgebase** - Browse an extensive database of materials that document the work of Kellogg Foundation funded projects and related issues.
- **Who We Are** - Learn about W.K. Kellogg and how his foundation continues "to help people help themselves."
- **Programming** - Review our program priorities and visit some of the places and people we serve.

United States

- Health
- Food Systems and Rural Development
- Youth and Education
- Philanthropy and Volunteerism
- Greater Battle Creek

http://www.wkkf.org/pubs/Pub3688.pdf - Microsoft Internet Explorer

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Address http://www.wkkf.org/pubs/Pub3688.pdf Go

100%

FUNDACIÓN W.K. KELLOGG
INTERESES PROGRAMÁTICOS
.....

Los niños siempre han sido de especial interés para los donativos de la Fundación W.K. Kellogg. El apoyo de las necesidades de los jóvenes está entrelazado y cruza por todas nuestras principales áreas programáticas de la Salud, Sistemas de Alimentación y Desarrollo Rural, Juventud y Educación, y Filantropía y Voluntariado.

2 of 104 8.5 x 11 in

Done Internet

Foundation for Children

SEARCH SITE MAP HELP HOME

ABOUT US WHAT'S NEW GRANT INFORMATION RESOURCES CONTACT US FEEDBACK EXTRANET

- > PRESS RELEASES
- > PUBLICATIONS
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Publications

[Save the Children](#)

Español

Save the Children es una Organización No Gubernamental (ONG) para la defensa y promoción de los derechos de la infancia en el marco de la Convención sobre los Derechos del Niño de Naciones Unidas. En España inició su actividad en 1990 bajo la denominación de FUNCOE (Fundación Cooperación y Educación), antes de unirse, en mayo de 1998, a la Alianza Internacional Save the Children.

[Nos Enfants Disparus - Our Missing Children](#)

Français

En 1985, le ministère du Solliciteur général du Canada a annoncé un programme polyvalent pour aider les services de police à enquêter sur les cas d'enfants disparus au Canada. L'une des composantes du programme a été l'établissement par la Gendarmerie royale du Canada d'un Services nationaux des enfants disparus qui est officiellement entré en opération en août 1986.

[Centro Brasileiro para Crianças Desaparecidas e Vítimas de Aboso](#)

Portugese

O Setor de Crianças e Adolescentes Desaparecidos recebe famílias que tenham suas crianças/adolescentes desaparecidos por fuga, rapto ou seqüestro, e também maiores de idade, mas mentalmente incapazes. Por meio de um software, o Setor poderá realizar o envelhecimento da foto de crianças/adolescentes que tenham



children foundation

Google Search

Searched the web for **children foundation**. Results 1 - 100 of about 2,840,000. Search took 0.55 seconds.

[Children International - Make a difference in a child's life today.](#)

Sponsored Link

www.children.org Sponsor a needy child for only \$15 a month.

[Starlight Children's Foundation Home Page](#)

Starlight **Children's Foundation** lifts the spirits of seriously ill **children** and their loved ones through a variety of innovative programs, services and events. ...

Description: An international, non-profit organization that lifts the spirits of seriously ill **children** and their...

Category: [Society](#) > [Organizations](#) > ... > [Cheer and Support](#) > [Wish Fulfillment](#)

www.starlight.org/ - 12k - Dec. 23, 2002 - [Cached](#) - [Similar pages](#)

[The Children's Foundation](#)

The **Children's Foundation** (CF), a private national educational non-profit organization strives to improve the lives of **children** and those who care for them. ...

www.childrensfoundation.net/ - 8k - [Cached](#) - [Similar pages](#)

[The Children's Foundation](#)

... hundreds of parents, family child care providers, nannies, au pairs, and center-based

Sponsored Links

[Children International](#)

Make a difference in a child's life for \$15 a month. Sponsor today!

www.children.org

Interest:

[See your message here...](#)



Actual Google listing of a Foundation that had No Description Metatags

ABC FOUNDATION

This site utilizes frames. If you can read this text, then your web browser does not support frames. We suggest Netscape Communicator or Internet Explorer. ...

www.abc.org/ - 2k - [Cached](#) - [Similar pages](#)

Note: The name of this foundation has been changed to protect the innocent



More Key Design Considerations

- i Ensure readability in common screen resolutions
- i Limit graphic size and image resolution to ensure good performance over dial-up connections
- i Make limited use of client-side technologies
Flash, Java, and JavaScript
- i Use style sheets to ensure consistency
- i Design effective navigation
- i Provide a dynamic [site map](#)
- i Index all site content so that it's searchable
Full text plus the contents of attachments (PDF, Word and Excel files)

Council on Foundations | Site Map - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail News RSS

Address http://www.cof.org/site/ind...
Go

COUNCIL ON FOUNDATIONS
A nonprofit membership association of grantmaking foundations and corporations

SELECT-A-TOPIC (browse the list & click)

Home Conferences & Workshops Membership Job Bank Publications

Site Map

- **About the Council (www.cof.org/about)**
 - ◊ [Accountability Resources](#)
 - ◊ [COF Annual Report](#)
 - ◊ [COF Board of Directors](#)
 - ◊ [COF Chairperson of the Board](#)
 - ◊ [COF Committees of the Board](#)
 - ◊ [COF Enduring Values](#)
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 - ◊ [Wilmer Shields Rich Awards Program for Excellence in Communications](#)
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What is a Foundation?
Starting a Foundation
Resources for Foundations
Legal & Government Affairs
Links & Networking
The Future of Foundations

The Community Foundation	News	Grants	How to Give	Publications	Websites of Interest	Guest Book	Contact	Home
--------------------------	------	--------	-------------	--------------	----------------------	------------	---------	------

mission	newsletter	recent grants	giving methods	annual report	website links	request publications	how to reach us	
staff/officers	recent grants	grant guidelines	ways of giving	grant guidelines				
financials	calendar	apply for a grant	philanthropic services	newsletter				
	press releases	programs	foundation alternatives	news insert				
	opportunities	seminars	finance & investment					
		annual report	trustee banks & managers					
		new directions	donor initiatives					
		focus areas:	donor events					
		education						
		health						
		youth development						
		community development						
		regionalism						
		capacity building						

site map



More Key Design Considerations

- i Give users the ability to specify interests and to opt in/out of mailing lists
- i Reuse content for broadcast newsletters
- i Provide seamless links to other systems
 - | online grant applications
 - | contact management
 - | event registration
 - | investment management
- i Consider public and private discussion forums
- i Post frequently asked questions (FAQs)
- i Display driving directions with maps
- i Provide online help
- i Offer feedback forms

SITE SEARCH

 **EXTRANET LOGIN**

 **JOIN/ UPDATE MAILING LIST**

Topic Area Interests

The Grant Foundation would like to know what topic areas are of interest to you. This information will not be used to contact you in anyway unless you have completed the form to join our mailing lists and have therefore given us permission to send you information.

- | | |
|--------------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Adults' Views of Youth | <input type="checkbox"/> Health/Health Policy |
| <input type="checkbox"/> After-school | <input type="checkbox"/> Juvenile Justice/Policy |
| <input type="checkbox"/> Child Welfare | <input type="checkbox"/> Peers |
| <input type="checkbox"/> Child/Adolescent Development | <input type="checkbox"/> Poverty/Poverty Policy |
| <input type="checkbox"/> Childcare | <input type="checkbox"/> Social and Cultural Contexts |
| <input type="checkbox"/> Civic Engagement/Civic Development | <input type="checkbox"/> Transitions |
| <input type="checkbox"/> Diversity and Inter-group Relations | <input type="checkbox"/> Welfare Policy |
| <input type="checkbox"/> Education/Education Policy | <input type="checkbox"/> Youth Creativity |
| <input type="checkbox"/> Employment/Employment Policy | <input type="checkbox"/> Youth, Media, and Technology |
| <input type="checkbox"/> Family | <input type="checkbox"/> Other |

Foundation for Children Online Newsletter - Message (HTML)


File Edit View Insert Format Tools Actions Help Type a question for help

Reply Reply to All Forward Bcc Field Picture...

From: newsletter@foundation4children.org Sent: Tue 12/24/2002 7:53 AM

Foundation for Children

The Foundation for Children Newsletter - December 24, 2002



Welcome to the premier issue of our online newsletter! You can look forward to receiving issues about once a month.

You can start or stop this subscription at anytime by sending an e-mail message to newsletter@foundation4children.org with the Subject of either "Start" or "Stop".

Medicaid Children Receiving Few Developmental Services
A survey of families with young Medicaid-insured children confirms the need for continued efforts to bridge the gap between pediatric care guidelines and physician practice. According to a new Commonwealth Fund report summarizing the survey results, two of five parents expressed concerns about their infant or toddler's social, behavioral, or cognitive development, yet only about one of five said his or her child receives the full range of preventive and developmental services recommended by pediatric care experts. The report, Partnering with Parents to Promote the Healthy Development of Young Children Enrolled in Medicaid, was written by Christina Bethell, Colleen Peck, Melinda Abrams, Neal Halfon, Harvinder Sareen, and Karen Scott Collins.

Breaking New Ground in Fostering Culturally Competent Care
A new report from The Commonwealth Fund spotlights a diverse group of health care organizations striving to improve access and quality of care for a growing minority and immigrant population. The report also provides the first comprehensive framework for health care organizations seeking to overcome cultural barriers in health care delivery. Cultural Competence in Health Care: Emerging Frameworks and Practical Approaches, by Joseph R. Betancourt, M.D., of Massachusetts General Hospital-Harvard Medical School, and Alexander R. Green, M.D. and J. Emilio Carrillo, M.D., both of New York-Presbyterian Hospital-Weill Medical College of Cornell University, responds to the recommendations of the Institute of Medicine in its report, Unequal Treatment, which highlighted cultural competence as part of a comprehensive effort to address racial and ethnic disparities in health care.

Child Care Basics
Child care and early education are critical to the success of two national priorities: helping families work, and ensuring that every child enters school ready to succeed.

Max Cuppens to Lead Elementary School Reform Initiative
Foundation for Child Development Announces Max Cuppens as Program Officer for Elementary School Reform Initiative

Key Facts About Education

Foundation for Children

SEARCH SITE MAP HELP HOME

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Publications

Medicaid Children Receiving Few Developmental Services

Partnering with Parents to Promote the Healthy Development of Young Children Enrolled in Medicaid

A new survey of families with young Medicaid-insured children has found that while two of five parents have concerns about their infant or toddler's social, behavioral, or cognitive development, only about one of five said their child receives the full range of preventive and developmental services recommended by experts in pediatric care. According to the Commonwealth Fund report, *Partnering with Parents to Promote the Healthy Development of Young Children Enrolled in Medicaid*, these findings confirm the need for continued efforts to bridge the gap between pediatric care guidelines and physician practice. The Promoting Healthy Development Survey-PLUS, administered by FACCT, Inc. (the Foundation for Accountability) in North Carolina, Vermont, and Washington, asked approximately 6,000 mothers of Medicaid-enrolled children under age 4 whether their pediatrician talks to them about "anticipatory" guidance topics such as feeding and nutrition, sleeping, nurturing, injury prevention, communication, discipline, and language development. The survey was also used to determine whether health plans and providers offer follow-up counseling for parents whose



tBf HOME

The Boston Foundation

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- Current Activities
- Understanding Boston
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About Us



Map of the Boston Foundation's Offices

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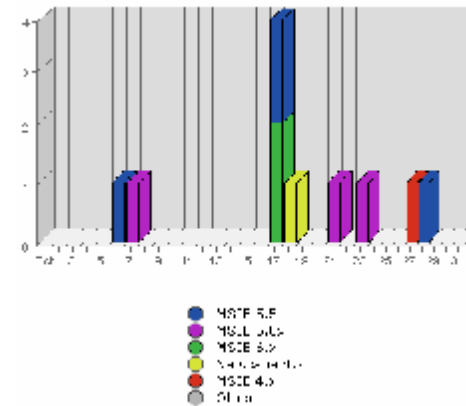
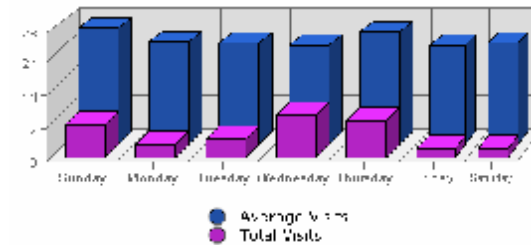
[Timeline](#)

[Financial Information](#)



Analyze Your Site's Usage to Make Informed Decisions

- i Site activity
- i Page reports
- i Referral reports
- i Browser reports
- i Geographic reports





Tips for Avoiding Bad Web Design

i Word, word, words

On a web page, less is more. Usability studies show that, on average, a person can read about 25% as much text on a monitor as s/he can read on a printed page. Choose your words carefully.

i Huge pictures and graphics

Why avoid the large? Download time my friend. While visitors love graphics and color, they won't stick around for a slow-loading page (unless it's your Mom or your best friend). Use a graphic-optimizing program to downsize your graphics, not the width and height attributes of the HTML tag.

i Unreadable text

Reading text on a monitor is hard enough already. Don't make it harder by using a tiny font size, or by selecting a color for your text that is close to, or clashes with, the background color.

Is your site readable by 20 million Americans who are color blind?

Can you read this?

Ouch!

How about this?

Nope.

Source: Gayle Pyfrom - Tech Soup Special Report excerpt



Tips for Avoiding Bad Web Design

i L o o o o n g pages

Usability studies demonstrate greater comprehension and memory in readers presented with one or two screens of material in a page. Organize your longer articles into screen-sized blocks, then use next and "previous" links to guide your visitor through the pages.

i Blinking, twinkling, twirling images in garish colors

Exercise some restraint with animated images. Animations can be really fun for some people, and hideously annoying to others. Know your audience. Remember that images are information, and movement is information too. Ask yourself if the movement works with the images to convey your idea.

Accessibility References

- i **Disabilities Funders Network**
<http://www.disabilityfunders.org>
- i **World Institute on Disability**
<http://www.wid.org>
- i **Cynthia Says**
<http://www.contentquality.com>
- i **Section 508 accessibility standards**
<http://www.section508.gov>
- i **W3C Web Accessibility Initiative**
www.w3.org/wai
- i **Microsoft's Accessibility Support Page**
<http://www.microsoft.com/enable>
- i **Virtual Assistive Technology Center**
<http://www.at-center.com>
- i **The Alliance for Technology Access**
<http://www.ataccess.org>



Some Good Articles about Web Site Design and Accessibility

- i **Accessibility Online**
<http://www.techsoup.org/articlepage.cfm?ArticleId=266&topicid=13>
- i **And Web Sites for All**
<http://www.pcmag.com/article2/0,4149,2986,00.asp>
- i **A Guide to Building Accessible Web Sites**
<http://www.techsoup.org/articlepage.cfm?articleid=252&topicid=13>
- i **Tips for Avoiding Bad Web Design**
<http://www.techsoup.org/articlepage.cfm?articleid=240&topicid=13>
- i **Designing Your Website for the Disabled**
<http://www.techsoup.org/articlepage.cfm?articleid=265&topicid=13>



Some Useful Tools and Services

- i **AlertSite** – www.alertsite.com
An online Web site monitoring and alerting service (starting at \$15/month) that checks your Web site regularly to ensure that it's operating properly.



- i **BrowserSizer** - <http://www.applythis.com/browsersizer/>
A free program to see how a site will look using Internet Explorer and Netscape in different video resolutions.

- i **Google back link search** - Link: www.myfoundation.org
A quick and easy way to find out which other Web sites have provided links to yours.



- i **pdfFactory** - www.fineprint.com
A low-cost program (\$50) that creates small PDF files.



- i **The Internet Archive Wayback Machine** - www.archive.org
Go back in time to see how a past version of a Web site looked.

- i **Xenu** - <http://home.snafu.de/tilman/xenulink.html#Download>
A free program to check sites for broken links.





Section 508

Accessibility Testing Tools

- i **Types of tools.** Section 508 compliance tools automatically detect and document accessibility failures. Many tools also will correct the problems.
- i **Accuracy.** Automated tools can help Web site designers identify problems fairly quickly and inexpensively. They're don't work 100% of the time. Many requirements are subject to interpretations.
- i **Product selection.** Take products for a test drive before buying. Consider plug-ins so that developers can continue using their favorite products.
- i **Cost.** They range in cost from free to products and services that cost \$10,000+.
- i **Report or fix?** Some tools only report, others make repairs too. Also consider going beyond the basic 508 guidelines to stricter Priority 2 or 3 Web Content Accessibility Guidelines recommendations.
- i **Site testing.** Invite people with disabilities to help do the testing!

<http://www.gcn.com/newspics/G31buyersp38.pdf>



Section 508

www.section508.gov

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Change Font Size 11px

Enter

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Enter Search Words

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- Buy Accessible Services
- Section 508 Website

Search Clear

Additional Links

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- [Contact Us](#)

Breaking News

The [Section 508 Awareness CD](#) is now available online. This CD contains general Section 508 information for all employees, as well as a self-test and copies of the statute, accessibility standards, and relevant sections of the FAR.

Links to [Federal Agency Public URL's on Section508 Guidance](#) is available online.

Federal webmasters need [compliance tools](#) to assist with website remediation. Here is an update on [tools used to detect and repair 508 violations](#).

Home

Section 508 requires that Federal agencies' electronic and information technology is accessible to people with disabilities. The Center for Information Technology Accommodation (CITA), in the

User Login

Username

Password

- Buy Accessible
- 508 Universe

Login

- [Forgot Password?](#)
- [Register For Buy Accessible](#)
- [Register For The 508 Universe](#)
- [Check Vendor Status](#)

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Change Font Verdana
Change Font Size 16px
Enter

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Breaking News

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Links to [Federal Agency Public URL's on Section508 Guidance](#) is available online.

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Username

Password

Buy Accessible
 508 Universe

Login

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- [Register For Buy Accessible](#)
- [Register For The 508 Universe](#)
- [Check Vendor Status](#)