

UNIVERSITY *of* WEST FLORIDA

Digital Accessibility Initiative

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Academic Engagement
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Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990 prohibit discrimination on the basis of disability in programs and activities by public universities receiving financial assistance from the U.S. Department of Education

Section 508 of the Rehabilitation Act of 1973 requires that Federal agencies' electronic and information technology are accessible to people with disabilities, including students and members of the public.

Digital Accessibility

- UWF is committed to ensuring that communication with university constituents with disabilities including those with hearing, visual and manual impairments, or who otherwise require the use of assistive technology to access information, is as effective as communication with those without disabilities.
- To maximize UWF's potential to achieve its legal and ethical commitments in the digital environment, the University has established an *Accessibility Task Force*.

Accessibility Task Force

- Charged with developing strategies to effectively manage all aspects of digital accessibility including
 - additional accessibility resources
 - support
 - training
 - communication
 - outreach
 - Three primary areas
 - Web Presence
 - Instructional Materials (online and F2F)
 - Technology and Tools
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What is Assistive Technology

1. Assistive Technology is a **bridge between electronic information and users**
 2. Any kind of software or hardware that provides alternate ways of accessing electronic information
 - a. Text-to-Speech/screen reader (Jaws)
 - b. Voice Recognition (Siri)
 - c. Speech-to-text (Dictation software/Dragon)
 - d. Literacy Support Software (Kurzweil)
 - e. Screen Magnifier (ZoomText)
 - f. Alternative input/output (Wand, Braille Keyboard)
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Can Assistive Technology interact with electronic content?

1. **Not Automatically**

Electronic content must be designed to interact well with the assistive technology

2. What is required to ensure AT can properly interact with electronic content?



Instructional Materials are considered to be forms of communication and must be delivered in a manner that is equally effective for persons with disabilities - Comparable in **quality, timeliness of delivery & availability**

- Multimedia
 - Videos – must be captioned
 - Remote lectures – must be captioned
 - Podcast – include transcripts
 - Accessibility features need to be included at the time a multimedia item is published, not later.
 - Pitfalls of autocaptions - always check for accuracy (YouTube)
- Self Describing Links – Instead of “*click here*” us descriptive words such as “*How to access the homework file*”
- Alternative Text for Images – must include alt-tags, long descriptions, captions, etc.
- Documents – true texts, not images of text; simple tables
- Third-party instructional resources

- Over 50k uwf.edu pages and other sites.
- Accessibility Standards -Web Content Accessibility Guidelines (WCAG), outlined in Section 508 of the Rehabilitation Act.
- Compliance is University wide effort, deadline - **1/18/18**
- Common accessibility errors:
 - Links without proper descriptions
 - Duplicate links on the same page that go to different locations using the same text
 - Text that can't be highlighted or altered for visually impaired users
- Web page development
 - Qualified web content providers with skills and knowledge
 - Contact UMC for guidance on accessibility standards
 - Training materials and resources for everyone who manages a University website.

- Digital tools include:
 - Self contained, closed products (printing or information kiosk) - generally have embedded software and are commonly designed in a way that a user cannot easily attach or install assistive technology
 - Classroom technology - clickers, smartboards
 - Digital marketing tools: Emails, PDFs, Multimedia, Social Media
 - Learning management systems
- Strategy
 - Vendors should provide product/service accessibility information as part of their proposal submissions
 - Consultation Request (*Accessibility Request -JIRA*)
 - Enhance contracts review process to include accessibility compliance

Accessibility Resources

- Proactive Measures – building accessible courses
 - QM & Accessibility Reviews (Online)- ATC
 - Classroom technology – ITS
 - Course materials – Library
 - Accessibility Training- ATC, UMC, SDRC
 - Accessible Textbooks – Bookstore & Publishers
 - Disability accommodations
 - Students – Student Disability Resource Center
 - Employee- ADA Programs
 - General help or consultation
 - Accessibility Support Request – JIRA Process
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- Academic Technology Center (eLearning)
 - Division of Academic Engagement
 - Information Technology Services
 - Office of Equity and Diversity
 - Office of the General Counsel
 - Office of the Provost
 - Student Disability Resource Center
 - University Marketing and Communications
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Questions & Comments

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