

Accessibility in a Digital World

Compliance & Equity

Dean of Students

Information Technology

The Studio for Teaching & Learning Innovation

University Web & Design



WILLIAM & MARY

CHARTERED 1693



Agenda

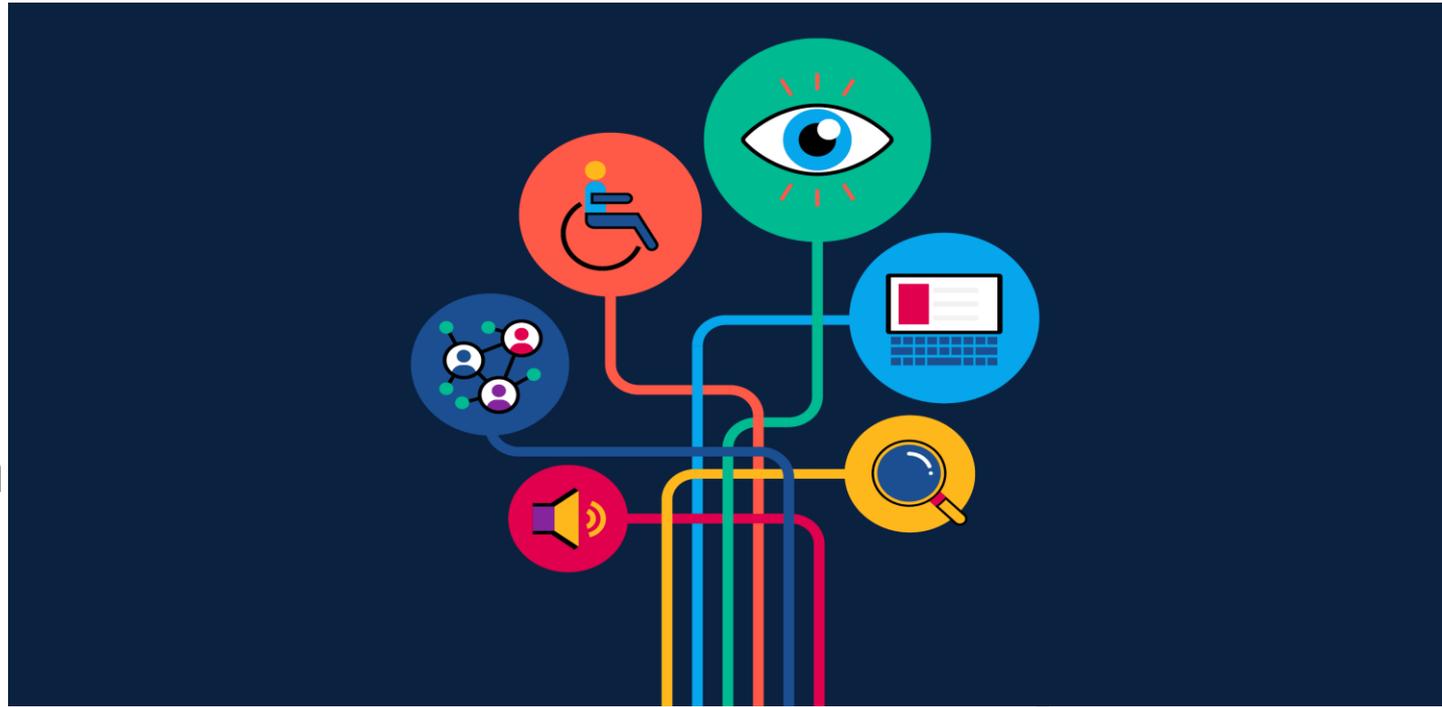
- Welcome and Overview of Accessibility
- Meet the Panel
- Student Accessibility Services
- Web Accessibility
- Student variability and Universal Design
- Technology Tools for Accessibility
- 10 Tips for Digital Accessibility

Accessibility Overview

Americans
with
Disabilities
Act

Rehabilitation
Act

Accessibility



Partnerships

Digital Accessibility

Effective
Communication



"Digital accessibility refers to the inclusive practice of removing barriers that prevent interaction with, or access to websites, digital tools and technologies by people with disabilities" --Georgetown Law School

Our Panel

- Carla Costello – Compliance & Equity
- Stacey Harris – Dean of Students (moderator)
- Mike Murphy – Information Technology
- Adam Barger – STLI
- Jesse Windley – University Web & Design

Student Accessibility Services

- **ACCESSIBLE:** Individuals with disabilities are able to independently acquire the same information, engage in the same interactions, and enjoy the same services within the same timeframe as individuals without disabilities, with substantially equivalent ease of use.
- of Education

US Department

Student Accessibility Services

- **ACCESSIBLE:** Individuals with disabilities are able to independently acquire the **same** information, engage in the **same** interactions, and enjoy the **same** services within the **same** timeframe as individuals without disabilities, with **substantially equivalent** ease of **use**.
of Education

US Department



Student Accessibility Services



Student Accessibility Services

- Setting the stage
- Can student's "access" your course in a meaningful way?
- Student Accessibility Services (SAS)
- Delay = unequal



Student Accessibility Services

- User experience
- Mindful and intentional
- Priority of needs
- Best Practice
- Syllabi – transparency
- Just ask



Web Accessibility

- Effective communication
 - Helps build a sense of belonging
 - Added benefits for all visitors, including SEO
-
- Cascade CMS – powers most of our public websites
 - Templates – many accessibility items handled centrally
 - Web Content – together we do the rest

Web Accessibility: Web Content

- Text – readable, understandable, logically organized
- Images – brief, descriptive alt text
- Documents – must be built accessible, no scans
- Hyperlinks – link to phrases that indicate destination
- Headings – an outline for your content
- Video captions – start with auto-captions and enhance
- Help: wm.edu/cascade/accessibility

Web Accessibility: Social Content

- For university channels content must be accessible
- Images – need descriptions in the copy or alt text
- Videos – need captions
- Help: wm.edu/social/accessibility

Tip: Captioned videos also help reach those with no sound.

Tip: Linking to an accessible version of the content is acceptable.

Web Accessibility: Alt Text

- For visually impaired + those not loading images
- One of your biggest opportunities for impact
- Alt text should:
 - Be brief – less than 125 characters ideally
 - Be descriptive – accurate content and function
 - Not be redundant – consider adjacent content if possible
 - Not use the phrases ‘image of...’ or ‘picture of...’
- Tip: Good alt text has bonus SEO benefits.

Web Accessibility: Alt Text



- ~~“a professor”~~
- ~~“woman holding a rock”~~
- “Professor Rowan Lockwood displaying a large fossil oyster” or...
- “Rowan Lockwood” if adjacent content provides the other info

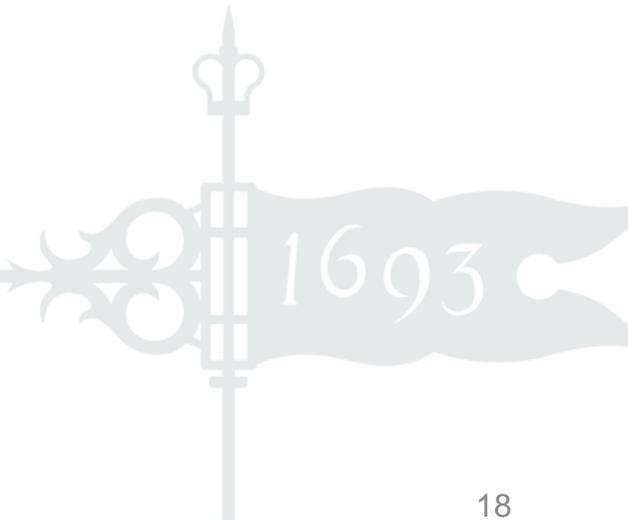
Web Accessibility: Alt Text



- “Emergency alert”
- “System test”
- “FEMA nationwide radio and television emergency alert system test on Wednesday, August 7, 2019 at 2:20 p.m. EDT” or...
- Mark as decorative or “FEMA graphic” (if adjacent content provides the same info)

Web Accessibility: Resources

- wm.edu/accessibility
- wm.edu/cascade/accessibility
- wm.edu/social/accessibility
- webaim.org
- www.w3.org/TR/WCAG20/

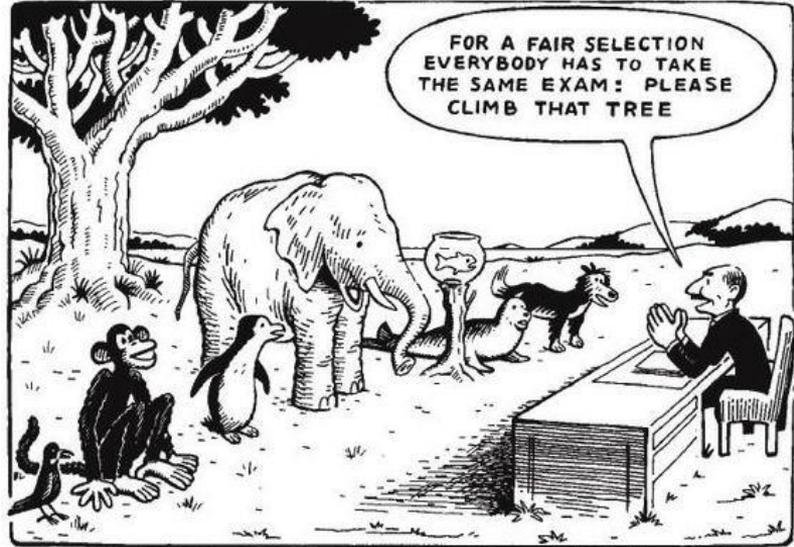


Student Variability & Universal Design



In the 1950's, the Air Force realized "there was no such thing as an average pilot. If you've designed a cockpit to fit the average pilot, you've actually designed it to fit no one."

Credit: <https://www.thestar.com/news/insight/2016/01/16/when-us-air-force-discovered-the-flaw-of-averages.html>



Credit: <http://www.teachingtolearning.com/one-size-fits-none/>

Student Variability & Universal Design



Credit: <https://teach.ufl.edu/resource-library/universal-design-for-learning-learning-disabilities/>

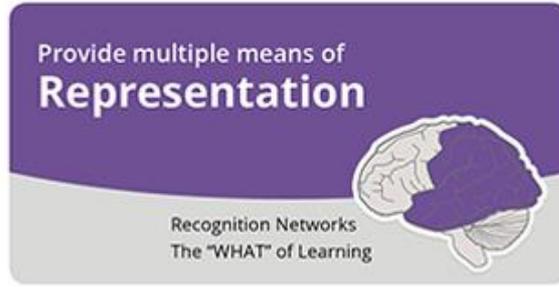
Provide **multiple means** of:

- Engagement
- Representation
- Expression

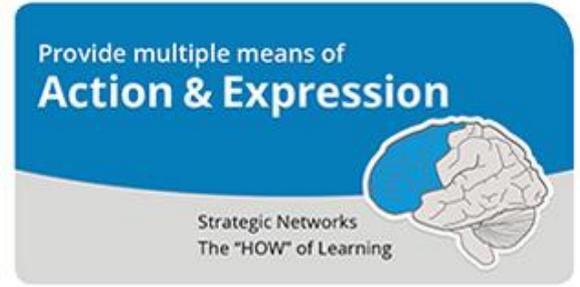
Student Variability & Universal Design



- Autonomy with learning tools
- Varied tasks tied to relevance
- Varied whole-class activities



- Flexible materials
- Multiple modalities (visuals, text, audio)
- Leverage templates and organizers



- Varied assessment paths
- Scaffolded assignments
- Differentiated feedback

Technology for Accessibility

- Blackboard Ally
- Captioning
 - PowerPoint, Teams, Zoom
 - Panopto, YouTube
- Microsoft Office 365 Accessibility features
 - Dictate, Immersive Reader, Accessibility Inspection
- QR Codes, URL Shortener

Blackboard Ally

- As Course Instructor

Getting Started With Blackboard

Attached Files: [Getting Started Blackboard.pdf](#) (247.542 KB)

Handout for the Blackboard Basics session from August 11, 2020.

Link to Panopto Recording - <https://wmedu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=01fce3db-2b4-4e78-81e0-ac14014163f1>

Blackboard/ Zoom /Panopto Integration

Attached Files: [WM- Managing Zoom Integration with Panopto.pdf](#) (646.875 KB)

Handout for Session on Panopto Blackboard Zoom Integration August 19th 2020

Panopto Session Recording - <https://wmedu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=a008ea3a-d2a9-4efc-acdf-ac1b01416436>

Panopto Quizzes

Attached Files: [Creating Quizzes in Panopto Blackboard.pdf](#) (398.893 KB)

[Getting Started with Using Panopto.pdf](#) (443.226 KB)

Handout on Panopto Quizzes from August 2020 -

Panopto Video on Session - <https://wmedu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=e109547d-5a03-440a-a566-ac17013ba1b8>

- Without a Bb Course

Blackboard Ally - Generate an...

blackboard.wm.edu/ultra/integration/bbAssist

Blackboard

- Institution Page
- Mike Murphy
- Activity Stream
- Courses
- Organizations
- Calendar
- Messages
- Grades
- Assist**
- Tools
- Sign Out

Privacy Terms

All Services (10)

- Care Support Services**
Assists all students from their initial orientation to the university through successful completion of their academic and personal goals.
Academic
- Office of Career Development & Professional Engagement**
Located in the Cohen Career Center, our office is between the Sadler Center and Zable Stadium on Stadium Drive. Contact us at career@wm.edu.
Career
- The Haven**
A confidential, welcoming and inclusive resource center for those impacted by sexual violence and harassment and relationship abuse.
Health and Wellness
- Virtual Health & Wellness**
The departments of Health & Wellness have built a set of virtual resources that are designed to enhance your wellness. Check out our offerings.
Health and Wellness
- Writing Resources Center**
Help strengthen your writing and communication skills by providing resources, workshops, and individual support for all kinds of assignments.
Academic
- Counseling Services**
Located in the McLeod Tyler Wellness Center, the Counseling Center offers a range of mental health services to students.
Health and Wellness
- Student Accessibility Services**
Support to students requesting accommodations and services as well as resources for expanding and adapting academic skills and access to campus life.
Academic
- Tutor Zone**
The Tutor Zone can help with: *Learning skills vital to success in particular courses *Practicing problem-solving skills *Reviewing course material
Academic
- William & Mary Police Department**
The department is open 24 hours a day, year-round. The department is located in the office area of the Parking Garage at 201 Ukop Way.
Life
- Ally File Transformer**
Personalize your learning experience by converting files into alternative formats that fit your needs, devices, and learning preferences.
Accessibility

Ally – Course Instructor

Panopto Session Recording - <https://wmedu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=a008ea3a-d2a9-4efc-acdf-ac1b01416436>



Accessibility score: Low
Select to improve

Alternative
Formats

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Accessibility
Rating and
Improvement
Wizard

Ally – Alternative Downloads



Download alternative formats ▾ ✕

Selected file:

 Senge (1).pdf

 OCRed PDF
Automatically extracted text for improved reading and searching

 HTML
For viewing in the browser and on mobile devices

 ePub
For reading as an e-book on an iPad and other e-book readers

 Electronic braille
BRF version for consumption on electronic braille displays

 Audio
MP3 version for listening

 BeeLine Reader
Enhanced version for easier and faster on-screen reading

 Immersive Reader
Aid reading comprehension and grammar skills. Internet required.

 Help

By downloading an alternative format, you agree with the [Terms of Use](#)

Cancel  Download

Ally — Before and After

Management Principles 297

who had this gift was Bill Gore, the founder and long-time CEO of W.L. Gore and Associates (makers of GoreTex and other synthetic fiber products). Bill Gore was adept at telling stories that showed how the organization's core values of freedom and individual responsibility required particular operating policies. He was proud of his egalitarian organization, in which there were (and still are) no "employees," only "associates," all of whom own shares in the company and participate in its management. At one talk, he explained the company's policy of controlled growth: "Our limitation is not financial resources. Our limitation is the rate at which we can bring in new associates. Our experience has been that if we try to bring in more than a 25 percent per year increase, we begin to bog down. Twenty-five percent per year growth is a real limitation; you can do much better than that with an authoritarian organization." As Gore tells the story, one of the associates, Esther Baum, went home after this talk and reported the limitation to her husband. As it happened, he was an astronomer and mathematician at Lowell Observatory. He said, "That's a very interesting figure." He took out a pencil and paper and calculated and said, "Do you realize that in only fifty-seven and a half years, everyone in the world will be working for Gore?"

Through this story, Gore explains the systemic rationale behind a key policy, limited growth rate—a policy that undoubtedly caused a lot of stress in the organization. He suggests that, at larger rates of growth, the adverse effects of attempting to integrate too many new people too rapidly would begin to dominate. (This is the "limits to growth" systems archetype explained below.) The story also reaffirms the organization's commitment to creating a unique environment for its associates and illustrates the types of sacrifices that the firm is prepared to make in order to remain true to its vision. The last part of the story shows that, despite the self-imposed limit, the company is still very much a growth company.

The consequences of leaders who lack systems thinking skills can be devastating. Many charismatic leaders manage almost exclusively

in the organization becomes dominated by events and reactivity. Many, especially those who are deeply committed, become burned out. Eventually, cynicism comes to pervade the organization. People have no control over their time, let alone their destiny.

Similar problems arise with the "visionary strategist," the leader with vision who sees both patterns of change and events. This leader is better prepared to manage change. He or she can explain strategies in terms of emerging trends, and thereby foster a climate that is less reactive. But such leaders still impart a responsive orientation rather than a generative one.

Many talented leaders have rich, highly systemic intuitions but cannot explain those intuitions to others. Ironically, they often end up being authoritarian leaders, even if they don't want to, because only they see the decisions that need to be made. They are unable to conceptualize their strategic insights so that these can become public knowledge, open to challenge and further improvement.

New Tools

Developing the skills described above requires new tools—tools that will enhance leaders' conceptual abilities and foster communication and collaborative inquiry. What follows is a sampling of tools starting to find use in learning organizations.

Systems Archetypes

One of the insights of the budding, managerial systems-thinking field is that certain types of systemic structures recur again and again. Countless systems grow for a period, then encounter problems and cease to grow (or even collapse) well before they have reached intrinsic limits to growth. Many other systems get locked in runaway vicious spirals where every actor has to run faster and faster to stay in the same place. Still others lure individual actors into doing what seems right locally, yet which eventually causes suffering for all.²⁵

Some of the system archetypes that have

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Some of the system archetypes that have the broadest relevance include:

Management Principles 297

Captioning

- Live Captioning
 - PowerPoint, Teams, Zoom
- Pre-Recorded Video
 - Panopto, YouTube

Live Captioning - PowerPoint

The screenshot displays the Microsoft PowerPoint application in the 'Slide Show' tab. The ribbon includes options for 'Record', 'View', 'Help', and 'Shape Format'. A red box highlights the 'Slide Show' tab, and another red box highlights the 'Always Use Subtitles' checkbox, which is checked. A dropdown menu for 'Subtitle Settings' is open, showing options for 'Spoken Language' (English (United States)), 'Subtitle Language' (English), and 'Microphone' settings. The 'Microphone' dropdown is also open, showing options like 'Bottom (Overlaid)', 'Top (Overlaid)', 'Below Slide', and 'Above Slide'. A red box highlights the 'Above Slide' option. The main slide area shows a slide titled 'Live Captioning' with a bullet point '• PowerPoint'. The slide number '28' is visible in the bottom right corner. On the right side, a panel titled 'Always Use Subtitles' provides information about the feature and includes a 'Turn On' button and a 'No Thanks' button. The bottom status bar shows 'Slide 28 of 32' and 'Accessibility: Investigate'.

AutoSave On Accessibility in a Digital World.pptx Saved Search

Murphy, Mike Record Present in Teams Share

File Home Insert Draw Design Transitions Animations **Slide Show** Record View Help Shape Format

From Beginning From Current Slide Present in Teams Custom Slide Show Rehearse with Coach Set Up Slide Show Hide Slide Rehearse Record Play Narrations Show Media Controls Use Timings Keep Slides Updated Use Presenter View Monitors

Always Use Subtitles

Subtitle Settings

Spoken Language: English (United States) Subtitle Language: English Microphone Bottom (Overlaid) Top (Overlaid) Below Slide Above Slide More Settings (Windows)...

Always Use Subtitles

Make your presentations more inclusive
Let everyone follow along by enabling live captions and subtitles. Your words will be automatically transcribed, translated, and displayed on the main screen.

From 10+ spoken languages to 60+ subtitle languages

Present comfortably in your preferred language and your words can be automatically displayed in a language that your audience is more familiar with.

More accurate speech recognition
Speech recognition automatically adapts based on the presented content for more accurate recognition of names and specialized terminology. The feature requires access to the microphone.

Turn On
No Thanks

28

Click to add notes

Slide 28 of 32 Accessibility: Investigate

Live Captioning - Teams

A screenshot of the Microsoft Teams meeting control bar. The bar is dark grey and contains several icons: Chat, People (with a '2' indicating two participants), View, Apps, More (three dots), Camera, Mic, and Share. A red 'Leave' button is on the right. The 'More' menu is open, showing options: Record and transcribe, Video effects, Turn on live captions (with a CC icon), Language and speech, and Settings. Each option has a right-pointing arrow.

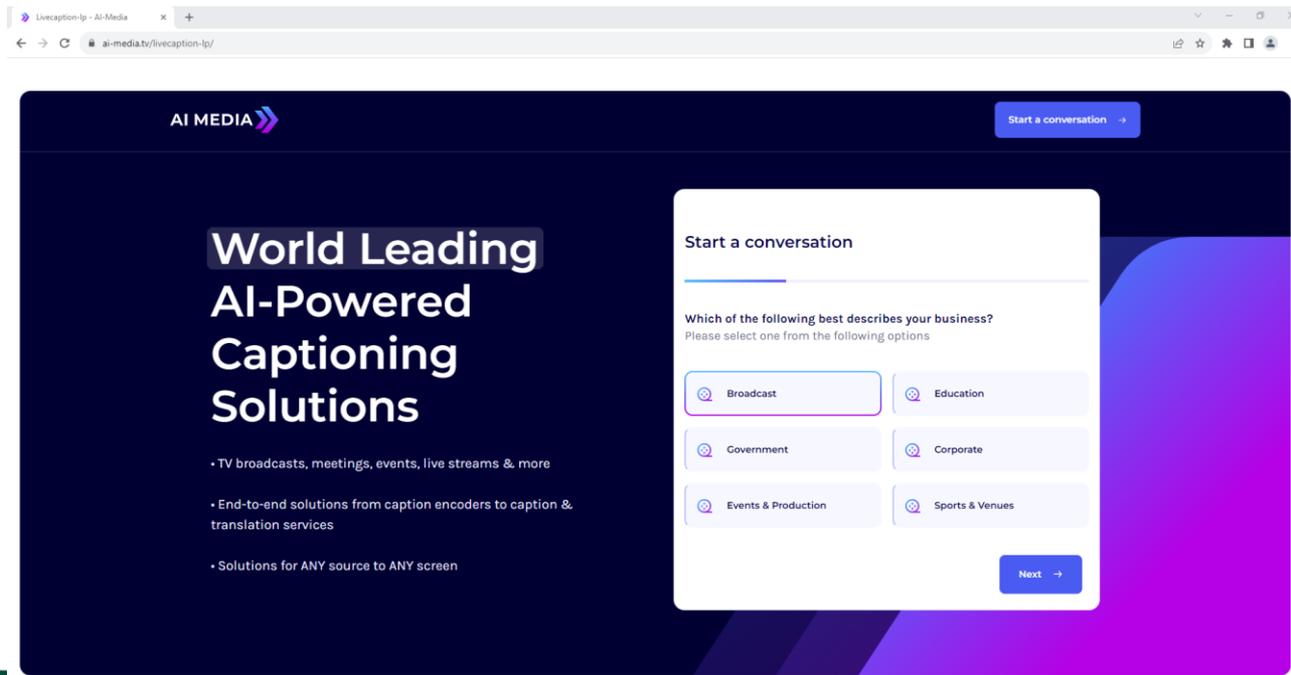
A screenshot of a Microsoft Teams meeting. The top bar shows the name 'Norton, Daniel' and a timer at '01:28'. The main area is dark with a large circular profile picture placeholder containing the letters 'DN' in green. Below the placeholder is the name 'Norton, Daniel'. The bottom bar shows a chat window with three messages from 'Murphy, Mike': 'How tigt.', 'I'm gonna grab caption example.', and 'Testing testing 123.'. A 'Settings' icon is visible in the bottom right corner.

Live Captioning - Zoom

The screenshot displays a Zoom meeting window with a dark theme. At the top, a notification reads "A participant has enabled Closed Captioning" with a link to "Who can see this transcript?". The main video area shows a large white text overlay: "Daniel Norton". A "Mute" button is visible in the top right of the video area. The bottom of the screen features a toolbar with icons for Mute, Stop Video, Security, Participants (2), Chat, Share Screen, Record, Hide Captions, Breakout Rooms, Reactions, Apps, Whiteboards, and More. A red "End" button is in the bottom right corner. A small caption box at the bottom center of the toolbar area says "Testing live captions."

Live Captioning

- AI Media – <https://ai-media.tv/>



The screenshot shows a web browser window with the URL <https://ai-media.tv/livecaption-ip/>. The website features a dark blue background with the AI MEDIA logo in the top left. A prominent headline reads "World Leading AI-Powered Captioning Solutions". Below this, three bullet points describe the services: "TV broadcasts, meetings, events, live streams & more", "End-to-end solutions from caption encoders to caption & translation services", and "Solutions for ANY source to ANY screen". A "Start a conversation" button is located in the top right. A white modal window is open, titled "Start a conversation", with a progress bar and a question: "Which of the following best describes your business? Please select one from the following options". The modal contains six radio button options: Broadcast, Education, Government, Corporate, Events & Production, and Sports & Venues. A "Next" button is at the bottom right of the modal.

Pre-recorded - Panopto

www.office.com | My files - OneDrive | Academic Technology > Panopto | Navigating OneDrive - Windows

wmedu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=617c3906-b04b-41fb-abef-b06601375637

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Academic Technology > Navigating OneDrive - Windows

Search this recording

Details

Captions

Discussion

Notes

Bookmarks

Hide

Navigating OneDrive client in Windows. In this video, we are going to go over the basics of navigating OneDrive on a Windows computer. 0:02

If you are using a William and Mary issued computer with Windows installed, OneDrive comes pre-installed and ready for use. 0:11

If you find that OneDrive is not installed or working, please contact the Technology Support Center. 0:19

OneDrive on windows appears as a blue cloud icon. 0:25

In the lower right corner of the screen next to the clock. 0:30

OneDrive syncs files from the web version of OneDrive that lives on office.com to your local computer for quick access. 0:34

OneDrive manages all the synchronization behind the scenes so you don't have to. 0:42

To help protect your files saved on your computer. 0:47

OneDrive automatically syncs the files stored on your desktop, documents, and pictures folders onto your OneDrive location. 0:50

When you click on the blue icon. You will see your most recently synchronized files along with options to open folder and view online. 1:01

Clicking View Online will open the OneDrive version on the web. 1:12

Clicking the Open Folder button, you will see that Windows File Explorer launches, including a link to your OneDrive client, which points to the exact same files shown in the web version. 1:30

Navigating OneDrive client in Windows. In this video, we are going to go over the basics of navigating OneDrive on a Windows computer.

Type here to search

High winds soon

2:53 PM 8/22/2023

33

Pre-record - YouTube

Studio Search across your channel

Channel content

Your video
Classroom AV Overview

Details

Analytics

Editor

Comments

Subtitles

Copyright

Clips

Settings

Send feedback

Video details

Title (required) ⓘ
Classroom AV Overview

Description ⓘ
Tell viewers about your video (type @ to mention a channel)

Thumbnail

Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Upload thumbnail

Playlists

Add your video to one or more playlists to organize your content for viewers. [Learn more](#)

Select

Audience

This video is set to not made for kids [Set by you](#)

Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're [legally required to get parental consent](#) if your videos are made for kids. [What's content made for kids?](#)

UNDO CHANGES SAVE

Video link
<https://youtu.be/sZykuD02BNo>

Filename
Crestron Touch Panel Tutorial.mp4

Video quality
SD HD

Visibility
Unlisted

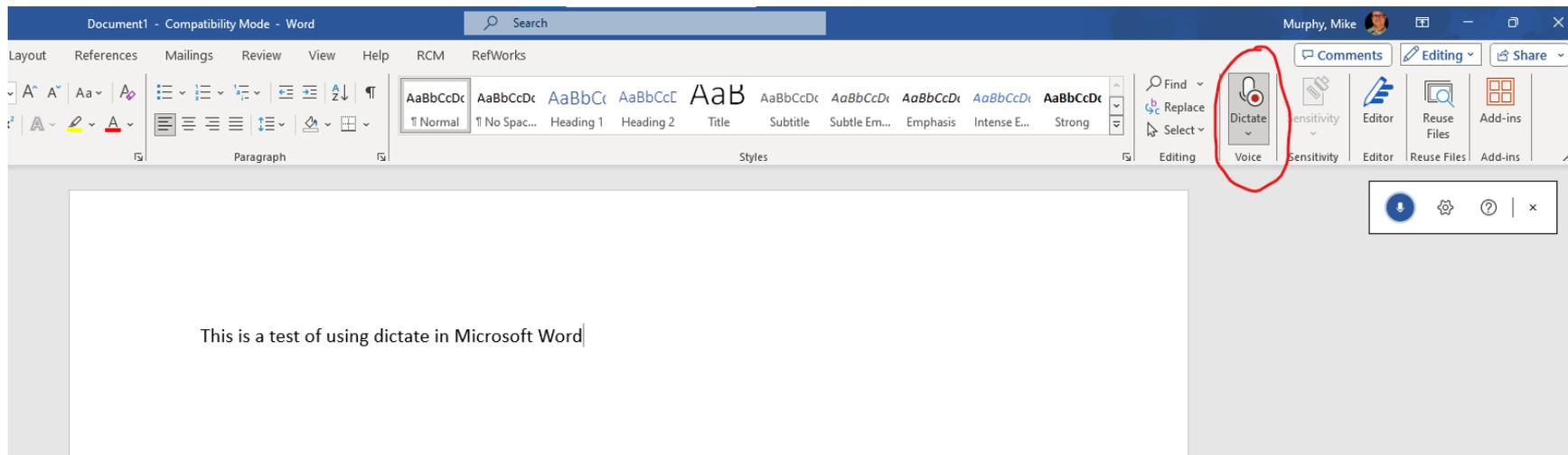
Restrictions
None

Subtitles

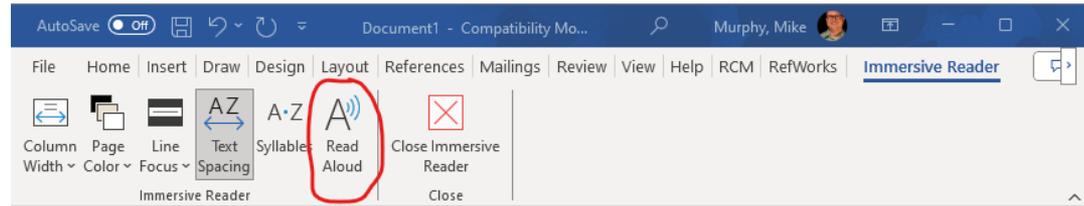
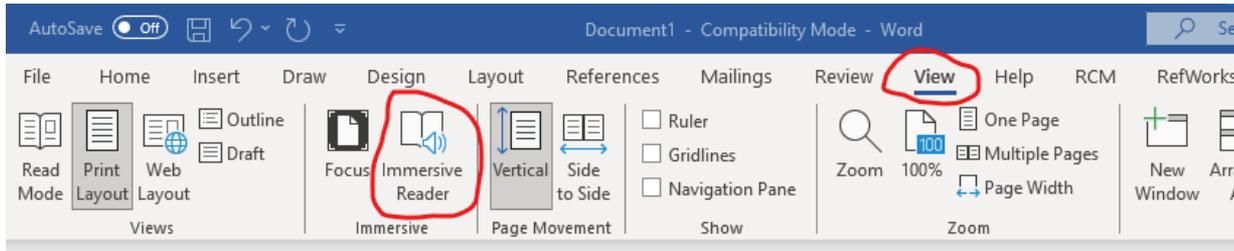
End screen

Cards

Microsoft Office 365 - Dictate



O365 – Immersive Reader



This is a test of using dictate in Microsoft
Word

O365 – Accessibility Inspection

Microsoft Editor:

Microsoft Editor is a fully AI-powered integrated smart writing-assistant that comes as part of the Office365 Licensing at W&M. It is a great tool to proofread documents and catch mistakes before a document is published. It also supports over 20 languages. It helps you with spelling, grammar, text refinements, adjusts stylistic errors to text and the tone of your writing. It comes free with W&M Microsoft licensing. It also checks for Clarity, Conciseness, Punctuation Conventions, and Vocabulary. Another useful feature is the “Check for similarity to online [Sources](#)”

Microsoft Editor comes with to Microsoft Word (Online and App), or as a plugin to your web browser (Edge, or Chrome), and it works both online and off-line (App) if you are using Microsoft Word.

To Start MS Editor Click on the Editor Icon Shown below in your Home Tab

If you are using the web version it may appear only as an Icon in your Home tab:

You can also customize your refinements by choosing your settings when you are adding “Grammar and Refinements” to your settings. To access the settings you need tap Editor [Score\(1\)](#), then Options (2), then

Accessibility

Inspection Results

- Errors
 - Missing Object Description (1)
 - Image or Object Not Inline (3)
- Intelligent Services
 - Review Auto-Generated Description (5)

Keep accessibility checker running while I work

Additional Information

Why Fix?

Alternative text for images and other objects is very important for people who can't see the screen. Screen readers read alternative text aloud, so it's the only information many have about the image. Good alternative text helps them understand the image.

Steps To Fix:

1. Right-click the object, then select View Alt Text.
2. If the object is meaningful, type a description of it in the text box on the Alt Text pane; otherwise, if the object is purely decorative, select the Decorative check box.

[Read more about making documents accessible](#)

Page 1 of 2 243 words Accessibility: Investigate 73% Editor Score

Link Shortener

- <https://go.wm.edu/>
 - Creates QR Codes
 - Shortens URLs



10 Tips For Digital Accessibility

1. “Yes, use the mic” – it's not about you
2. Design for those you don't yet know about
3. Put it all on the syllabi
4. Use multiple formats for all learners
5. Web accessibility enhancements improve search engine optimization (SEO)

10 Tips For Digital Accessibility

6. Avoid gender, race or identity in your alt text
7. Linking to an accessible version of the content is acceptable.
8. Find UDL examples at [UDL on Campus](#)
9. “Audit” your lesson plans weekly to find opportunities for varied approaches
10. If you don't know, ask! We are here to help

Q

&

A

“The power of the Web is in its universality.
Access by everyone regardless of disability is an
essential aspect.”

Tim Berners-Lee, W3C Director and inventor of the World Wide Web

