

# Digital Accessibility

Compliance & Equity

Dean of Students

University Communications



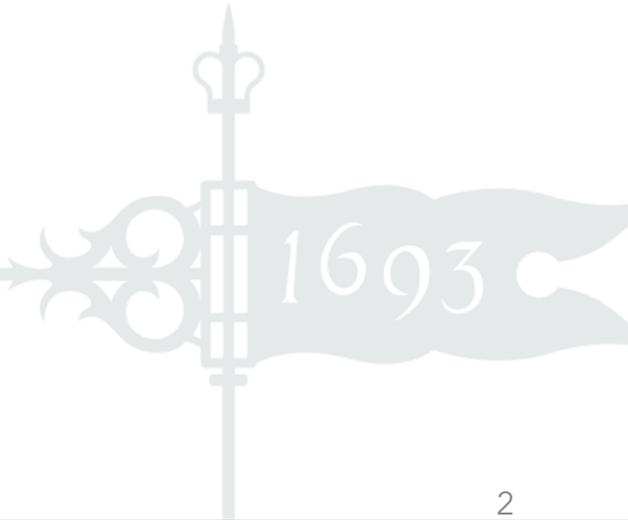
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# Agenda

- Welcome
- Legal Obligations
- Importance of Digital Accessibility
- Student Accessibility Services
- Web Accessibility
- Social Media Accessibility
- 5 Tips for Digital Accessibility



# Who We Are

Carla Costello – Compliance & Equity

Mary-Christine Bird – Student Accessibility Services

Jesse Windley – University Communications

Logan Caldwell – University Communications



# Legal Obligations

- Americans with Disabilities Act, Amended (2008)
- Section 504 of the Rehabilitation Act
- New Regulation – Digital Accessibility

# Accessibility

- Individuals with disabilities can independently acquire the same information
- Engage in the same interactions
- Enjoy the same services within the same timeframe as individuals without disabilities, with substantially equivalent ease of use.

# What is Digital Accessibility?



*"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

# Digital Content

Information and experiences available on the web including text, images, sound, videos and documents.

- Social Media Posts
- Blogs
- Course documents, employment documents

# Importance of Digital Accessibility

- Effective Communication
- Removing Barriers
- Preventing Discrimination
- Promoting Diversity & Inclusion



# Student Accessibility Services

Our office offers reasonable accommodations to students with various disabilities on an individual basis through an interactive process.



Types of Accommodations: Academic (Assistive Technology), Housing, LMSS and Dining Accommodations.

# Student Accessibility Services

Assistive technology is any item, piece of equipment, technology or software that is used to increase or maintain the functional capabilities for people with disabilities or diagnosed conditions. Assistive technology can aid people who have difficulty with, but not limited to, typing, writing, memory, seeing, hearing and walking.

- Screen Readers and Text to Speech
- Audiobooks
- Dictation (Speech to Text)
- Note Taking and Audio Recording

# Student Accessibility Services

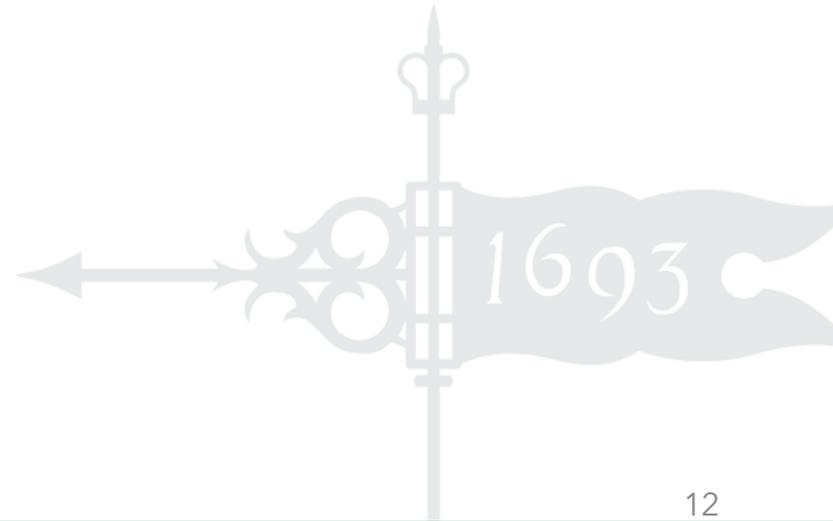
Things to think about and ways to support students:

- Mindful and Intentional – Setting the Stage
- Priority of Needs – Delay=Unequal
- Transparency
- Just Ask – Consult with SAS



# Assistive Technology Resources

- Resources: [wm.edu/sas/assistivetech](http://wm.edu/sas/assistivetech)



# 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: Content

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

# 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

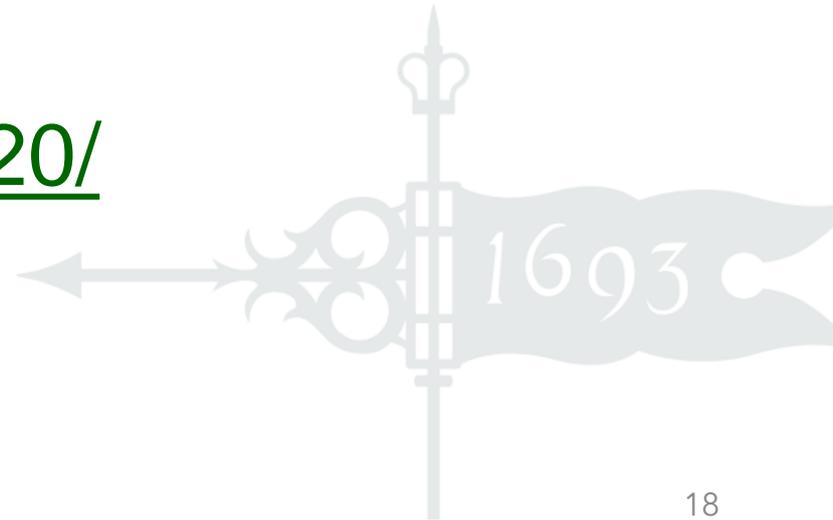
# Web Accessibility: Alt Text



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

# Web Accessibility: Resources

- [wm.edu/accessibility](http://wm.edu/accessibility)
- [wm.edu/cascade/accessibility](http://wm.edu/cascade/accessibility)
- [webaim.org](http://webaim.org)
- [www.w3.org/TR/WCAG20/](http://www.w3.org/TR/WCAG20/)

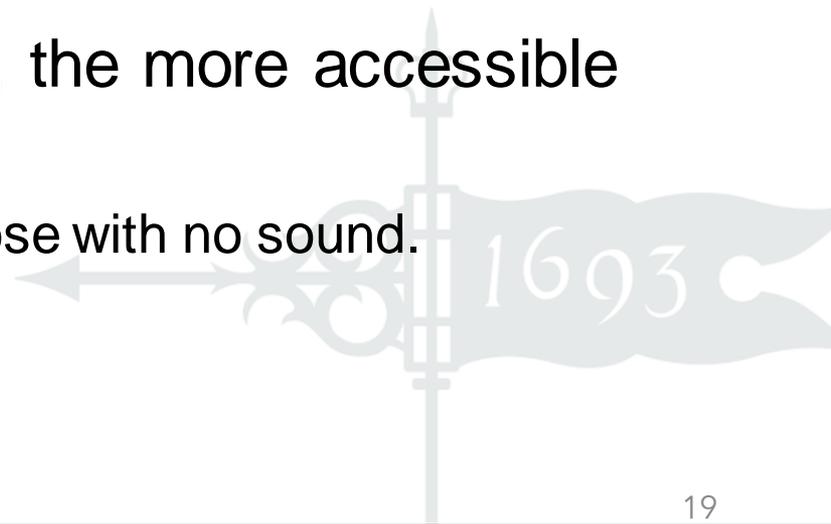


# Social Media Accessibility

For university channels content must be accessible:

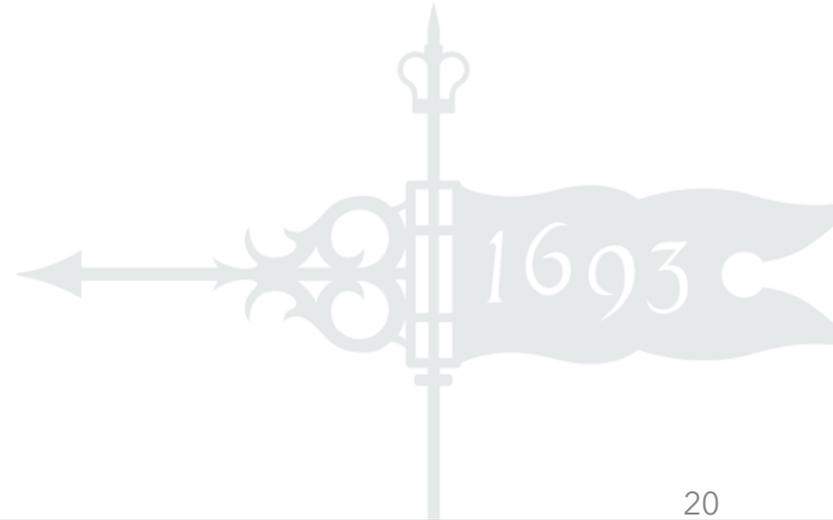
- Images – need descriptions in the copy or alt text
- Videos – need captions
- Content – the simpler the copy, the more accessible

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



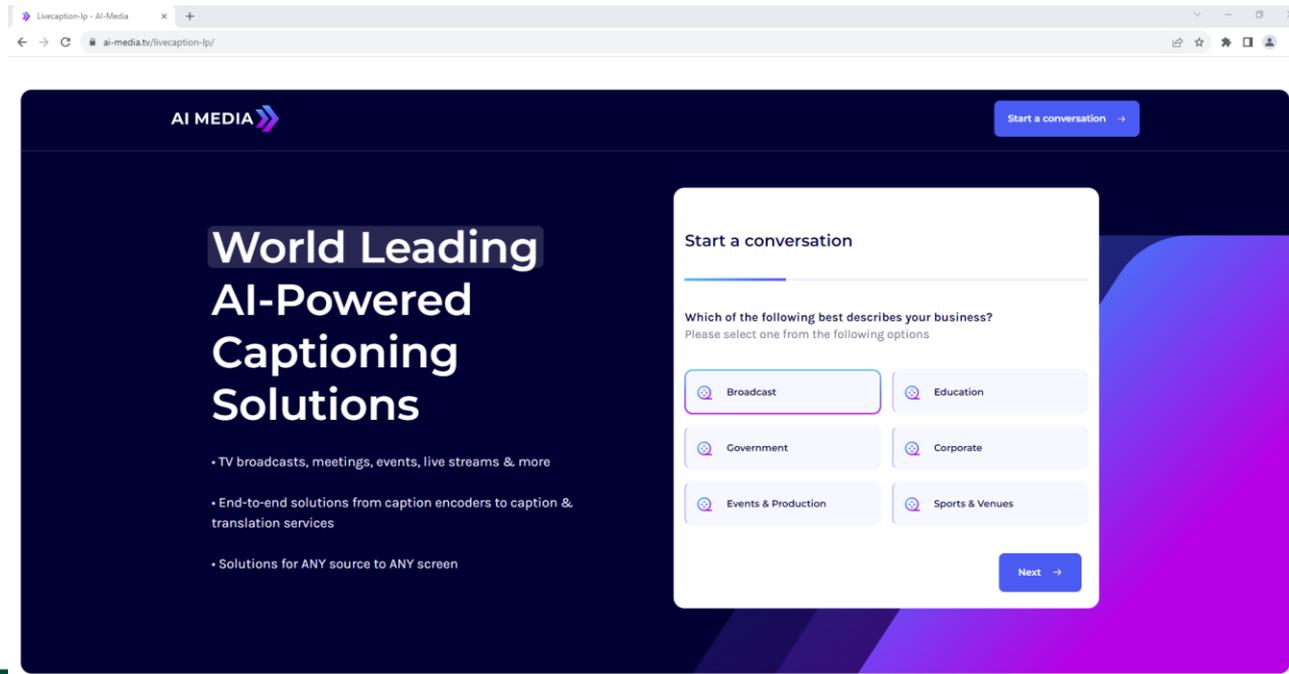
# Social Media Resources

- [wm.edu/social/accessibility](https://wm.edu/social/accessibility)



# Live Captioning Services

AI Media – <https://ai-media.tv/>



The screenshot shows a web browser window with the URL <https://ai-media.tv/livecaption-tp/>. The website has 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 blue button labeled "Start a conversation" is in the top right. A white modal form titled "Start a conversation" is open, asking "Which of the following best describes your business?" and providing six radio button options: Broadcast, Education, Government, Corporate, Events & Production, and Sports & Venues. A "Next" button is at the bottom right of the form.

AI MEDIA

Start a conversation →

## World Leading AI-Powered Captioning Solutions

- TV broadcasts, meetings, events, live streams & more
- End-to-end solutions from caption encoders to caption & translation services
- Solutions for ANY source to ANY screen

Start a conversation

Which of the following best describes your business?  
Please select one from the following options

Broadcast  Education

Government  Corporate

Events & Production  Sports & Venues

Next →

# 5 Tips For Digital Accessibility

1. “Yes, use the mic” – it's not about you
2. Design and craft for those you don't yet know about
3. Web accessibility enhancements improve search engine optimization (SEO)
4. Avoid gender, race or identity in your alt text
5. If you don't know, ask!

Bonus Tip! Use the accessibility checker



# Questions?



*"The power of the web is in its universality. Access by everyone regardless of disability is an essential aspect."*

— Tim Berners Lee,  
inventor of the World  
Wide Web

