Strategic Plan Template

Introduction

As recommended in the *Online Course Accessibility Quality Initiative* (OCAQI) *Report* to the Online Steering Committee, all eLearning units should develop a three-year strategic plan in which they outline their strategy to make all online courses in their existing portfolio accessible, and describe how accessibility will be incorporated into current and future course development. All online courses should meet the guidelines as outlined in Policy AD69.

This Strategic Plan template provides a structure that can be customized by the units based on their specific needs. It includes a six-step process that should be taken to ensure that the unit’s course portfolio is made accessible with points of consideration listed for each step. Along with this template, tools to assist in collecting and assessing information about each course have been provided.

# Plan

**Step 1: Determine timeline**

* All public websites and OER materials should meet accessibility guidelines by October 2014. See [Penn State’s Accessibility website](http://accessibility.psu.edu/) (accessibility.psu.edu) for more information on making public sites available.
* All password-protected courses should meet accessibility guidelines by October 2014.
* As new courses are developed, they should meet accessibility guidelines.
* Existing courses should be prioritized and given a timeline for meeting accessibility guidelines. (See Step 5 below.)

**Step 2: Identify available resources**

* Unit resources. (What people do you have and what do they do? How much money is available?)
* What training is needed and available.
* University resources that are available.
* Other established resources you can utilize (3PlayMedia, AST, etc.).

**Step 3: Evaluate and remediate course platform (CMS)**

NOTE: In some cases, this may not be possible. For example, if a learning design shop is using ANGEL, rather than a separate CMS, then the University, not the design shop, should be taking care of this step.

* Identify who supports your CMS.
* Evaluate the CMS for accessibility using the [WCAG 2.0 guidelines](http://www.w3.org/TR/WCAG/). (http://www.w3.org/TR/WCAG/)
* Compile findings and build a plan for remediation.

**Step 4: Audit course portfolio   
Suggested process:**

* Generate a list of all existing online courses.
* Collect the following information for each course (see the Online Course Portfolio Accessibility Audit form):
  + Amount of publicly available course material (sample lessons, OER, pages used for outreach/marketing, etc.)
  + Enrollment (sum of all sections per semester)
  + Frequency of offering (on a yearly basis)
  + Whether it is a required prerequisite for programs
  + Phase of revision cycle (Could accessibility be incorporated into next revision of the course?)
  + Use of multimedia
  + Use of third party technologies (external and University-supported i.e., Yammer and VoiceThread)

**Step 5: Determine course priority**

Use the list generated from the audit to determine your priority 1, 2, and 3 courses. Begin working on these courses in priority order.

Items to consider:

* + Which course materials are publicly available (sample lessons, OER, pages used for outreach/marketing)? THIS IS MOST IMPORTANT
  + Which courses are highest enrolling?
  + Which courses run most often?
  + Which courses are important prerequisites in programs?
  + Which courses use third party technologies (both outside of the University and those that are University supported like Yammer and VoiceThread)?
  + Where is each course in a revision cycle? (Could you incorporate accessibility into the next revision of the course?)

**Step 6: Assess each course for the elements on the Accessibility Checklist (see Accessibility Checklist Template).**

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# Resources

**Below are some resources which may be helpful while working through the steps above.**

* [Penn State Accessibility website](http://accessibility.psu.edu/): [http://accessibility.psu.edu/]
* [WCAG 2.0](http://www.w3.org/TR/WCAG/): [http://www.w3.org/TR/WCAG/]
* [Settlement between Penn State University and the National Federation of the Blind](http://accessibility.psu.edu/nfbpsusettlement): [http://accessibility.psu.edu/nfbpsusettlement/]
* Online Course Portfolio Accessibility Audit form
* Accessibility Checklist