“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


– Kara Zirkle: IT Accessibility Coordinator, Assistive Technology Initiative, George Mason University
Housekeeping Notes

✓ 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 [http://ati.gmu.edu/training/accessiblemasonwebinars.cfm](http://ati.gmu.edu/training/accessiblemasonwebinars.cfm)
Housekeeping Notes

√ Individuals will have the option to submit questions to the moderators via the Chat feature within the Webinar Platform.
  – Other than presenters and moderators, all microphones and telephones will be muted during the session

√ 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 http://support.blackboardcollaborate.com 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 – http://www.accessibilityonline.org
✓ 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

✓ http://www2.ed.gov/about/offices/list/ocr/letters/colleague-201105-pse.html

✓ http://www2.ed.gov/about/offices/list/ocr/letters/colleague-20100629.html

Chris Moy, Greg Kraus, and Kara Zirkle

HIGHER ED PERSPECTIVE
Christopher Moy
Director OF ADA Compliance
Montgomery College
240-567-5412
Christopher.moy@montgomerycollege.edu
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
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

- Each A tag must contain text or an IMG with an ALT tag. Line 521 WCAG1 AA 13.1 WCAG2 A 2.4.4

- If several links on a page use the same link text, all those links should point to the same destination. Line 521 WCAG1 AA 13.1 WCAG2 AAA 2.4.9

- Use link text between 3 and 80 characters so it's long enough to be understood, but avoids line wrapping. Line 521 Usability.gov 10:11

- Add text to the link, or ALT text if the link contains an image. If there is no link text or the ALT tag is blank, screen readers have nothing to read, so read out the URL instead.

- If several links refer to different targets but share the same link text, add additional link text hidden offscreen by CSS.

- Providing audio descriptions for videos is a requirement in order to meet WCAG 2 Level AA conformance (Guideline 1).

- It is very expensive to have third-party vendors produce them - significantly more expensive than making captions.

- Creating audio descriptions is an art form. One of the challenges is fitting the descriptions within the empty audio space.

- You usually have to know how to use a movie editor in order to insert the audio description track.

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


- Total: 111,931
Questions?
ATI and ODS collaborate on a regular basis for accommodations, AT and accessibility.
Training and Awareness

What does accessibility mean to you?

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

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

High Level Support

- 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

<table>
<thead>
<tr>
<th>Question</th>
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<tbody>
<tr>
<td>Do you sign off on purchases?</td>
</tr>
<tr>
<td>Do you make purchases?</td>
</tr>
<tr>
<td>Do you make suggestions for purchases?</td>
</tr>
<tr>
<td>Do you participate in RFP or other contract meetings?</td>
</tr>
</tbody>
</table>
Questions
Today’s Presenters

- **Christopher Moy**: christopher.moy@montgomerycollege.edu
- **Greg Kraus**: gdkraus@ncsu.edu
- **Judith Risch**: judith.risch@ed.gov
- **Kara Zirkle**: kzirkle1@gmu.edu
Archived webinar

Archived webinar can be accessed one of two ways:

1. Archived webinar can be accessed at [http://ati.gmu.edu/training/accessiblemasonwebinars.cfm](http://ati.gmu.edu/training/accessiblemasonwebinars.cfm)

2. Go to our website, [http://ati.gmu.edu/](http://ati.gmu.edu/), select Training, and then select @AccessibleMason Webinars.
Contact Us

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