

# Staff Partnership Case Study

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## Empowering UCD Registry to deliver clear, accessible communication.

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### **Introduction and Context**

UCD Registry communicates daily with a large and diverse audience of students, staff, faculty, and external partners. There was a need identified to ensure clarity and inclusivity in our communications to all our audiences.

The goal was to provide Registry staff with a communications toolkit (document templates, guidelines and training) to enable them to produce accessible and clear information in a sustainable manner.

### **Design and Implementation**

- Communications Audit.
- Assessed accessibility of existing document templates against UDL and Accessibility Guidelines.
- Template Creation and Guidelines.
- Created new accessible templates for PDFs and presentations (portrait and landscape). New email templates also created. Updated Registry Communications Guidelines provided.
  - [www.ucd.ie/registry/t4media/How\\_to\\_log\\_into\\_Banner\\_Jan\\_24.pdf](http://www.ucd.ie/registry/t4media/How_to_log_into_Banner_Jan_24.pdf)
  - [www.ucd.ie/registry/t4media/How\\_to\\_use\\_SOAIDEN\\_in\\_Banner.pdf](http://www.ucd.ie/registry/t4media/How_to_use_SOAIDEN_in_Banner.pdf)
- Universal Design Training.
- Staff complete the Introduction to Universal Design In UCD training. Staff encouraged to participate in rollouts of the UD Beyond the Classroom Digital Badge.
- Video Creation.
- Expanded student video library – UDL/accessibility embedded. Staff-facing videos produced using AI with UDL/accessibility features. Guideline document for using the AI video generator created.

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- [www.ucd.ie/students/videos/](http://www.ucd.ie/students/videos/)
- [www.ucd.ie/registry/staff/registryservices/curriculum/guideslinktofaqs/](http://www.ucd.ie/registry/staff/registryservices/curriculum/guideslinktofaqs/)
- Plain English Training.
- Organised Plain English Training sessions (external provider). Peer-led Plain English masterclasses also held.

## Results and Impact

- Main benefit is high staff engagement and awareness.
- UDL and Accessibility Standards promoted by Registry Communications Group and embedded in everyday practice through peer-led training and support.
- UD Beyond the Classroom Digital Badge completed by 17 Registry staff to date.
- Plain English training (external provider) attended by 24 Registry staff to date.
- Top student video has 9.5K views to date. See <https://www.ucd.ie/students/videos/>
- Overall web accessibility score increased to 89% (per Silktide Monitor) due to use of Plain English and new templates.
- New templates resulted in PDF accessibility scores of 100% (per Silktide Monitor).

## Advice to Others

- Audit existing documents and templates for accessibility.
- Build regular accessibility checking into your workflow.
- Emphasis on simple, inclusive language.
- Build capacity of whole team so Universal Design is everyone's business.
- Universal Design is a continuous process.