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IT Accessibility for CIOs and Campus Leaders: Strategies and Solutions

IT Accessibility Constituent Group
http://educause.edu/groups/itaccess

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- [http://educause.edu/groups/itaccess](http://educause.edu/groups/itaccess)
- Monthly Teleconferences
  - First Wednesday of the Month at 1:00PM EST
- Agenda is set by the needs of the members
First Thing to Know

No one is doing it perfectly
Second Thing to Know

It takes time
Everyone has different success stories and strategies 
(There is no one way to do this)
We could talk for 6 hours…

• …but we have 60 minutes
• We will concentrate on
  – Strategies and solutions that you can employ to get the biggest impact
  – Ideas for how to begin thinking about your own accessibility plan
1. Accessibility from the CIO Perspective
   – Bruce Maas and Marc Hoit
2. Finding some big and easy wins
   – Greg Kraus
3. Where accessibility advocates need the most help from campus leaders
   – Cheryl Pruitt and Sue Cullen
Core Values

- Inclusiveness
- Role Modeling
- Design Thinking
- Leadership
- Sharing
- Students First
Why Success?

- Reality-Work in Progress
- Fits with Wisconsin Idea
- Fits with Culture
- Fits with Brand
- Champions
Who Leads and Supports?

- Provost Support
- Dedicated Accessibility Staff
- Dedicated IT
  - CIO Office
  - Usability Staff
- Faculty/Staff Governance
Getting Going

- Parallel, not serial
- Find Champions
- Engage Governance
- Senior Leader Support
- Develop Expectations and practices
It’s About Culture and Change Management

- Accessibility is not an audit function
- Mandates do not work as well as incentives
- Planning for accessibility from the beginning is easier and less expensive than retrofitting it
- Support from all levels on inclusiveness is critical
Questions and Answers
Poll Question

What area is the biggest challenge for you in creating an accessible IT environment?

A. Public Web pages
B. Course content
C. Procurement
D. Internal development
E. Campus buy-in/awareness
Some Big and Easy Wins

• Content Creators
• Enterprise Systems
Content Creators

- WCAG 2
  - 14,000 words in the guideline
  - 300,000 words of support documentation
This is what they see
But this is what they want
Define the Playing Field

• What technologies can and cannot be used?
• How do you use those technologies?
• Empower content creators to make content as accessible as possible initially
IT Accessibility Quick Guides

- Common technologies used on campus
- Top things to remember when using the technology
- How to test if what you made is accessible
- go.nccsu.edu/accessibility-quick-guide
Microsoft Word Example

• Microsoft Word
  – Use heading styles
  – Use built-in formats for bullet lists, columns, and tables
  – Avoid floating text boxes
  – Include alternative text for images
  – DO NOT save as a Web page
  – http://go.ncsu.edu/accessible-word
Reaching Your Content Creators

• Integrate it into Faculty Training
• Present it at New Faculty Orientation
• Starting to incorporate it into our Onboarding process
Enterprise Systems

- Web Site Creation
- LMS
- ERP Systems
The first step in going to the store to get milk…

…is not to assemble the car
Building Campus Websites

• Starting from scratch opens the door to many potential mistakes
• Using a CMS does a lot of work for me
  – Let’s me concentrate on doing my job
  – Solves a lot of accessibility problems for me
WordPress and Drupal

- Wordpress: 800 sites
- Drupal: 110 sites
- That’s 910 sites that automatically got a lot of accessibility built-in
  - Still have to watch for certain problems
LMS

• What systems do students touch the most?

• Solve accessibility problems in your LMS and you solve a lot of problems for a lot of people
ERP

- A lot of ERP is a black box
  - However, there are things you can control
- Work with developers to make the high touch systems accessible
- NCSU examples
  - SIS, Travel Authorization
Poll Question

How many of you have an accessible technology effort on your campus?

a. Yes
b. No
c. Don’t Know
Moving your institution towards accessibility…

Cultural change

+ 

Institution-wide effort
What can IT Leaders do?

✓ Make the business case
✓ Recognize the complexity
✓ Create an inclusive implementation process
✓ Connect and collaborate
CSU ATI Framework Strategies/Goals & Success Indicators/Priorities

Continuous Process Improvement with Strong Executive Support

Make a Campus Plan

Measure Progress

Work the Campus Plan
Supporting Culture Change

Universal Design is working to blend accessibility standards and usability principles together in order to create technology that is usable for everyone. Creating pathways for individuals to learn, communicate, and share via information technology, **regardless of their individual learning and processing styles, or physical characteristics.**

- Design in accessibility – don’t let it be an after thought
- Integrate accessibility knowledge into the expected skill set of staff
- Accessibility is a shared campus responsibility
Supporting Procurement Business Processes

Build accessibility into the market analysis of campus enterprise level IT products

- Request a Voluntary Product Accessibility Template (VPAT) be completed by the vendor
- Share the accessibility compliance standards used by your institution with all vendors during the RFP process.
- Once the product is chosen Include any necessary language in the contract regarding what accessibility barriers need to be corrected within a timeline.

Poll Question: How many of you have seen a VPAT before?
Example Contract Language

Contractor hereby warrants that the products or services to be provided under this contract comply with the accessibility requirements of section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794d), and its implementing regulations set forth at Title 36, Code of Federal Regulations, Part 1194. Contractor agrees to promptly respond to and resolve any complaint regarding accessibility of its products or services. Vendor further agrees to indemnify and hold harmless the CSU using the vendor’s products or services from any claims arising out of its failure to comply with the aforesaid requirements. Failure to comply with these requirements shall constitute a breach and be grounds for termination of this Contract.

CSU GENERAL PROVISIONS
No Product Will Be 100% Accessible Processes

To address accessibility barriers create an Equally Effective Alternative Access Plan, in advance of complaints, that outlines how students, staff or faculty will be assisted to use the product.

Collaborative process:

- Department which has Purchased, Promoted or Supports the product
- Campus accessibility experts
- Disability Services Staff
- Information Technology Department
Questions and Answers

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