Alignment and Impact at Michigan Publishing

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University of Michigan Press
In partnership with their authors and series editors, the Press publishes in a wide range of humanities and social science disciplines. With a rich history of publishing expertise, the Press leads in the development of digital scholarship and supports the dissemination of knowledge as widely and freely as possible.

Michigan Publishing Services
As experts in scholarly publishing, we provide a suite of publishing-related services to the University of Michigan to help increase the visibility, reach, and impact of scholarship.

Deep Blue
University of Michigan’s permanent, safe, and accessible service for representing our rich intellectual community. Its primary goal is to provide access to the work that makes Michigan a leader in research, teaching, and creativity.
University of Michigan DEI Plan

**Strategy 1:** Create an Inclusive and Equitable Campus Climate

**Strategy 2:** Recruit, Retain and Develop a Diverse Community

**Strategy 3:** Support Innovative and Inclusive Scholarship and Teaching
DEI -> DEIA

At the Library, we have chosen to add a strong focus on Accessibility to our Diversity, Equity, and Inclusion initiatives.

We make this focus concrete in our publications and our platform.
Building an accessible platform

- WCAG 2.0 AA
- VPAT 2.1
Conduct Regular Audits

Using WCAG 2.0 AA and Section 508 as a baseline, we audit sections of our site with the aXe plugin for Chrome and keyboard controls.

Create issues from resulting audits and assign to development sprints.
Functional Testing

Partner with MSU Usability and Accessibility Research Consulting to do usability testing with assistive technology and limited dexterity users.

This kind of testing illuminates both accessibility and usability issues with the site. **Fixing these issues will benefit not just assistive technology users, but all users.**

Test common navigation options for screen reader users
#1794

[Image of a web page with a comment]

As a screen reader user, I expect the common navigation tools I use to be helpful for providing me with the necessary information to get an overview of the page and quickly navigate to content that meets my information need.

Using NVDA, test the three most common navigation options screen reader users utilize when reading a page. For each page, list out 1) buttons, 2) links, and 3) headings. Document what is presented to users and create new tickets where navigation information is insufficient, misleading, or confusing.
Accessible Content

Require alt text for images, provide captions, transcripts, and OCR text for various content we’re hosting on Fulcrum.

Challenges include figuring out efficient and cost-effective workflows and finding high-quality captioning/transcript services.
Field of Our Dreams is a mobile produce market serving the Eastside of Detroit. The market emerged from conversations at the Capuchin Soup Kitchen between artist Nick Tobier and Keith Love and Warren Thomas, local residents and patrons of the kitchen. Once a week, via a converted pickup truck, the market roams through Eastside neighborhoods that are underserved or unserved by grocery stores and that as a result have constrained access to fresh fruits and vegetables. Most of the market’s produce is purchased from wholesale produce distributors using proceeds from previous sales; the market also sells produce from Earthworks’ Youth Garden, which receives all proceeds from these sales.
Description

Three staff people working at a Field of Our Dreams produce stand. The stand consists of a folding table set up on a residential sidewalk, piled with different size baskets of greens, fruit, and vegetables. One staff worker, a middle-aged Black man in an apron, adjusts a pineapple on the table; a second worker, a Black man, speaks through a megaphone; a third worker, a white woman, looks on and listens. In the background are residential houses of a Detroit neighborhood and cars parked along the street.

Note: In certain cases the author may wish to highlight other elements of the photograph, identify the people pictured, or provide greater context.

Consider goals beyond revenue. Be willing to part with your contractual rights to increase impact.
Resources are finite. Allocate some to projects that promote inclusion on campus and beyond.
Impact Metrics We Use

- **Google Analytics**
  - OA readership
- **Monthly sales reports**
  - Print and eBook readership
- **Altmetric**
  - Social media
  - Policy documents
  - Syllabi
- **Dimensions**
  - Citation count
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