

Accessibility in Action



Mark Eichler, Product Manager, Higher Logic

Martha Jack, Director, eConverse Social
Media



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Overview

- What is web accessibility?
- Who requires web accessibility?
- What are the components of an accessible website?
- Accessibility and the law
- Higher Logic and accessibility
- Configuration/Design/Content for accessibility



What is web accessibility?

“the inclusive practice of removing barriers that prevent interaction with, or access to websites, by people with disabilities. When sites are correctly designed, developed and edited, all users have equal access to information and functionality.”



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Do you know about your Members' accessibility needs?



✓ Yes, we actively make website choices to reflect accessibility needs

✓ No, we don't take accessibility needs into account on web architecture and design decisions

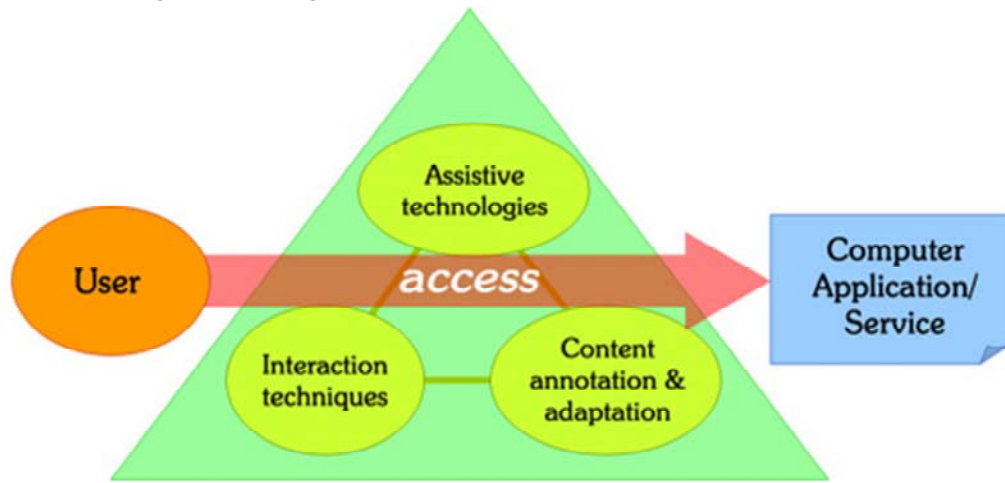
Demographics of Accessibility

- 56.7 million Americans (19%) self-identify as having a disability
- 8% classify as having a severe disability
- Aging members
- Members working longer
- Want to stay involved in industry post-retirement
- Can lead to declining:
 - Vision
 - Physical ability
 - Hearing
 - Cognitive ability



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Accessibility Components



Characteristics of Accessible Sites

Accessible Websites Have:

- Appropriate ALT image tags
- Descriptive text for hyperlinks
- Visual indication of focus
- Proper labels
- Link targets are too small
- Proper use of header tags
- Action labels
- Accessible attachments
- Specific descriptive text
- Accessible documentation
- Good contrast
- Good hover indication

Accessible Websites Don't Have:

- No image tags
- {outline : none} target focus
- Non-descriptive text on hyperlinks
- Tiny link targets
- Tables
- Header tags only used for aesthetics
- Poor contrast
- Use of colors typically shown to be difficult for color-blindness
- Color as the only way to determine function/action
- Non-accessible attachments

Accessibility and the Law

Americans with Disabilities Act:

Title III of the Americans with Disabilities Act (ADA) requires that businesses and nonprofit services providers make “accessibility accommodations”. What this means for web sites is not clear.

The ADA does not have standards or an enforcement agency. Case law is unclear. Federal courts have come down on both sides.

Internet evolution far faster than government action.

Table of Accessibility for Ontarians with Disabilities Act Deadlines for achieving WCAG 2.0 AA levels:

1. For the Government of Ontario and the Legislative Assembly, January 1, 2012.
2. For large designated public sector organizations, January 1, 2013.
3. For small designated public sector organizations, January 1, 2014.
4. For large organizations, January 1, 2014.
5. For small organizations, January 1, 2015.

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E ADA is a law – no federal agency is empowered to act as enforcement agency. OSHA – the occupational health and safety administration – is an agency under law with standards and people who actively look for violations – they can write a business a fine or require action if a workplace has a violation. ADA enforcement comes from lawsuits: claimants who cite hardship from specific lack of accommodation. **Earll v. eBay** and **National Federation of the Blind v. Scribd** are both lawsuits where company was sued in federal court for lack of accommodation. Ebay won: a US circuit court found that the ADA only applies to physical spaces. Scribd lost – a Vermont federal judge found the opposite. A higher authority defining this space has not yet happened. That can be a Supreme Court ruling or a change in federal law. Until that happens it is theoretically possible for an association to be sued but it is not possible for a federal official to knock on your door and demand ADA compliance.

WCAG 2.0 – Web Content Accessibility Guidelines

- **Perceivable**

- Text alternatives for non-text content
- Captions for multimedia
- Content can be presented in other ways without losing meaning
- Make it easier for users to see and hear content

- **Operable**

- All functionality available from keyboard
- Give users enough time to read and use content
- Do not use content that causes seizures
- Help users navigate and find content

- **Understandable**

- Make text readable and understandable
- Make content appear and operate in predictable ways
- Help users avoid and correct mistakes

- **Robust**

- Maximize content for current and future user tools



WCAG 2.0 Levels

Principles	Guidelines	Level A	Level AA	Level AAA
1. Perceivable	1.1 Text Alternatives	1.1.1		
	1.2 Time-based Media	1.2.1 – 1.2.3	1.2.4 – 1.2.5	1.2.6 – 1.2.9
	1.3 Adaptable	1.3.1 – 1.3.3		
	1.4 Distinguishable	1.4.1 – 1.4.2	1.4.3 – 1.4.5	1.4.6 – 1.4.9
2. Operable	2.1 Keyboard Accessible	2.1.1 – 2.1.2		2.1.3
	2.2 Enough Time	2.2.1 – 2.2.2		2.2.3 – 2.2.5
	2.3 Seizures	2.3.1		2.3.2
	2.4 Navigable	2.4.1 – 2.4.4	2.4.5 – 2.4.7	2.4.8 – 2.4.10
3. Understandable	3.1 Readable	3.1.1	3.1.2	3.1.3 – 3.1.6
	3.2 Predictable	3.2.1 – 3.2.2	3.2.3 – 3.2.4	3.2.5
	3.3 Input Assistance	3.3.1 – 3.3.2	3.3.3 – 3.3.4	3.3.5 – 3.3.6
4. Robust	4.1 Compatible	4.1.1 – 4.1.2		

Level A: Beginner

Level AA: Intermediate

Level AAA: Advanced

<https://www.wuhcag.com/wcag-checklist/>

Higher Logic and Accessibility

Q: Does Higher Logic feature accessible functionality?

- Yes – we have spent hundreds of hours on accessibility needs and are committed to accessibility
- Accessibility features native to Higher Logic websites:
 - Skip links
 - Element labels
 - [TinyMCE editor](#) chosen in part due to accessibility features
 - CMS inputs:
 - alt tag inputs
 - description fields
 - Site Setup>slogan
 - Email for reading, posting and alerting to new content
- Work and tasks continue
- Client partnerships

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Higher Logic: Goals for 2016

- Q: are Higher Logic websites perfectly accessible?
 - No – almost no websites are perfectly accessible. Differences in the combination of user operating systems, assistive technologies, software versions are difficult to account for.
 - We are going thru modules one by one to improve
 - Nature of the CMS is to put users in control

Higher Logic gives you tools to
enhance or *detract*
from accessible experiences

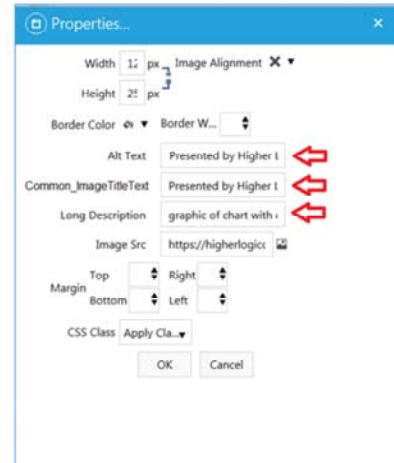
Accessibility guidelines: <http://www.w3.org/WAI/gettingstarted/tips/designing.html> - 7 of the 10 are up to you

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Higher Logic CMS Accessibility Choices

- Navigation – clearly worded; slim and clean
- Navigation – different states to indicate selected area
- Colors – high contrast
- Page Layouts – single column where possible
- Page Layouts – use the CMS choices and never tables
- Content – use the tools presented to you
 - Text – large, sans serif font selection
 - Text – avoid background colors except to achieve contrast
 - Text – use headers reflecting the page content
 - Text – avoid local styling
 - Images – always complete all descriptive elements
 - Images – avoid burying text within the image



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STOP...it's Demo time

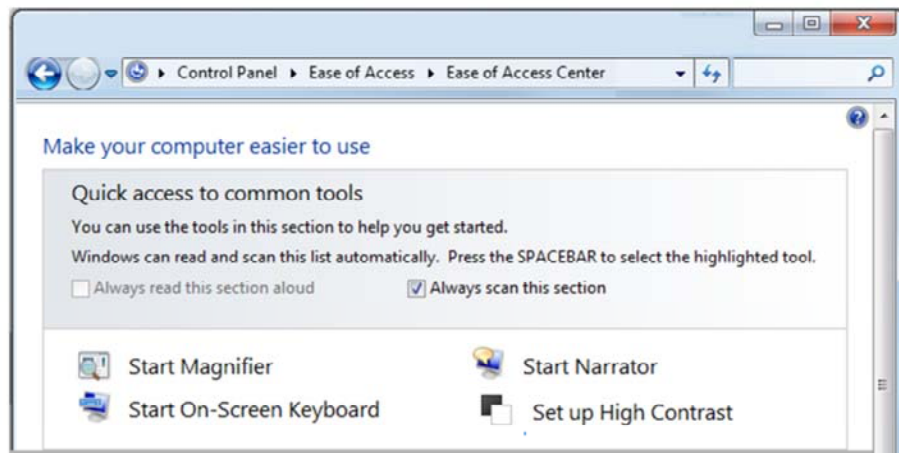


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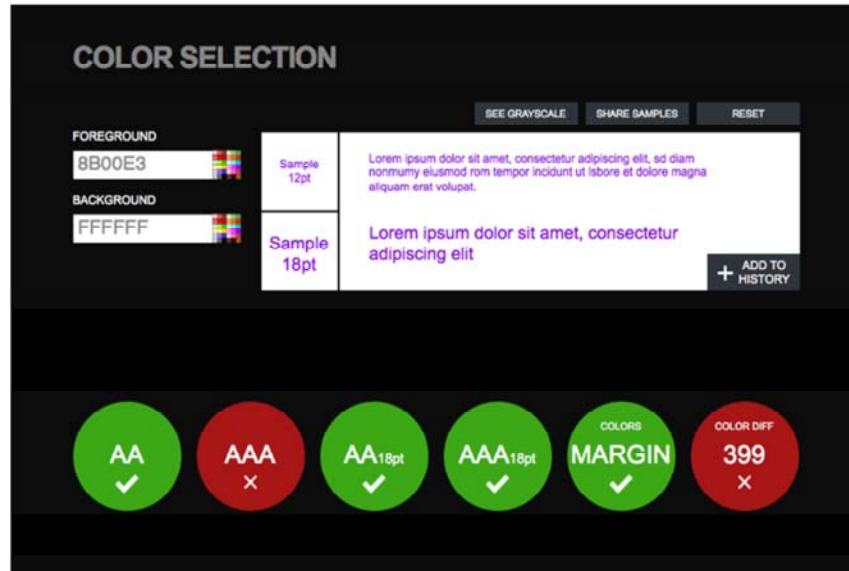
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<https://hug.higherlogic.com/help/home/accessibility>

Microsoft Accessibility Tools



Contrast



International Association of Accessibility Professionals



Questions?

- Webaim.org
- w3.org/WAI/WCAG20/glance/
- HL New Release documentation
- ContrastChecker.com

Martha Jack, Director
eConverse Social Media
martha@econversemedia.com

Mark Eichler, Product Manager
Higher Logic
meichler@higherlogic.com

