
Introduction to Web Accessibility and the ATl

Information Technology Services

May 2008

Accessibility

- Accessibility is about designing user interfaces so that more people can use your product effectively in more situations.

Henry, S.L. (2002). Understanding Web Accessibility. In Constructing Accessible Web Sites (p. 8 - 31).

What is Web Accessibility?

- Access to people with vision, hearing and motor impairments
 - Also includes those with color blindness, cognitive and developmental limitations
 - Involves creating Web pages that facilitate assistive technologies
 - Screen Readers (JAWS, Window Eyes)
 - Alternative input devices/approaches
 - Text enlargers (Zoom Text)
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What is the Problem?

- Many Web sites use design techniques, scripts, images and graphics in ways that make the content inaccessible or difficult to use
 - Images without alt tags
 - Complex navigation
 - Content presented as graphics without a text version such as Flash or PDF documents
 - Video and audio clips without captions or transcripts

What is the Problem?

- Try this screen reader simulation
 - <http://www.webaim.org/simulations/screenreader-sim.htm>
 - Show video
 - Web Accessibility: Access for All
 - Produced by CSU Fresno © 2002
 - <http://www.csufresno.edu/accessibility/>
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Why is Web Accessibility Important?

- Insures Web information and services are available to people with disabilities
- Insures Web information available to the broadest audience

Legal Requirements

■ Federal

- Rehabilitation Act of 1973 (w/ amendments 1998)
 - Section 504: No exclusion from or discrimination in academic program or activity
 - Section 508: Electronic information must be accessible to people with Disabilities
- Americans with Disabilities Act (1990)
 - Requires communications be as effective as with others

Legal Requirements

■ California

● Senate Bill 302 (January 2004)

- Requires that the California State University System comply with the accessibility requirements of the federal Rehabilitation Act of 1973 and its implementing regulations. The purpose of which is to improve persons with disabilities access to electronic or information technology. This bill corrects an oversight in SB 105 (Stats. 2002, c. 1102) which applied the accessibility requirements to all state governmental agencies and entities but inadvertently failed to mention the above-mentioned university system.
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CSU Executive Order 926

■ Purpose

- Documents system-wide policies for the disability support and accommodation program
 - Stimulate monitoring and full compliance
 - Published January 1, 2005
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CSU Executive Order 926

- Applies to
 - CSU campuses and the Office of the Chancellor
 - Academic programs and services, student services, auxiliary programs and services, information resources and technologies, procurement of goods and services, and capital planning, design, and construction
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CSU Accessible Technology Initiative (ATI)

- Work plan for EO 926
- ATI Published September 28, 2006
 - <http://www.calstate.edu/accessibility/>
- Revised Coded Memo AA-2007-04

CSU Accessible Technology Initiative (ATI)

- **Three priorities**

- Web Accessibility
- Instructional Materials Accessibility
- Accessible Electronic and Information Technology (E&IT) Procurement

- **Five year plan**

- Policy development and planning
 - Implementation
 - Assessment
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Priority One: Web Accessibility

- Creating and maintaining accessible websites will be ongoing. The dynamic nature of the web and the continuous updating of content require a process that can be facilitated by the use of an enterprise-wide web evaluation and monitoring tool along with well-defined campus policy and implementation procedures.
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Priority Two: Instructional Materials

- Instructional Materials (IM) are considered to be forms of communication and must therefore be delivered in a manner that is equally effective for persons with disabilities. Communication is considered to be equally effective when it is:
 - comparable in quality to those received by students without disabilities
 - comparable in timeliness of delivery and availability
 - provided in a manner and medium appropriate to the significance of the message and the abilities of the person receiving the material
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Priority Three: Accessible Electronic and Information Technology (E&IT) Procurement

- The CSU must incorporate Section 508 standards as it develops or acquires new E&IT resources. In terms of procurement, the CSU is required to purchase E&IT products and services that conform to the standards established for each category of covered items, if such are commercially available, and their purchase does not result in an undue burden or fundamental alteration.
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Web Accessibility – Policy Development

- Each campus is directed to adopt and issue a campus-wide web accessibility policy that addresses the following:
 - Identification of person(s) responsible for web accessibility compliance and training.
 - Milestones and timelines that conform to the dates listed below.
 - A monitoring, remediation, and accountability process.
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Web Accessibility – Policy Development

- A process to provide for alternative ways for obtaining information during any period in which websites are undergoing retrofit.
 - A process or system to document accessibility of audited applications and fixes.
 - A communication plan to educate the campus about the policy.
 - A web accessibility training plan for those who develop and maintain websites.
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Web Accessibility - Timeline

- March 30, 2007:
 - Notification to campus
 - June 15, 2007
 - Submit First Year Web Report
 - Contains results from self-evaluation of the accessibility of most popular campus websites and plan for remediation.
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Web Accessibility - Timeline

- Beginning immediately and no later than September 1, 2007:
 - New and updated websites, web applications, and web content produced by the CSU or by third-party developers will, at the minimum, conform to applicable baseline accessibility standards as defined in Section 508, Subpart B, and where appropriate, Subpart C.
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Web Accessibility - Timeline

- May 15, 2009:
 - All administrative sites that are critical to institutional access (as established in the Web Accessibility Implementation Plan) should, at a minimum, conform to baseline accessibility standards as defined in Section 508. If remediation or replacement of the website is not possible or would constitute an undue burden, then a plan to provide an equally effective alternate form of access must be developed, documented, and communicated.
- May 15, 2012:
 - All websites at the CSU should fully conform to Section 508. Once again, undue burden plan requirements (as described above) apply.

Basic Tips – For Visual Impairments

- Avoid low contrast graphics
 - Don't require the ability to see color
 - Avoid “Click the green button.”
 - Be careful with the use of green and red
 - Don't force the font, size, or color of text
 - Use a style sheet which can be turned off
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Basic Tips – For Visual Impairments

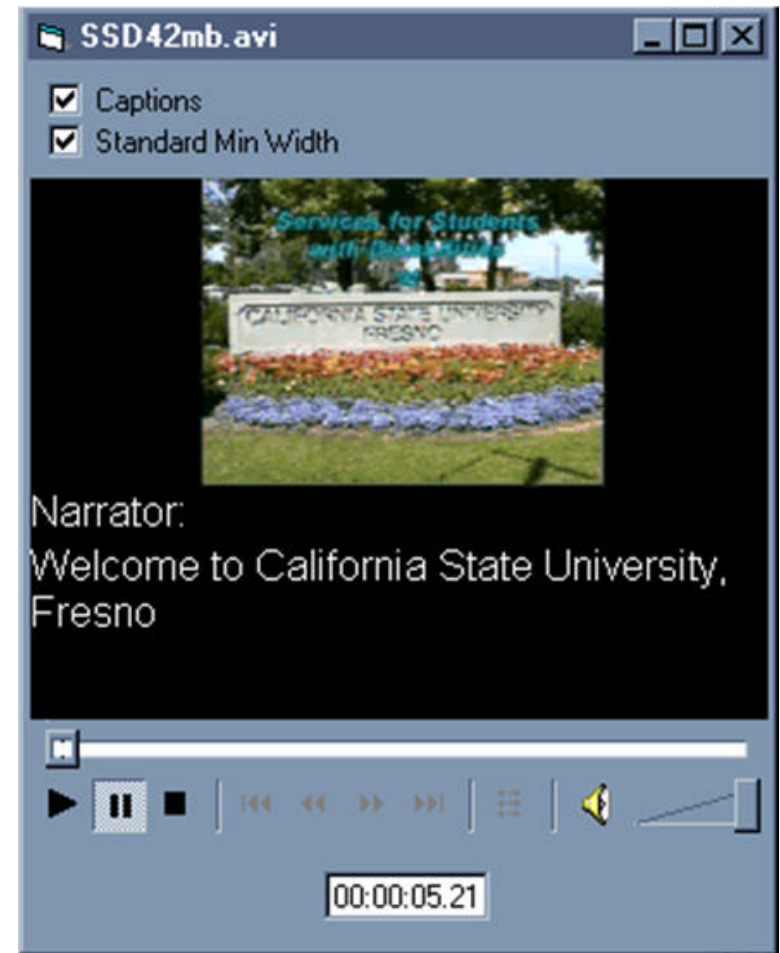
- Be sure forms can be navigated with the Tab key
 - Avoid entry boxes that require a mouse click
 - Alt tags for every image/graphic
 - Provide redundant text links for image maps and drop-down menus
 - Provide a “Skip to Content” link
 - Create accessible PDF documents
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Basic Tips – For Motor Impairments

- Be sure links are obvious
[Cal Poly Home Page](#)
- Alt text needs to match text on buttons
- Provide redundant text links for drop-down menus
- Avoid small buttons and link text
 - <http://smalltext>

Basic Tips – For Hearing Impairments

- Caption video clips
- Provide a transcript for audio clips
- Link text should be descriptive, for example:
 - [Cal Poly Media Distribution Services Captioning Options](#)
 - Do not use link text such as Click Here or More



Guidelines and Standards

- Accessibility and Information Resources:
 - <http://accessibility.calpoly.edu/>
 - CSU Links About Section 508
<http://calstate.edu/accessibility/section508/>
 - Web Accessibility Initiative
 - <http://www.w3.org/WAI/>
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Tips and Techniques

- Web Authoring Resource Center
 - <http://warc.calpoly.edu/accessibility/index.html>
 - Center for Teaching and Learning
 - <http://ctl.calpoly.edu>
 - WebAim
 - <http://www.webaim.org>
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Website Assessment Tools

- HiSoftware's AccVerify/Repair
 - Cal Poly Portal > Technology Tab > Software Download Channel
 - WebAIM's WAVE 4.0
 - <http://wave.webaim.org/>
 - Firefox
 - <http://chrispederick.com/work/webdeveloper/>
 - Internet Explorer
 - <http://www.visionaustralia.org.au/info.aspx?page=614>
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Resources

- Cal Poly Media Distribution Services Captioning Options
 - http://mds.calpoly.edu/mds_videoservices/media_captioning.htm