

Universal Design: Moving the Campus Ahead Through Organizational Change and Collaboration

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AHEAD Presentation · Friday, July 21, 2006 · 2:30 pm – 5:45 pm*

Increasing numbers of disability service professionals are recognizing the promise of universally designed campus environments. We embrace the sociopolitical model of disability and the concepts of universal design. We work to incorporate the principles of UD in our work with students and in our consultations across campus. Yet we also often feel powerless to initiate change at higher levels of our institutions. We struggle to change ingrained systems, to identify allies, and to see a sustainable impact of our work beyond each individual student. This symposium is designed to assist DS professionals in implementing the organizational change necessary to move their campuses in more progressive directions.



Universal Design as a Construct

Universal design is a conceptual framework for designing and developing inclusive environments. It stems from the attitude that environments are disabling to individuals and that they could be designed in ways that are usable by a majority of people with a variety of personal differences. Universal design reframes the concept of accessibility from “special features for a few” to “good design for many.”

NOTES

Medical Model	Sociopolitical Model
Disability is a deficiency or abnormality	Disability is a difference
Being disabled is negative	Being disabled, in itself, is neutral
Disability resides in the individual	Disability derives from interaction between individual and society
The remedy for disability-related problems is cure or normalization of the individual	The remedy for disability-related problems is a change in the interaction between the individual and society
The agent of remedy is the professional who affects the arrangements between the individual and society	The agent of remedy can be the individual, an advocate, or anyone who affects the arrangements between the individual and society

We can do anything we want to if we stick to it long enough.

Helen Keller

We must not, in trying to think about how we can make a big difference, ignore the small daily differences we can make.

Marian Wright Edelman

If you ever think we are too small to make a difference, try spending the night cooped up with a mosquito.

Swahili proverb

There is a simple way to package information that, under the right circumstances, can make it irresistible. All you have to do is find it.

Malcolm Gladwell, *The Tipping Point*

... the channel with the greatest influence in America is neither the traditional media of tv, radio, or print advertising nor the new medium of the World Wide Web but the "human" channel of individual, person-to-person, word-of-mouth.

Ed Keller and Jon Berry, *The Influentials*

Nothing great was ever achieved without enthusiasm.

Ralph Waldo Emerson

If the shoe doesn't fit, must we change the foot?

Gloria Steinem

Buzz is the aggregate of all person-to-person communication about a particular product, service or company at any point in time.

Emanuel Rosen, *The Anatomy of Buzz*

Never doubt that a small, group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

Margaret Mead

Be the change you want to see in the world.

Mahatma Ghandi

If we are to achieve a richer culture, rich in contrasting values, we must recognize the whole gamut of human potentialities, and so weave a less arbitrary social fabric, one in which each diverse human gift will find a fitting place.

Margaret Mead

Education is the most powerful weapon which you can use to change the world.

Nelson Mandela
