1. **Using Color and Font**
   - Use color and design effectively
   - Use legible fonts
   - Give attention to the aesthetics of the site

2. **Using Language**
   - Avoid “generic” masculine pronouns
   - Use active, rather than passive, voice
   - Use sufficient language to convey goals

3. **Using Photographic Images**
   - When possible, use images as a way of humanizing the site and making it more aesthetically attractive
   - Include images of women
   - Watch how these images depict women and minority men. E.g., achieve a balance of active and passive figures in images

4. **Including Diversity-Friendly Links**
   - Include links to relevant internal (departmental, college, university) and external (governmental, nongovernmental, professional) organizations/resources
   - Include links to organizations/resources for women and minority groups

5. **Committing to Diversity**
   - Individual (program or departmental) websites should signal their commitment to diversity rather than piggyback on the diversity commitment of larger units (e.g., the college or university)
   - The commitment to diversity should be articulated throughout the website in appropriate locations to confirm the message and so that customized pages constructed by users will retain this information
   - Commitment language should not be segregated on pages dedicated to the recruitment/retention of women, but should appear throughout the website

6. **Eliminating References to Discriminatory Traditions and Practices**
   - These references may be overtly or tacitly gendered
   - Examples (not exhaustive) included in gender equity workshops

7. **Using Science and Technology in the Real World**
   - Include discussions of jobs and activities of graduates and/or those in the profession
   - Include information about how the profession and its members contribute to the welfare of society/the physical environment and/or the wellbeing of people

8. **Characterizing Female and Male Students and Professionals**
   - Assure that images and textual characterizations of women and men are harmonized throughout the website
   - Include names and forms of address, photos, biographical information, length and descriptions of research

For additional information see:


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