Improving the Accessibility of Websites
1. Why web accessibility?

2. WCAG 2.0 Web Standard to the rescue

3. Tools to help get compliant!

4. What if you receive a notice?
Why Web Accessibility?

It’s the right thing to do.

- Benefits all of our users
- Internal and external

Litigation & policy.

- Section 508 of the Rehabilitation Act of 1973
- Americans with Disabilities Act, 1996
- Section 508 refresh, 1998 & 2017
Web Content Accessibility Guidelines (WCAG) 2.0

- Created by World Wide Web Consortium (W3C)
- “Accessible technology for all”
- Levels of conformance: A, AA & AAA
- P.O.U.R.
  - Perceivable – Text alternatives, captions and other alternatives
  - Operable – Keyboard only, help users navigate & find content
  - Understandable – Language tags, abbreviations, reading level
  - Robust – Browser & user tool compatibility
## Web Content Accessibility Guidelines (WCAG) 2.0

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>1.2.2 Captions (Prerecorded)</strong> (Level A)</td>
<td>Synchronized captions are provided for non-live, web-based video (YouTube videos, etc.)</td>
</tr>
<tr>
<td><strong>1.2.3 Audio Description or Media Alternative (Prerecorded)</strong> (Level A)</td>
<td>A descriptive text transcript OR audio description audio track is provided for non-live, web-based video</td>
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<tr>
<td><strong>1.2.4 Captions (Live)</strong> (Level AA)</td>
<td>Synchronized captions are provided for all live multimedia that contains audio (audio-only broadcasts, web casts, video conferences, Flash animations, etc.)</td>
</tr>
<tr>
<td><strong>1.2.5 Audio Description (Prerecorded)</strong> (Level AA)</td>
<td>Audio descriptions are provided for all video content. NOTE: Only required if the video conveys content visually that is not available in the default audio track.</td>
</tr>
<tr>
<td><strong>1.2.6 Sign Language (Prerecorded)</strong> (Level AAA)</td>
<td>A sign language video is provided for all media content that contains audio.</td>
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Tools to Help Get Compliant

W3C Web Accessibility Evaluation Tools List

WAVE – [http://wave.webaim.org](http://wave.webaim.org) - Free tool

Siteimprove – [http://siteimprove.com](http://siteimprove.com) - Paid enterprise tools
WAVE – http://wave.webaim.org
Tools to Help Get Compliant

Siteimprove - [http://siteimprove.com](http://siteimprove.com) - Paid enterprise tools
What If You Receive a Notice?

If a user raises a concern?

- Contact them to get more information on the issue
- Correct the issue as soon as possible
- Ask them to provide feedback on their overall experience

If OCR sends you a letter?

- Contact your CMS provider if it is a 3rd party vendor
- They may have already dealt with this before
- Can walk you through a resolution and testing
- Contact OCR, They want to help
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**Mission:** ESC-20 positively impacts the learning community through high quality, cost effective products and services.

**Vision:** To be the definitive choice for leadership, innovation, and the advancement of learning.

**We believe...**

- in service first
- change is opportunity
- our employees drive our success
- in cultivating strengths
- collaboration maximizes results
- learning is life-long
- in purposeful and effective communication

**Strategic Drivers**

- **Customer Service:** Create a service culture through a focus on the total customer experience.
- **Customer Focus:** Listen to our customers, anticipate their needs, and create value that exceeds their expectations.
- **Employee Talent:** Attract, grow, and retain top talent.
- **Continuous Improvement:** Create a culture of excellence through a mindset of continuous improvement.

**Quality Objectives**

- Positive Impact on Education
- Customer Satisfaction
- Employee Satisfaction
- Operational Excellence
- Public Awareness/Relations

**Strategies**

- Build relationships and engage stakeholders
- Provide comprehensive school improvement services and support
- Recruit and retain high quality workforce
- Allocate resources to develop and sustain quality products and services
- Implement a performance excellence management system