

EDUCATION

ACCESSIBLE FOR ALL

Today's Presenters

Moderator (GMU Assistive Technology Initiative):

- **Kara Zirkle**, IT Accessibility Coordinator

Presenters (Pearson Higher Education North America):

- **Elaine Ober**, Associate Director for Accessibility & Compliance
- **Rick Clinton**, Publisher and Accessibility Contact, English, Mathematics, & Student Success
- **Hei-Jung Kim**, Senior Software Product Manager, XL Platform
- **Eric Hakanson**, Digital Media Editor, Information Technology

Today's Agenda

- Webinar (Pearson Higher Education N.A.):
 - Overview of what we are doing – Elaine & Hei-Jung
 - HTML ebook Demo – Hei-Jung
 - MyMathLab Demo – Rick & Hei-Jung
 - MyITLab Demo – Eric
 - MyWritingLab – Rick & Hei-Jung
- Q&A (Moderator)

Contact Information

1) disability.support@pearson.com

2) elaine.ober@pearson.com

3) For questions about alternate files, contact alternate.textbooks@pearson.com

4) For questions about MyMathLab and the English MyLabs, contact rick.clinton@pearson.com

Goal: Align with standards and specifications

- • Section 508 (current and refresh)
- • WCAG 2.0, Level AA
- • HTML5
- • WAI ARIA
- • ePUB3

Goal: Follow best practices

- 1. Students can navigate the content using only the keyboard.
- 2. The content and structure can be understood by a student using a screen reader or other current and future types of assistive technology, such as voice recognition software.
- 3. There are text equivalents for all non-text media. This includes captions for video, audio transcripts, and alternative descriptions.
- 4. Content delivered on an iPad or other mobile device should support the built-in accessibility features of that device.

The Pearson Accessibility Guidelines

- Are open access — please take a look:
- <http://wps.pearsoned.com/accessibility>

Platform + Content

- • 9 main technology platforms and multiple versions
- • Individual technology products use multiple platforms
- • Each platform and each set of content has a different accessibility profile

HTML eBooks (with MathML) and image descriptions

- • Math and Statistics: 100+
- • English: 25+
- • Student Success: 10+
- • Spanish: 6
- • Other disciplines: 85

‘It’s tragic because, by my reading, should we fail to radically change our approach to education, the same cohort we’re attempting to “protect” could find that their entire future is scuttled by our timidity.’

David Puttnam

Speech at Massachusetts Institute of Technology, June 2012

Current Market Overview

- 1.9 million student market;
- Curriculum covers computer concepts & applications;
- Appx 85% use this core technology in classroom;
- Introductory/Freshmen level course;
- 2-year, 4-year and career college adoptions;

MyITLab usage & impact

- More than **1000 institutions using product;**
- More than **2.5M Registered Users;**
- More than **175,000 Courses Created;**
- More than **65 Million Login Sessions;**
- More than **10 Million Grader Project Submissions;**
- More than **25 Million Sim Submissions.**

The myitlab
integrated system

Student
Learning
Tools

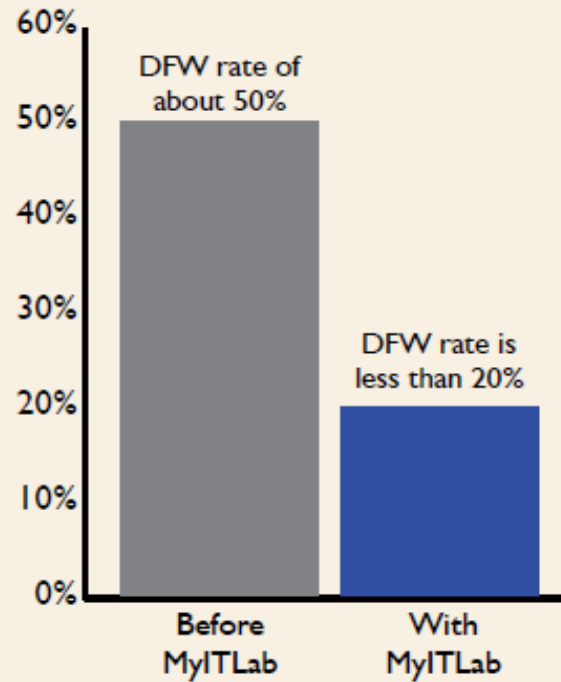
Instructor
resources

Simulation Trainings
&
Assessments

Learning Management System

myitlab
grader

Performance in subsequent Excel and Access course



ANALYSIS

With MyITLab, students' foundational skills are stronger, leading to better retention/performance and fewer Drop/Fail/Withdraws in the sophomore-level course that follows Intro to Business Computing.

Accessibility to date:

- Platform
- Course resources (instructor & student)
- Grader
- Simulations

Where we are going:

- Additional enhancements being made to platform;
- HTML5 player for simulations;
- gh, LLC introduced as key partner (3 phases)

Phase 1: Basic Accessibility (July 2013)

This phase is limited to minimally invasive modifications to MyITLab to provide basic accessibility aids for dyslexic, learning-disabled, and ESL test takers, as well as prepare the software for more complete accessibility functions in later phases.

- Update ClickHear Mobile for full keyboard/hotkey function
- Create initial tutorial for using ClickHear Mobile and accessibility features in MyITLab, including details on how interface differs from other common screen readers & actual MS Office controls
- Enable all standard MS Office keystrokes and hotkeys to function in MyITLab
- Adjust reading order to ensure that all necessary text is read in the correct order
- Add alt-text descriptions for images and graphics
- Flag inaccessible questions (in metadata) and establish alternate means of testing

Phase 2: Extended Accessibility (March 2014)

The goal of Phase 2 is to make significant changes to ClickHear Mobile to enable low-vision users and trained blind users to take most of the tests without assistance.

- Develop further functions for selecting input fields quickly and unambiguously
- Update ClickHear Mobile to support switching between data entry fields and reading mode
- Update ClickHear Mobile to support input field entry (“forms mode”)
- Develop fully accessible means of cursor control
- Add accessible functions for autocomplete feature in MS Office
- Add voicing for state changes and other statuses (e.g., bold, underline, font)
- Add commands to switch between panes and windows, separate from standard key combinations
- Add “emergency exit” keyboard command, separate from standard key combinations
- Develop additional security tools, e.g., locking out the desktop during test taking
- Add an interface element in MyITLab to allow users to enable/disable Accessibility Mode(s)

Phase 3: Full Accessibility (July 2014)

Phase 3 consists of the implementation of the remainder of needs, with the goal of providing sufficient tools and features that a blind user can be given the same complement of test questions as a sighted user.

Ideally, a blind user with no prior experience with the MyITLab interface will be able to enter the testing center on the day of the test, take a quick tutorial, and immediately begin taking the test. This level of accessibility requires:

- Full screen reader functions and/or screen reader support
- Advanced reader functions allowing bookmarking, word spelling, searching, and multiple navigation modes
- Complete descriptions for pictures and images
- Positional aids for moving and arranging on-screen objects
- Possible support for braille displays

Thank you

ALWAYS
LEARNING