**CHAT TRANSCRIPT**

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| **Title** | Scheduled Chat: Universal Design with David Jones |
| **Date** | 11/01/2017 |
| **Start Time** | 2:00 PM |
| **End Time** | 3:00 PM |
| **Moderator** | Jones, David |
| **Participants** | 28 |

**Jones, David**- 2:00 PM:
Welcome.

**Jones, David**- 2:00 PM:
Thank you for joining. We will start shortly.

**Griffin, Tim**- 2:01 PM:
Ok

**Jones, David**- 2:02 PM:
Welcome! Thank you for joining our ETA inaugural chat on Universal Design.

**Jones, David**- 2:02 PM:
So everyone can know who is participating, please take a brief moment to share your name and what office/state you are representing. I’ll resume my remarks after it gets quiet again.

**Griffin, Tim**- 2:03 PM:
Tim Griffin, Maine Department of Labor, Augusta

**Woodard, Ed.D., Linda**- 2:03 PM:
Florida

**Jones, David**- 2:03 PM:
Welcome. Ok. I will get started.

**Woodard, Ed.D., Linda**- 2:03 PM:
Florida

**Jones, David**- 2:03 PM:
Since this ETA TA forum is new, I would like to promote three ground rules to help make this an informative experience for everyone participating: Let’s be respectful of everyone’s ideas; Let’s be creative in our thinking; and Let’s have fun.

**Duddy, Lisa**- 2:04 PM:
Lisa Duddy Bergen Community College Paramus NJ

**Jones, David**- 2:04 PM:
I would like to first provide some helpful background content and then I will open it up to the floor for questions or comments.

**Michael, Maaza**- 2:04 PM:
California

**Ramsey, Amanda**- 2:05 PM:
Amanda Ramsey, Kansas Workforce Services

**Jones, David**- 2:05 PM:
As many of you know, we have approximately 2,400 American Job Centers nationwide. In PY 2015, 13 million customers received services. We serve displaced workers, youth population, and our veterans which are just a few small samples amongst the many diverse communities we serve. Everyone we serve has a story with needs or wants and we are in a unique position to help make their lives better.

**Baker, Leila**- 2:05 PM:
Leila Baker, Colorado

**Duffin, Susan**- 2:05 PM:
Susan D - consultant with Maher & Maher, national talent development organization, working with the U.S. DOL Office of Apprenticeship. I live in Florida

**Jones, David**- 2:05 PM:
Today, we are being innovative by having “a chat” in this context to both increase awareness and problem solve. The objective of this dialogue is simply to share and better understand how we can apply our products, physical environment, communication, and technology to help meet the needs of our diverse customer base. Through this joint thinking, we are collectively working towards being a world class service environment to help Americans get the training they need and find jobs.

**Jones, David**- 2:06 PM:
As outlined in the webcast, one way to meet the needs of our customers is through achieving the principles of Universal Design. The webcast outlined how Universal Design can be achieved through applying the method of Customer Centered Design. I’ve been fortunate to learn awhile back from Virginia Hamilton – my idol from Region 6 - about applying the importance of putting the customer at the center of everything to achieve the principles of universal design.

**Jones, David**- 2:06 PM:
I’m here to answer your questions stemming from ETA’s most recent webcast posting on how Universal Design can be achieved. But, to help mix it up to increase engagement amongst all of us, I would like to ask the larger group two questions during our chat. I’m hoping the responses received can be a learning moment for all of us to see how different offices might be tackling universal design in the front lines. It is really in the front lines where true innovation is happening and hopefully we can all learn something new from each other today.

**Holliday, Marty**- 2:06 PM:
New River/Mount Rogers Workforce Development Board - Virginia

**Jones, David**- 2:07 PM:
So, let’s get started – On the topic of Universal Design, what questions are on your mind or comments would you like to share with ETA or to the larger group? You will need to write your message. This is text based.

**Woodard, Ed.D., Linda**- 2:07 PM:
Are there model designs that are successfully being employed I. AJCs?

**Jones, David**- 2:08 PM:
Yes Linda. Through our Customer centered design challenges we've been able to get model universal design models

**James, Olan**- 2:08 PM:
What is the best method to track customer engagement with the job centers? Should we be sending follow up surveys several days after a visit?

**Jones, David**- 2:08 PM:
Please see the webinar linked with the webcast to see how it was achieved in WA and MA.

**Jones, David**- 2:09 PM:
Customer engagement is best achieved through careful observation and research is my opinion

**Jones, David**- 2:09 PM:
Also...

**Duddy, Lisa**- 2:09 PM:
I think I need to view the webcast first then review the transcript from this chat after. I am exiting- my apologies. Lisa

**Jones, David**- 2:09 PM:
working in teams to collectively share insights and planning ahead.

**Woodard, Ed.D., Linda**- 2:09 PM:
How are internal referrals amongst partners done?

**Gore, Leonard**- 2:09 PM:
Good morning. This is Leonard Gore from the Department of Employment Security in Illinois.

**Jones, David**- 2:10 PM:
Linda...internal referrals vary from one AJC to another. But, you can examine that further by applying U.D. principles to focus on the customer

**cagle, rebecca**- 2:10 PM:
Rebecca Cagle University of North Texas & California State University Northridge

**Wren, Dylan**- 2:10 PM:
Hello, Dylan Wren, Greater Nebraska Workforce Development Area, Lincoln, NE

**Jones, David**- 2:11 PM:
In U.D., we design for all which makes it very inclusive

**Woodard, Ed.D., Linda**- 2:11 PM:
I agree. The chatting format is difficult to follow.

**Jones, David**- 2:11 PM:
Thanks Linda. Yes, this is a pilot and something we are testing

**Holliday, Marty**- 2:11 PM:
I'm looking to better understand "Universal Design" around programing. The facility angle is clear to me, but other aspects of program design are more difficult to grasp.

**Jones, David**- 2:12 PM:
Ok. U.D. applies to products, communication, and technology beyond physical environment

**Duffin, Susan**- 2:12 PM:
Hi David: Could you provide some examples of U.D. in the context of referring customers from one provider to another?

**Jones, David**- 2:12 PM:
So, the important thing to remember is to see how the customer is using each of these

**Jones, David**- 2:12 PM:
And, make adjustments from that by applying the method of customer centered design

**Jones, David**- 2:13 PM:
In response to Susan's question, the goal is to make it seamless for the customer

**Jones, David**- 2:13 PM:
A good example is through intake and referrals to make it seamless for the customer amongst the services provided by core programs

**Jones, David**- 2:14 PM:
What U.D. establishes is thinking of all possibilities

**Jones, David**- 2:14 PM:
To achieve U.D., a good method is applying customer centered design

**Jones, David**- 2:15 PM:
In Customer centered design, there are several key steps

**Jones, David**- 2:15 PM:
We research and synthesize the information through observation

**Jones, David**- 2:15 PM:
In Ideate stage, based on the information from research, we ask "What if" or How might we"

**Woodard, Ed.D., Linda**- 2:15 PM:
What are the steps to ensure that we cover everything?

**Jones, David**- 2:16 PM:
And then you prototype and test as outlined in the webcast

**Jones, David**- 2:16 PM:
To make sure you cover everything, you need to have the mindset that you must not be afraid to fail

**Jones, David**- 2:16 PM:
Think bold and big

**Jones, David**- 2:16 PM:
Think out of the box as you address solutions

**Woodard, Ed.D., Linda**- 2:17 PM:
Gotcha! That what we're doing!

**Jones, David**- 2:17 PM:
Exactly. Innovation is key

**Jones, David**- 2:17 PM:
another question?

**Jones, David**- 2:17 PM:
Ok. If I may, I will ask the group a question

**Jones, David**- 2:17 PM:
How are you collecting or what methods do you think are effective to identify customer feedback to help support the principles of “designing for all” philosophy of Universal Design?

**Jones, David**- 2:19 PM:
From my perspective, it is about observing the customer and learning from them. That helps me understand their needs. Everyone has a story that can provide useful insights.

**Coffindaffer, Wade**- 2:19 PM:
online and paper customer surveys

**Jones, David**- 2:19 PM:
Yes Wade. Right.

**Jones, David**- 2:20 PM:
Sometimes, just getting to really ask questions to our customers about our service

**Duffin, Susan**- 2:20 PM:
Valuable to collect information regarding in-person and online services

**Jones, David**- 2:20 PM:
For example, the webinar linked to webcast from WA and MA share how they collected information and encourage you to view

**Coffindaffer, Wade**- 2:21 PM:
secret shoppers are also effective in determining strong points an weak points

**Gilman, Francie**- 2:21 PM:
Getting a group of people from the communities we serve to be on an advisory committee helps!

**Jones, David**- 2:21 PM:
For WA, Kevin Williams highlighted how to make a welcoming environment went people enter the AJC

**Jones, David**- 2:22 PM:
For MA, Stacy Thompson highlighted how non-UI customers were not getting serviced fully and adjustments were made to improve.

**cagle, rebecca**- 2:22 PM:
Use Trusted Testers-https://testpros.com/dhs-trusted-tester-program/

**Jones, David**- 2:22 PM:
So, from the abbreviated webinars, you will see how AJCs took steps to improve service delivery

**Jones, David**- 2:23 PM:
Thanks Rebecca and Francie

**Jones, David**- 2:23 PM:
And, Wade!

**Jones, David**- 2:23 PM:
Closely examining the resource room of the AJC is key as this is where our customers spend the bulk of their time

**Jones, David**- 2:24 PM:
One could closely observe how customers are using the tools and resources to further assess

**Holliday, Marty**- 2:24 PM:
Online and paper surveys (of course verbal feedback works too)

**Jones, David**- 2:24 PM:
Sometimes its important to take a step back and examine more closely to closely observe how services are provided.

**Duffin, Susan**- 2:25 PM:
In that regard, it is important to not only have commonly-used assistive technology, but to make sure it is all working properly and staff are trained in its use. Otherwise, it has limited value for customers who need it.

**Jones, David**- 2:25 PM:
Yes Susan! Training is very important for staff - cross-training

**Jones, David**- 2:26 PM:
In Universal Design, we review everything, think inclusively, and seek feedback and learn from others

**Jones, David**- 2:26 PM:
And, cross-training is an important ingredient to achieve that

**Jones, David**- 2:27 PM:
I would like to ask a second question to the group so everyone can share a perspective...

**Jones, David**- 2:27 PM:
Briefly, in 1-2 sentences, what small change have you seen successfully applied against your physical environment, products, communication, or technology that had a positive impact in serving our customers?

**cagle, rebecca**- 2:29 PM:
providing captioned videos (transcripted) and use videos with "tools" useable with screen readers.

**Jones, David**- 2:29 PM:
Yes Rebecca. Having closed captioning is a good example of U.D.

**James, Olan**- 2:30 PM:
We are asking core partners to commit to spending more time inside the job center? Having a physical presence is important to making a connection with our customers.

**Jones, David**- 2:30 PM:
Also, from my summer experience, visiting a museum and people were given a choice to use audio or read about the place

**Jones, David**- 2:30 PM:
U.D. is about giving our customers options

**Jones, David**- 2:31 PM:
Olan. Yes. What you described is part of how we communicate with our customers in having a physical presence.

**Jones, David**- 2:31 PM:
Again, U.D. supports the principle of being welcoming to all

**Holliday, Marty**- 2:32 PM:
training front line staff on Disability Awareness

**Jones, David**- 2:32 PM:
Yes Marty. Training on Disability awareness includes disability etiquette

**Jones, David**- 2:33 PM:
It is important to remember that approximately 15% of population has a hidden disability so it may not always be apparent to those we serve

**Gilman, Francie**- 2:33 PM:
What are some good resources for disability awareness and etiquette? There's LOTS out there, hard to make a choice and it's absolutely critical training.

**Jones, David**- 2:34 PM:
Please visit the ETA Disability Community of Practice Page. We have a resource called "Disability Playlist" that was developed across agencies

**cagle, rebecca**- 2:35 PM:
pre-employment tests is one area my department needs to work on-such as a typing test that is going to accurately capture the skills of a person that uses a screen reader.

**Jones, David**- 2:35 PM:
But, as we think about U.D., we not only think about the needs of the individual, but we also think of the needs of the local employer

**Jones, David**- 2:35 PM:
In Universal Design, we think of all of the customers that use the services of the AJC

**Jones, David**- 2:36 PM:
And, in Universal Design, we are thinking about how we can design for the average user

**Jones, David**- 2:37 PM:
This is the core of our customer base and knowing their everyday needs using our AJC services is important to know

**Jones, David**- 2:38 PM:
It is only when you understand people's needs that you can create solutions that address root causes of an issue

**Jones, David**- 2:39 PM:
In U.D., it makes good business sense

**Jones, David**- 2:40 PM:
For example, in having good planning in how we redesign our products, environment, communication, or technology, we may reduce the need for specialized assistance

**Anderson, Kate**- 2:40 PM:
We are using online surveys, as well as in-person ways to provide input on a mock-up, like having a whiteboard where people can write their feedback.

**Jones, David**- 2:40 PM:
So, the long term benefit can outweigh short term costs

**Jones, David**- 2:41 PM:
That's great Kate. You are listening to the customer!

**Jones, David**- 2:41 PM:
The customer is the center in how we think about our service design

**Anderson, Kate**- 2:41 PM:
We are using CCD at the state level (state workforce agency) to improve how we serve local workforce area staff as one of our primary customers.

**Jones, David**- 2:41 PM:
Fantastic!

**Jones, David**- 2:41 PM:
Has it been challenging Kate to apply CCD?

**Anderson, Kate**- 2:42 PM:
My question is around how we avoid getting bogged down in the process. We have had a number of CCD teams working for over a year and only one has implemented solutions.

**Anderson, Kate**- 2:42 PM:
How do we push out of the "government" mindset to encourage pilots.

**Jones, David**- 2:42 PM:
Yes, CCD can get messy, but it's good to get all ideas on the table to reassess

**Jones, David**- 2:43 PM:
Great question Kate. It all starts within and you are a change agent

**Jones, David**- 2:43 PM:
WIOA supports innovation in how we do business

**Jones, David**- 2:44 PM:
The goal is to always make it seamless for the customer

**Jones, David**- 2:45 PM:
What Kate and the interest the group has shown is the spirit of being proactive to assess how we can improve serving our customers

**Jones, David**- 2:45 PM:
Please check out the resources linked with the abridged webcast

**Jones, David**- 2:46 PM:
One resource is the Executive Summary which breaks down a larger webinar conducted earlier this year.

**Jones, David**- 2:47 PM:
Also, if you have time, check out the publication on how TANF applied design thinking

**Jones, David**- 2:48 PM:
In that publication, it states, "In design thinking, you re-define the problem after the investigative stage, using what you have heard and learned to make sure you are solving the right problem"

**Jones, David**- 2:49 PM:
Are there any questions from the group?

**James, Olan**- 2:50 PM:
Thanks for your time, David.

**Jones, David**- 2:51 PM:
You are welcome Olan. I hope the information is helpful as you think about how services are provided to our customers

**Jones, David**- 2:51 PM:
Again, it's really taking a step back from business as usual

**Jones, David**- 2:52 PM:
So, as you seek to achieve U.D., apply the methods of customer centered design. I believe it will help you get from Point A to Point B.

**Anderson, Kate**- 2:53 PM:
Thanks!

**Jones, David**- 2:53 PM:
And, be inclusive of partners and peers as you think through these challenges

**Jones, David**- 2:53 PM:
By working collectively, you will have more diverse ideas to address the problem at hand and more buy-in

**Jones, David**- 2:54 PM:
And, don't be afraid to fail as you go through the re-design process

**Jones, David**- 2:56 PM:
At the end of the day, by applying these steps, you will have more satisfied customers in how they use your products and utilize your communication and technology tools

**Jones, David**- 2:57 PM:
Thank you again for your time in promoting Universal Design. I hope it helps you as you think through on how we can better serve our customers.

**cagle, rebecca**- 2:57 PM:
Thanks David!

**Baker, Leila**- 2:58 PM:
Thank you!

**Michael, Maaza**- 2:59 PM:
Thank you!

**Noel, Claudine**- 2:59 PM:
Thank you for a very informative chat!

**Jones, David**- 3:00 PM:
Thank you again. The 3:00 PM hour is upon us. Will sign off.