You are invited to **Michigan World Usability Day 2009**, hosted by the Michigan State University Usability & Accessibility Center.

**Thursday, November 12, 2009**  
9:00-5:00, Kellogg Hotel and Conference Center, East Lansing

This year’s theme is **Designing for Sustainable Communities**, and the event will feature a special session on accessibility in the global knowledge economy, talks from the Ford Motor Company, Comerica Bank, and Oakland County eGovernment, an Assistive Technology Expo, a workshop on WCAG 2.0, and more!


Participants are given a choice of two exciting events in the morning. An **Assistive Technology Expo** will present an opportunity to observe real-world usage of text-to-speech software and other assistive technologies with Steve Pollo (Mee, Inc.) and Al Puzzuoli (Information Technologist, Resource Center for Persons with Disabilities, MSU). The **WCAG 2.0 Workshop** will educate attendees on the latest Web Content Accessibility Guidelines and how they apply in a Web 2.0 world, presented by Mike Elledge and Graham Pierce (Assistant Director and User Experience Researcher, Usability & Accessibility Center, MSU), and Carl Bussema and Carl Raymond (Information Technologists, University Outreach and Engagement, MSU). Tours of the Usability & Accessibility Center will be available after the morning events, and will be followed by lunch.

The afternoon will begin with a special session on **Contemporary Issues of IT in the Sustainable Global Knowledge Economy**, moderated by Dr. Rex LaMore (Director, Center for Community & Economic Development, MSU). George Boersma (Director, Office of Technology Partnerships, Michigan Department of Information Technology), will discuss current federal initiatives that will extend broadband infrastructure into under-served and rural areas. Kirk Riley (Executive Director, Information Technology Empowerment Center, MSU), will discuss the work of the Information Technology Empowerment Center (ITEC) in increasing the technology skills of Lansing area residents. Sharron Rush (Executive Director, Knowbility) will discuss how IT accessibility allows individuals with disabilities to more fully participate in the modern world, and Dr. Mark Wilson (Associate Director, School of Planning, Design & Construction, MSU) will explain the global knowledge economy and how each of the topics presented fits in. After the talks, the presenters will be engaged in a panel discussion, and the audience will be invited to ask questions.

After the session, attendees will have an opportunity to participate in a live usability experience with the Michigan Chapter of the Usability Professionals’ Association using everyday clocks and focusing on button types, display technologies, and product features.

Later in the afternoon, Shane Schulze (HV Battery Engineer, Ford Motor Company) will present on the topic of **hybrid car usability**, Salina Washington (Oakland County eGovernment) and Dr. Constantinos Coursaris (Department of Telecommunication, Information Studies, and Media, MSU) will discuss **eGovernment Services for a Sustainable County**, and John Rivard (Comerica Bank) will speak about virtual forms delivery.