

# C+AI Accessibility Newsletter

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C+AI Accessibility Team



## INTRODUCTION

The C+AI newsletter will focus on both the work of the C+AI Accessibility team and the products we work with. The purpose of the newsletter is to evangelize all that we do and make the greater Microsoft community aware of what we really do. Each edition will have at least five to six stories surrounding our work and our team. Each member of the team can contribute to the news with their own stories and topics. The goal is to eventually streamline the process of putting these stories together. The cadence of the publishing of the newsletter will depend on how many stories we have to share but it would be ideal to get a new issue out every quarter.



## NEWSLETTER TOPICS

### Product/Technology Spotlight

The “Product/Technology Spotlight” will highlight a product or technology of particular interest. It might be highlighted because it met all accessibility credentials, or it might be a new product or technology that has launched, or it might be a new partnership. The goal of this section is to not only highlight the product or technology but to also explain the impact of these products and technologies. Explaining new features

or highlighting why a product becoming accessible is so important are some examples of what we would really like to see in this section.

## Human-Centered Spotlight

The “Human-Centered Spotlight” section of the newsletter will highlight a team member, a customer or vendor. In this section, we want to dig deeper into who this person is, their position on the team or how they help our team and learn a little more about who this person is not only as it relates to the team but outside of the team as well. The goal is to introduce each other to each other, in a way. In most cases, a team only knows someone on their team for what they do, but this section will spotlight the essence of the person.

## Lessons Learned

“Lesson Learned” will be a unique section. The goal here is to possibly take negative news and turn it into a positive. Here, we want to tell the story of a struggle from a teammate and highlight how they overcame their issue. It could be how they fixed a bug, how they overcame a roadblock in their work, or any story along these lines. The goal here is to highlight a team member and their accomplishment for whatever obstacle they have been able to overcome as well as create an opportunity to educate the team on a problem they might run into or encourage someone else to tell their own story or the story of someone else.

## Upcoming Presentations/Events/Announcements

We want this section to be less of a bulleted list and focus more on the importance of each event or presentation. Questions like “who is presenting and on what?” will be answered, but the questions we really want to answer here are “What will I learn from [said event, presentation or announcement]?” How does the information benefit the team?” A brief description and goal of the event or presentation should answer these questions, in most cases.

## Process Updates (Process Points)

“Process Updates” will be just as it sounds, however, we don’t just want to present an update. We want to take our readers on a journey, though not too long. We do want to remind people of what the process was and what has changed to, but the focus should be on how the process will enhance our work or the work of others.



## DESIGN (SHAREPOINT PAGE)

We want the newsletter to mirror that of DevDiv. The email version has five headlines, each with a quick description or excerpt from the story. When you go to the Sharepoint site, it gives you the full story, and as we add to the newsletter monthly, it creates an archive of the stories. Sharepoint also allows us to see how many views each story generates, a way to gauge what interests our audience and what may need some tweaking.



DevDiv Central

## DevDiv Community Newsletter



### [Quick Bytes - April 2022](#)

Only have a few minutes? Check out this collection of quick stories with big impact. Celebrate, Save the Date, FYI, and Cool Things.

AshleyRose Waltner (AQUENT LLC)

4/25/2022

8 views



### [D&I Showcases - Stories from Across the Division](#)

What can I do to impact D&I efforts here in DevDiv? While there are many opportunities to get involved in culture change efforts in DevDiv and across Microsoft, it can be hard to know where to get started. Introducing D&I Showcases - stories of impact.

Matt Cavallari

4/25/2022

11 views

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### [Hybrid Corner: Hybrid Meeting Guidance](#)

Return to Hybrid has begun! As our sites move to Stage 6 and colleagues begin to embrace a hybrid work style, we have the opportunity to continue practicing inclusive practices by applying what we learned during the pandemic. These are our top tips!

Ion Todirel

4/25/2022

7 views

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### [DevDiv Returnity helps new families understand what benefits are available](#)

DevDiv Returnity helps parents with young children navigate the resources available. Recently, 100 DevDiv colleagues met to talk about issues related to hybrid work for families of young children. Watch the recap and join the conversation.

James Williams

4/22/2022

7 views

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### [Learn Unity Engine at HOLA DevDiv Hacking Sessions](#)

Hacking sessions are open meetings that allow a presenter to show samples/tutorials with the goal to help others learn technologies they usually don't have time to learn during the day. Join DevDiv HOLA in using Unity Engine to build Space Invaders.

Oscar Obeso

4/25/2022

12 views



## CONCLUSION

In conclusion, the newsletter is to be a vehicle for evangelization. We want to make sure we put a spotlight on all the work we do as well as the people who do the great work, but we don't just want the information to be surface level. We do want to delve deeper into our people, our products, and our work. The more we do this, the more the greater Microsoft community will get exactly what we do and why it's so important.

### Key Takeaways

- All ideas should be story based
  - Anything can become a story but think of how you want to tell that story

- Stories should be human centered
  - We want to make sure we highlight people or have a human-interest focus
- Stories should be more than just bullet ideas
  - Delve a layer deeper into what really happened or what you really do
- Have fun
  - We don't want to this to be added work; we want this to be a time where you can shine or where you can shoutout your teammate for their work