



# "Multiple Perspectives on Implementing Web Accessibility in Higher Education"

#### @AccessibleMason Webinar

1:00pm – 2:30pm May 14, 2014



# Today's Presenters



#### **Moderator:**

 Korey Singleton, Manager, Assistive Technology Initiative, George Mason Univ.

#### **Presenters:**

- Christopher Moy: ADA Coordinator, Montgomery College
- Greg Kraus: IT Accessibility Coordinator, N.C. State University
- Judith Risch: Attorney, Office of Civil Rights, U.S. Department of Education
- Kara Zirkle: IT Accessibility Coordinator, Assistive Technology Initiative,
   George Mason University

## Housekeeping Notes

WWW

- ✓ Use Audio Setup Wizard:
  - From the Tools menu select Audio and then Audio Setup Wizard
- ✓ Telephone option is also available:
  - Toll number: (267) 507-0240
  - Access Code: 518050\*
  - NOTE: You will incur charges for telephone access based on your telephone provider.
- ✓ This session is being recorded for archival purposes. Will be available at <a href="http://ati.gmu.edu/training/accessiblemasonwebinars.cfm">http://ati.gmu.edu/training/accessiblemasonwebinars.cfm</a>



## Housekeeping Notes

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- Real-time captioning will be available via the webinar platform.
  - Enter Control + F8 (Command+F8 on Mac)
  - From Window Menu, Select Show Closed Captioning

Individuals who are using Screen Reader Software should review the instructions and information available online at:

http://accessibilityonline.org/Accessibility/

## **Troubleshooting Information**

Go to <a href="http://support.blackboardcollaborate.com">http://support.blackboardcollaborate.com</a> and select the "Blackboard Collaborate Web Conferencing" link under the "First Time Users" section.

- Check System Requirements
- Provide you with a Configuring Room to check your settings







### Acknowledgements

- ✓ Presenters
- ✓ Great Lakes ADA Center –
  <a href="http://www.accessibilityonline.org">http://www.accessibilityonline.org</a>
- ✓ Mason's Compliance, Diversity, & Ethics Office

Follow this session live on on Twitter, #AccMasonWeb







## Today's Agenda

- ✓ Legal Framework
  - Judith Risch, OCR, US Dept. of Education
- ✓ Higher Education Panelists
  - Chris Moy, Montgomery College
  - Greg Kraus, NC State University
  - Kara Zirkle, George Mason University
- ✓ Audience and Moderator Q & A









# Judith Risch, OCR, US Dept. of Education **LEGAL PERSPECTIVE**



#### Relevant Links

- ✓ <a href="http://www2.ed.gov/about/offices/list/ocr/letters/colleague-201105-pse.html">http://www2.ed.gov/about/offices/list/ocr/letters/colleague-201105-pse.html</a>
- ✓ <a href="http://www2.ed.gov/about/offices/list/ocr/letters/">http://www2.ed.gov/about/offices/list/ocr/letters/</a>
  <a href="colleague-20100629">colleague-20100629</a>.html
- √ <a href="http://www.ed.gov/news/press-releases/civil-rights-agreement-reached-south-carolina-technical-college-system-accessibi">http://www.ed.gov/news/press-releases/civil-rights-agreement-reached-south-carolina-technical-college-system-accessibi</a>











# Chris Moy, Greg Kraus, and Kara Zirkle HIGHER ED PERSPECTIVE



#### ACCESSIBILITY@MC

Christopher Moy
Director OF ADA Compliance
Montgomery College
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#### **IT Accessibility Audit**

- Coordinated effort between Communications,
   Office of Information Technology (OIT), and Office of Compliance
- Initial Phase began in FY13 and will continue through FY 15
  - Websites
    - Prepare for Redesign (with Accessibility built in)
    - Moving all sites to CMS
    - Training & Awareness for Developers and Content Managers
    - On-going Testing
    - Creating Accessible Documents

#### FY 13 through FY 15 Cont.

- Instructional Materials
- Web-based Learning Technologies
- MyMC
- Captioning Media
- Training & Awareness

#### FY 13 Through FY 15 Cont.

#### Procurement

- Use of VPATs (Voluntary Product Accessibility Template)
- Section 508 Language in Bids, RFPs and Contracts
- Involvement of ADA Office in Product Evaluations

#### FY 13 Through FY 15 Cont.

- Adopting Functional & Technical Standards
  - Draft P&P in process
  - Implement procedures outlined in P&P
  - Training & Awareness

# What is Next? FY 15 through FY 17

- Audit Enterprise Applications
- Audit Software and Hardware
- Audit Telecommunications

#### **Future**

- Continued Monitoring
- Sustainable Program

# Making IT Accessibility Accessible (And Fun?)

Greg Kraus
University IT Accessibility
Coordinator

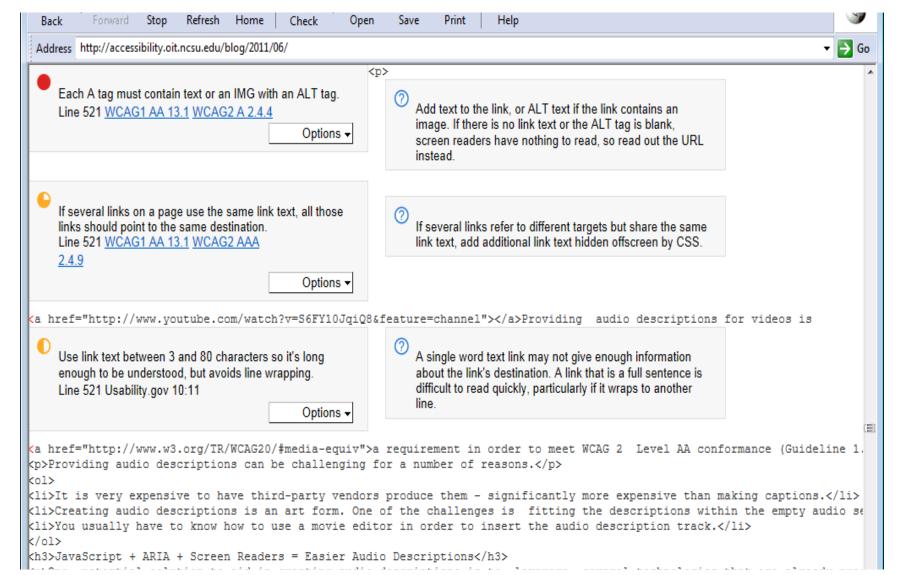


North Carolina State University @gdkraus

# The Problems with Implementing Accessibility

- Accessibility can be hard to understand
- People are afraid they are going to mess it up
- Non-technical people are often the ones needing to fix the problems
- Accessibility is not fun

# Typical Accessibility Audit Report



#### Please Go Fix the Errors in Here

```
-p- to bolto enodo problemo i to deteropod a entemo encendion carros ene color concrato insarged for entemo and ic ic now ilo
173 Here is an example of a page that has a set of menus that does not have enough contrast along with the results the Color C
174 <img class="alignnone size-full wp-image-504" alt="screenshot of a web page where the menus do not have enough contrast bu
175 Because the menus are not outlined, that means they don't have enough contrast to meet the given conformance level.
176 Because this tool examines a page pixel-by-pixel, it can analyze text over top of background images. Here is an example of
177 <img class="alignnone size-full wp-image-507" alt="screenshot of text written over top of an image" src="http://accessibil
178 <img class="alignnone size-full wp-image-506" alt="screenshot of the results of the analysis showing outlines of the text
179 It also works for text over gradients. This is an example of where the gradient eventually transitions to a color that doe
180 <img class="alignnone size-full wp-image-509" alt="the text get help written in white over a color gradient that transitions
181 In addition to analyzing webpages, it can analyze almost any file that Chrome can open from your local computer. This incl
182 It is important to remember that the <strong>WCAG 2 color contrast ratios only apply to text</strong>. Additionally, there
183 You can <a href="https://chrome.google.com/webstore/detail/color-contrast-analyzer/dagdlcijhfbmgkjokkjicnnfimlebcll" oncli
184 <iframe src="//www.youtube.com/embed/F2ZZhqZIODA?rel=0" height="360" width="480" allowfullscreen="" frameborder="0"></ifra
185 For the record, here are the other color contrast tools I depend upon.
186 
187 187 i><a href="http://www.paciellogroup.com/resources/contrastAnalyser" onclick="javascript: gaq.push([' trackEvent', 'outbound-
188 18- a href="http://wave.webaim.org/" onclick="javascript:_gaq.push(['_trackEvent','outbound-article','http://wave.webaim.org/" onclick="javascript:_gaq.push(['_trackEvent','outbound-article','http://wave.push(['_trackEvent','outbound-article','http://wave.push(['_trackEvent','outbound-article','http://wave.push(['_trackEvent','outbound-article','http://wave.push(['_trackEvent','outbound-article','http://wave.push(['_trackEvent','outbound-article','http://wave.push(['_trackEvent','outbound-article','http
189 <a href="http://accessibility.oit.ncsu.edu/tools/color-contrast/" >Color Palette Accessibility Checker</a>, from NC State
190 
191
                                                        </div><!-- .entry-content -->
193
                            <footer class="entry-meta">
194
                                                                                                                           <span class="cat-links">
                                               <span class="entry-utility-prep entry-utility-prep-cat-links">Posted in <a href="http://accessibility.")</pre>
196
197
                                                                                               <span class="sep"> | </span>
198
                                                                  <span class="comments-link"><a href="http://accessibility.oit.ncsu.edu/blog/2013/10/29/color-contrast"><a href="http://accessibility.oit.ncsu.edu/blog/2013/10/29/color-contrast">> http://accessibility.oit.ncsu.edu/blog/2013/10/29/color-contrast</a></a>
199
                                                        </footer><!-- .entry-meta -->
                  </article><!-- #post-503 -->
204
                   <article id="post-497" class="post-497 post type-post status-publish format-standard hentry category-news">
206
                            <header class="entry-header">
```

#### Aristotle

 "If you want to become a major league baseball player, you cannot simply wake up one day and declare yourself a baseball player, capable of hitting a curve ball. You must become habituated in the ways of being a baseball player through a lifetime of practice."

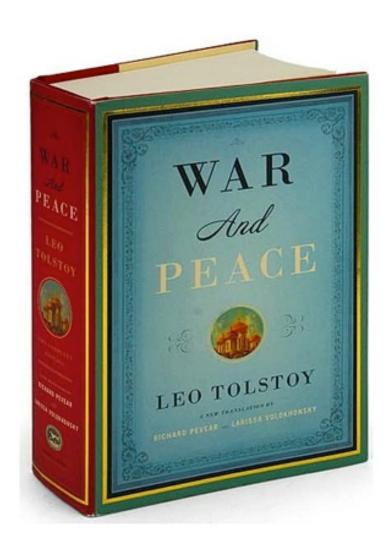
# How to Learn To Be a Major League Baseball Player

- 1. Start easy
- 2. Gradually build skill over time
- 3. Learn to see patterns and know how to react
- 4. Reactions become intuitive and natural
- 5. Practice

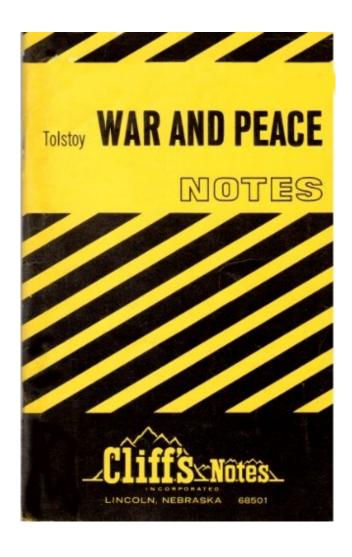
### What Accessibility Needs

- Achievable goals
  - broken down into manageable tasks
- A way for everyone to be able to take responsibility for accessibility

# This is what they see



### But this is what they want



### Four Strategies At NC State

- Quick Training Videos
- Accessibility Handbook
- IT Accessibility Quick Guides
- Accessibility Scan/Game

## **Quick Training Videos**

- Short (5-10 minute) videos
- Each video covers 1 specific topic
- (Usually) give you something actionable you can do
- http://accessibility.oit.ncsu.edu/ trainingvideos/

## **Quick Training Topics**

- Testing Tools
  - Color Contrast Analyzer for Google Chrome
  - NC State Web Site Accessibility
     Scanning Service Tutorial
  - Accessible Color Palette Evaluator
  - SortSite: The Basics
  - Juicy Studio Accessibility
     Toolbar
  - WAVE Toolbar
- Techniques
  - Microsoft Word Headings
  - Using Google Document Headings
  - How Headings Help Screen

#### Reader Users

- Using Headings Effectively
- Accessible Math on the Web:
   Part 1, The Simple Way to Use
   MathJax
- Accessible Math on the Web:
   Part 2, The Simple Way with
   MathML and HTML5
- Concepts
  - Language Attributes and Screen Readers
  - Untagged PDF Being Read by a Screen Reader
  - Skip to Main Content Link for Keyboard Users

## IT Accessibility Handbook

- Resource for Web developers
- Takes you through the steps for designing accessibly
  - Gives you a way to think about accessible design
- http://go.ncsu.edu/accessibility-handbook

# Web Content Accessibility Guidelines 2.0 (WCAG 2)

- Standard published by the Web Accessibility Initiative (WAI) within the W3C
- 14,000 words in the standard
- 300,000 words of support documentation

### Accessibility Handbook

- **Step 1:** Understand legal accessibility requirements
- **Step 2:** Choose the most appropriate technology
- and document format
- **Step 3:** Start with some of the basics
- Step 4: Plan your document structure
- Step 5: Plan your user interactions
- **Step 6:** Design alternate ways for users to access your content when the content is dependent on a single human sense

### IT Accessibility Quick Guides

- What about content creators?
- http://go.ncsu.edu/accessibility-quick-guide

# IT Accessibility Quick Guides – What They Do

- 1. Overview of NC State's accessibility responsibilities
- 2. Profiles of commonly used technologies on campus
- 3. Overview of how to build it accessibly
- 4. How to check if it is accessible
- 5. Where to get more information

#### **Technology Quick Guides**

Technology	Overview of How to Build it Accessibly	How to Check if it is Accessible
<u>Video</u>	<ul> <li>include captions</li> <li>use an accessible media player, like VideoJS or Mediasite for the Web, or QuickTime or Windows Media Player for desktop playback</li> <li>Note: some content presented in the video may need to be repurposed in a textual format for people with visual impairments.</li> </ul>	<ul> <li>You should be able to view captions.</li> <li>You should be able to play, pause, fast forward, rewind, and toggle the captions for the video using only your keyboard.</li> </ul>
Microsoft Word	<ul> <li>use heading styles (can be customized)</li> <li>use built-in formats for bullet lists, columns, and tables</li> <li>avoid floating text boxes</li> <li>include alternative text for images</li> <li>DO NOT save as a Web page</li> </ul>	Run the Microsoft Word Accessibility     Checker. It will guide you through     making it accessible.

#### IT Accessible Game

- Can accessibility be fun?
- Should it really be a game?
- Isn't accessibility a human right?

#### Gamification

 Gamification [n]: the use of game design elements in non-game contexts

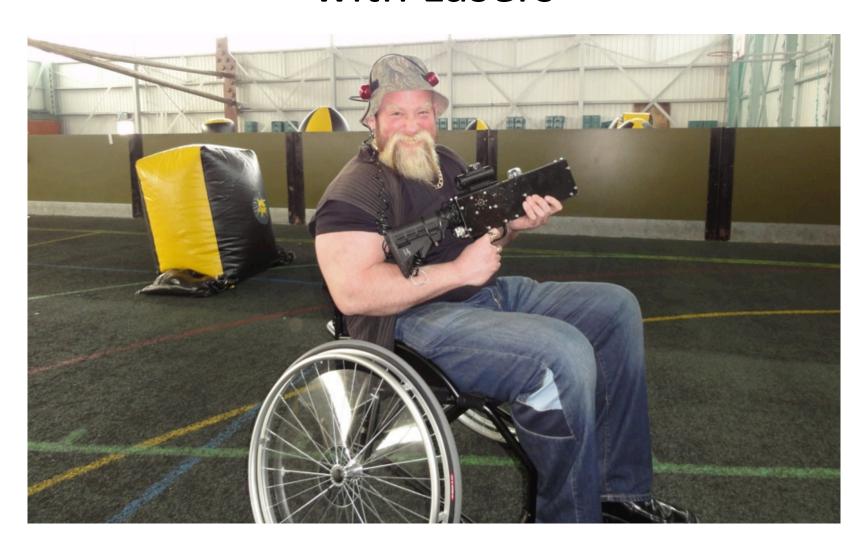
## Competing in a Marketplace of Demands

- Prioritizations
  - "Keeping the lights on"
    - Production services to run and maintain
  - Security and Compliance
    - This impacts everyone, not just "those people"

#### **Gaming Principles**

- A good game...
  - Lets everyone play, regardless of skill level
  - Lets you improve skills over time
  - Gives you instant feedback

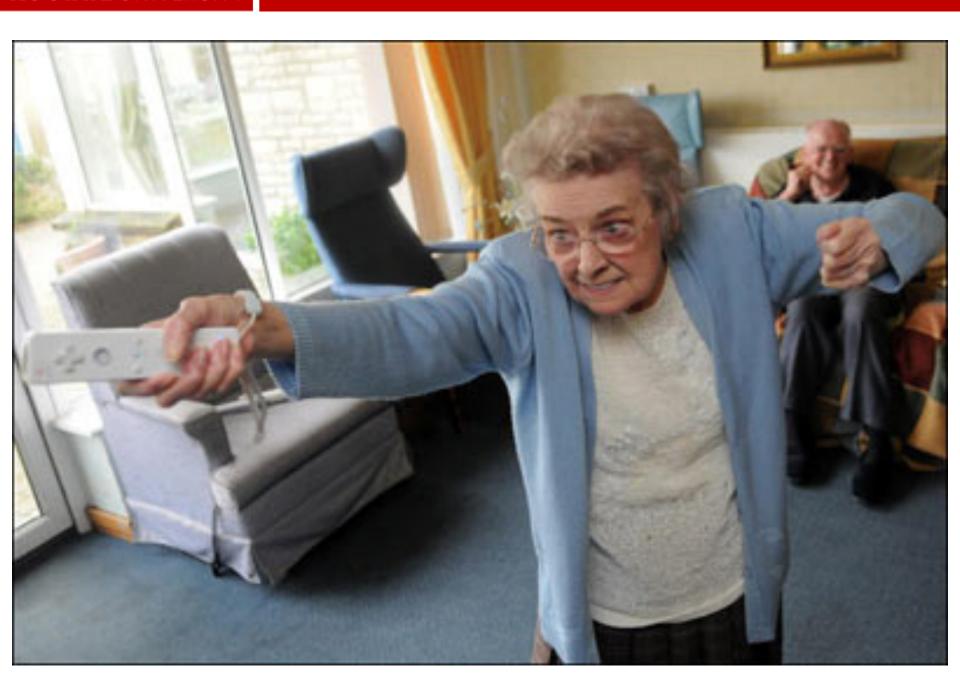
## We're Not Talking About Wheelchairs with Lasers



#### Make a Game Everyone Can Play



#### NC STATE UNIVERSITY



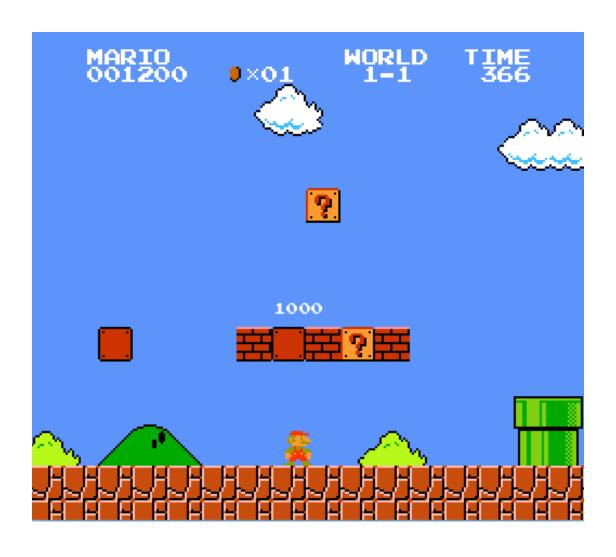
#### NC STATE UNIVERSITY



#### NC STATE UNIVERSITY



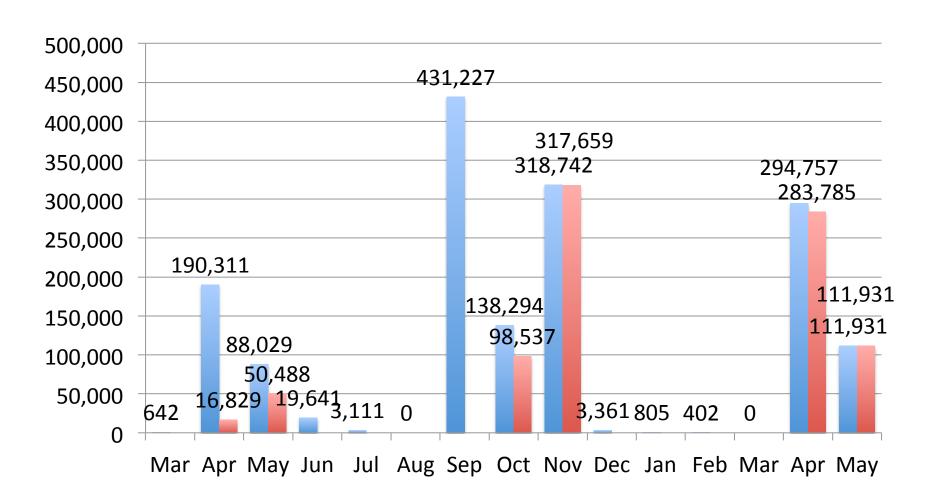
## Mario Didn't Save the Princess in World 1-1



#### Giving Guidance

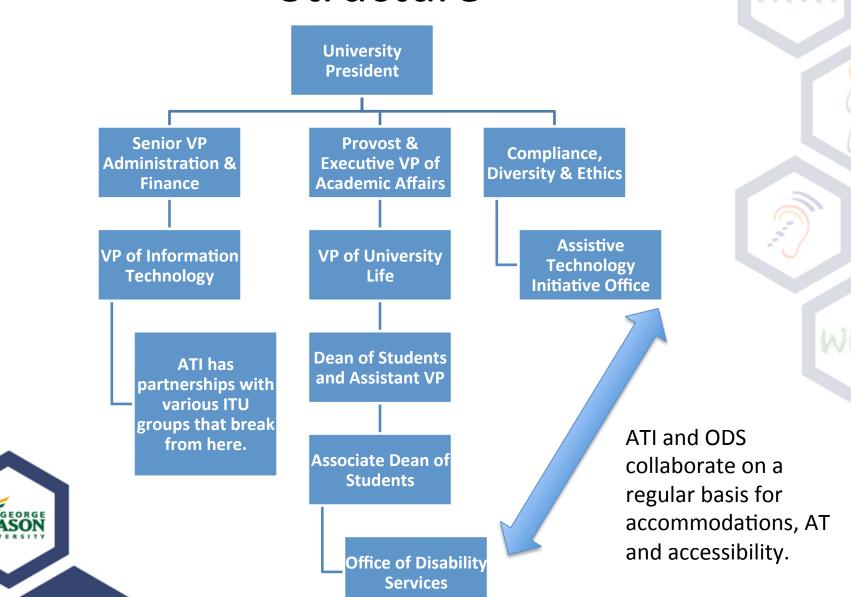
- Prioritize which errors are having the biggest negative impact on users
- Provide brief, targeted instructions for correcting problems
- Only show one type of error on a single page at a time

## Weighted Errors Corrected With Contests



#### Questions?

## Campus Climate & Organizational Structure



#### Training and Awareness

If you'd ask coworkers what accessibility meant, how many different answers would you hear?

What does accessibility mean to you?

When we share knowledge – we can all have a better understanding of accessibility.









#### **Buy-In**

# Support Level High

Communication

Consistent Language

Accessibility
Support









#### **Collaborative Efforts**

- ATI chairs an IT Accessibility Committee where key personnel from various areas around campus discuss accessibility, problems and solutions.
- ATI and ODS have worked to identify "Accessibility Liaisons" in each academic department, including the Library.



#### Web Compliance

- Accessibility of websites
- Content
- Documents
- Videos
- Applications
- E-learning





#### Policies and Procedures

- Mason's Accessibility Standards:
  - The procurement, development, maintenance, and/ or implementation of electronic and information technology will conform to the accessibility standards specified in Section 508 and WCAG 2.0, appropriately tailored to the specific circumstances of the University.
- ATI has developed Accessibility Policy, internal Procedures, Procurement Review and contract language including working documents.
  - http://ati.gmu.edu/policies procedures.cfm

#### Policy

Do you sign off on policy?

Do you help write policy?

What current policies apply to you?





#### Procurement

Do you sign off on purchases?

Do you make purchases?

Do you make suggestions for purchases?

Do you participate in RFP or other contract meetings?

### Questions







#### Today's Presenters

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— Greg Kraus: gdkraus@ncsu.edu

Judith Risch: judith.risch@ed.gov

– Kara Zirkle: kzirkle1@gmu.edu



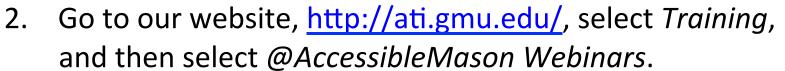




Archived webinar

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#### **Contact Us**

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