

RECOMMENDATION MEMORANDUM

TO: Commissioner Beth Fastiggi, Department of Human Resources

FROM: Governor's Workforce Equity and Diversity Council
Shalini Suryanarayana, Co-Chair—GWEDC
Alison Powers, Former Co-Chair—GWEDC

DATE: May 19, 2023

RE: GWEDC Recommendation Memo – State Websites Diversification

One of the initiatives identified by the GWEDC as part of the 2021 Annual Retreat was to develop recommendations on diversifying State Department and Agency websites. It is important that people with diverse backgrounds feel welcome when browsing through State websites and have access to information and resources within the first couple of clicks instead of information being hidden deep within links. To that end a sub-committee was formed which has been meeting and working on developing these recommendations. The GWEDC had previously engaged in a preliminary review of various state websites.

The GWEDC recommends the State's departments and agencies be reminded and strongly encouraged to take these steps to diversify the State's websites (and highlight that in many cases the work is already legally required):

1. Incorporate inclusivity in the language and website content of Agencies/Departments. Particularly demonstrate a welcoming culture on the main page.
2. Provide clear and obvious links to vacancies/job postings at the Department/Agency on the main page.
3. Review the language and content across entire website to ensure that language being used is inclusive and consistent. Acronyms and terminology should be explained in detail and should be easy to access.
4. Ensure that accessibility guidelines are followed, and websites are ADA complaint.
5. Review websites for diversity in all aspects (such as types of photographs used, contrast of colors, captioning on videos, plain language or language translation options, etc.).
6. Utilize EEO Officers of Agencies/Departments to assist with implementing these recommendations.

7. Websites should regularly be reviewed and audited to ensure inclusivity and accessibility.

Additionally, we recommend that these be shared with the other two branches in State government to assure that all SOV websites consistently meet the minimum requirements for accessible and inclusive sites.