Association of Title IX Administrators

September 19, 2024

Time with IX: Creating a Purposeful Title IX Website

Best Practices for Compliance

- Leah Gutknecht, ATIXA Advisory Board
- Mandy Hambleton, ATIXA Vice President
- Tina Hatch, ATIXA Member

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Today's Presenters

September 19, 2024

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Agenda

1. Website Considerations and Requirements
2. Best Practice Inclusions
3. Visual Presentation
4. IT Collaboration
5. Example Websites
6. Q & A

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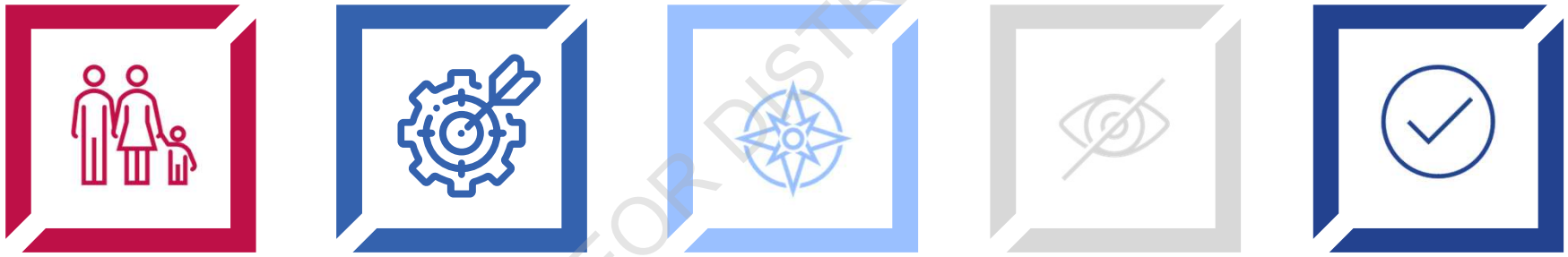
Website Considerations



AUDIENCE **PURPOSE** **NAVIGATION** **ACCESSIBILITY** **ACCURACY**

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2020 Regulatory Requirements

The recipient's website must include:

- A statement that the recipient does not discriminate on the basis of sex and prohibits sex discrimination in any education program or activity that it operates
- The name or title, office address, email address, and telephone number of the recipient's Title IX Coordinator
- The recipient's non-discrimination policy
- All materials used to train Title IX Coordinators, Investigators, Decision- makers, and any person who facilitates an Informal Resolution process

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2024 Regulatory Requirements

The recipient's website must include:

- A statement that the recipient does not discriminate on the basis of sex and prohibits sex discrimination in any education program or activity that it operates
- A statement that inquiries about the application of Title IX may be referred to the recipient's Title IX Coordinator, the U.S. Dept. of Education Office for Civil Rights, or both
- The name or title, office address, email address, and telephone number of the recipient's Title IX Coordinator
- How to locate the recipient's nondiscrimination policy and grievance procedures
- How to report information about conduct that may constitute sex discrimination under Title IX
- How to make a complaint of sex discrimination

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Best Practice Inclusions

- Mandated Reporting Pathway
- Anonymous Reporting Pathway
- Report/Complaint Form
- Key Title IX Staff
  - Roles & Responsibilities
  - Contact Information
  - Photo
- Policies and Procedures
- Supportive Measures
- Support Resources
- Pregnancy & Related Conditions Support
- Presentation/Training Request
- Annual Reports and/or Other Data
- Audiovisual Process Aids
- Link to All Employee Training
- Link to Student Prevention Education
- Record Retention & Request Information
- Parent/Guardian Information (K-12)

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Visual Presentation

- Clear, concise language
- Imagery that is representative of your community members
- Logical placement and flow
- Scrolling is faster and easier than clicking; if a visitor needs to click, they are less likely to see the content
  - Avoid rotating sliders
  - Avoid expanding boxes
- Flowcharts
- Use “Calls to Action” intentionally
- Mobile Responsiveness

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Website Management

- Website Revision Process
- Search Optimization
- Website Search Function
- Troubleshooting
- Mobile Responsiveness

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Accessibility and Internationalization

- Most content management systems (CMS) will check for disability accessibility
  - Free tools also exist
    - Web AIM Wave (https://wave.webaim.org/)
    - Pa11y (https://pa11y.org)
  - Only check the web content, not any attached/downloadable documents
- Avoid using pictures of text
- Include alt text for images
- Have a native speaker review the website and documents for grammar and accuracy in any non-English language

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Data Analytics

- Everything can be tracked
  - Anything you track can be subpoenaed
  - Recommend tracking anonymously and not by IP address or username
  - Track by actions taken
- Determine what you would like to track
  - Link clicks
  - Page views
  - Downloaded resources
- May need IT staff assistance to access data analytics

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Safe Exit Option

- A Safe Exit button allows the user to immediately view an unrelated website if someone comes into view of their screen that they do not want to know they were viewing the website
- May need to include what the “Safe Exit” option means on the website
- Consider whether to remove an online incident report form from browser history
- Https://techsafety.org

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Website Examples

Higher Education Institutions

- Austin Community College District (TX)
- Medical University of South Carolina
- Ohio State University
- University of North Alabama
- University of North Dakota
- University of Northern Iowa
- University of Oregon
- University of Virginia

K-12 Schools & Districts

- Indianapolis Public Schools (IN)
- Long Beach Unified School District (CA)
- Oregon School District (WI)
- Portland Public Schools (OR)
- Salt Lake City School District (UT)

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Questions?

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