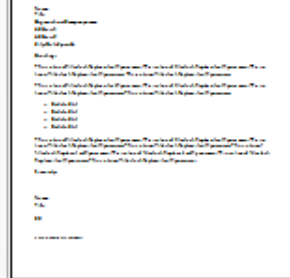
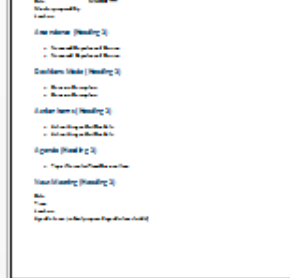


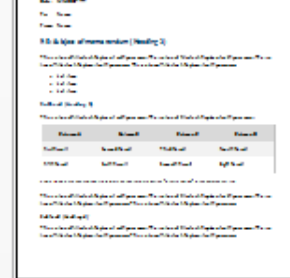
Fax Cover



Letterhead



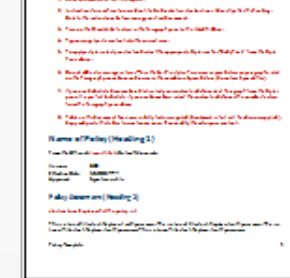
Meeting Minutes



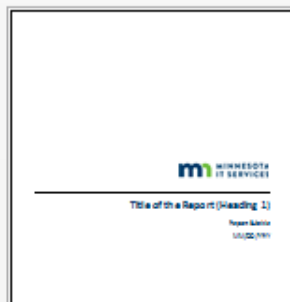
Memo



News Release



Policy Template



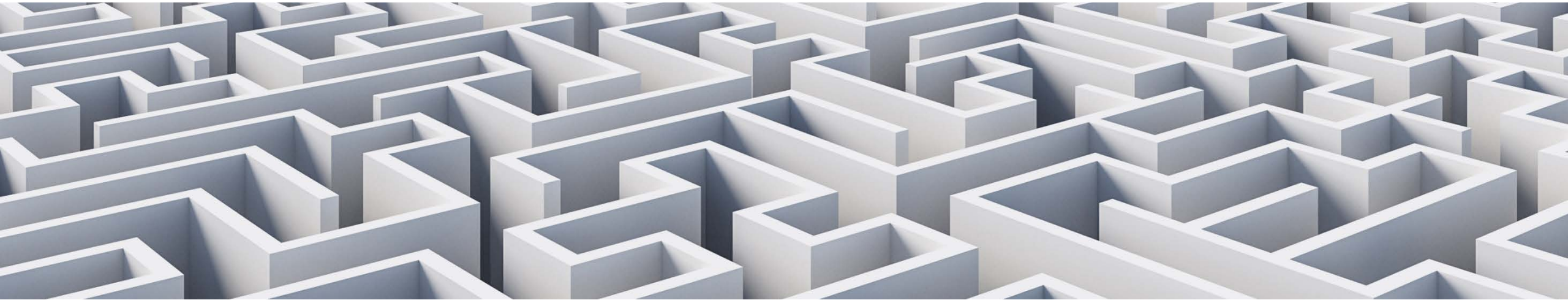
Develop, test, deploy: accessible templates for an entire state

Jay Wyant | Chief Information Accessibility Officer

Kim Wee | Accessibility Coordinator, Webmaster

Jennie Delisi | Accessibility Analyst





Introducing the Challenge

Jay Wyant

Chief Information Accessibility Officer

What is the most common type of content created by individuals in an organization?



The Content Distribution Challenge

31,858



Bad email signature examples



Florence K. Kuzelka

Administrative Assistant
Minnesota IT Services

658 Cedar Street, Saint Paul, MN 55155

651-555-5555

mn.gov/mnit

"All our dreams can come true, if we have the courage to pursue them."

George Washington

Business Analyst

MNIT

658 Cedar St, Saint Paul, MN 55155

651-555-5555

Information Technology for Minnesota Government | mn.gov/mnit

"Time spent with cats is never wasted"



John Doe

Business Analyst

Minnesota IT Services | Partners in Performance

658 Cedar Street

Saint Paul, MN 55155

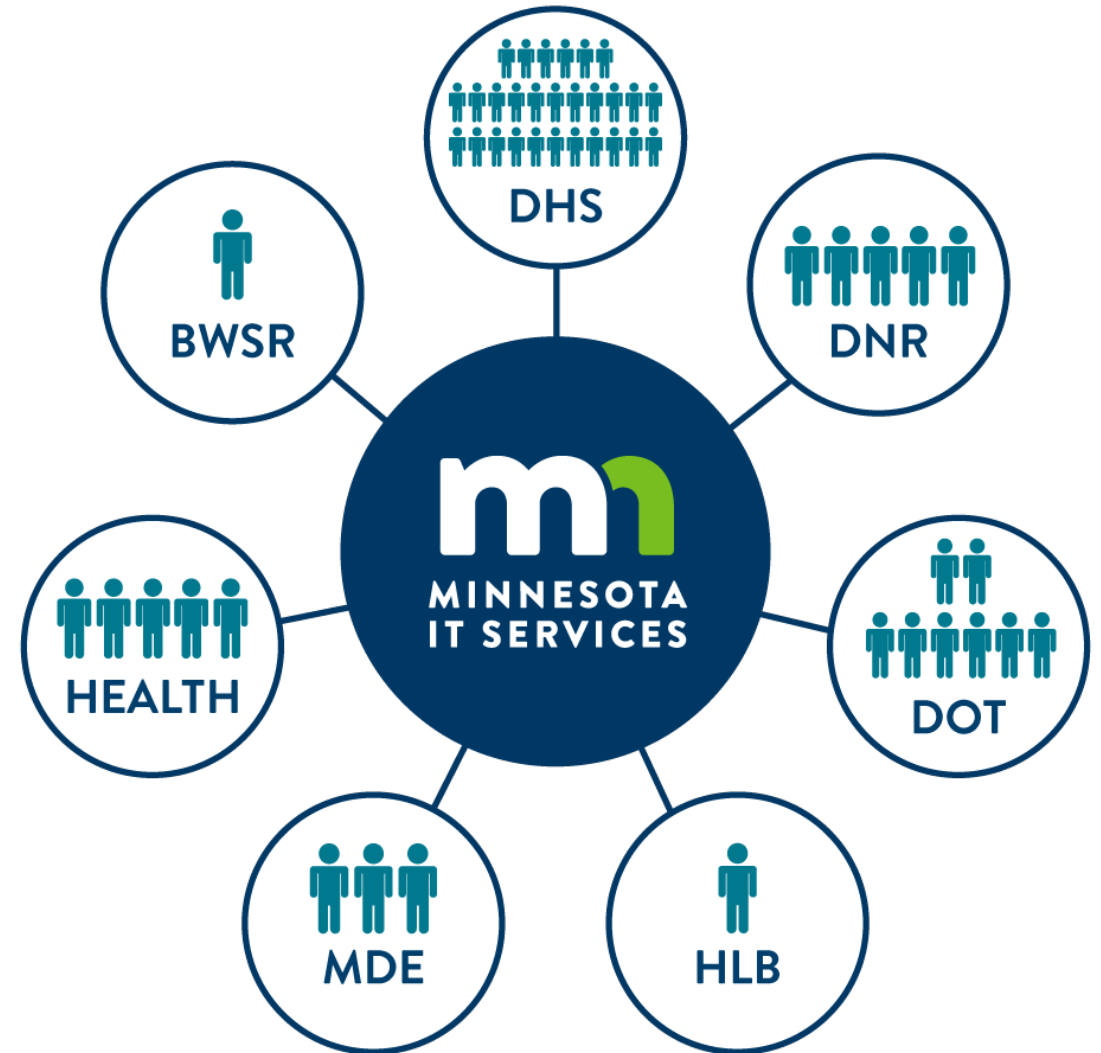
651-555-5555

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The Situation

- Federated agencies
- One or two agencies with accessible MS Office 2010 templates
- One agency with experience in deploying document templates
- No consistent email signature
- Communications departments were siloed



Multi-year branding initiative/process led by Governor's office

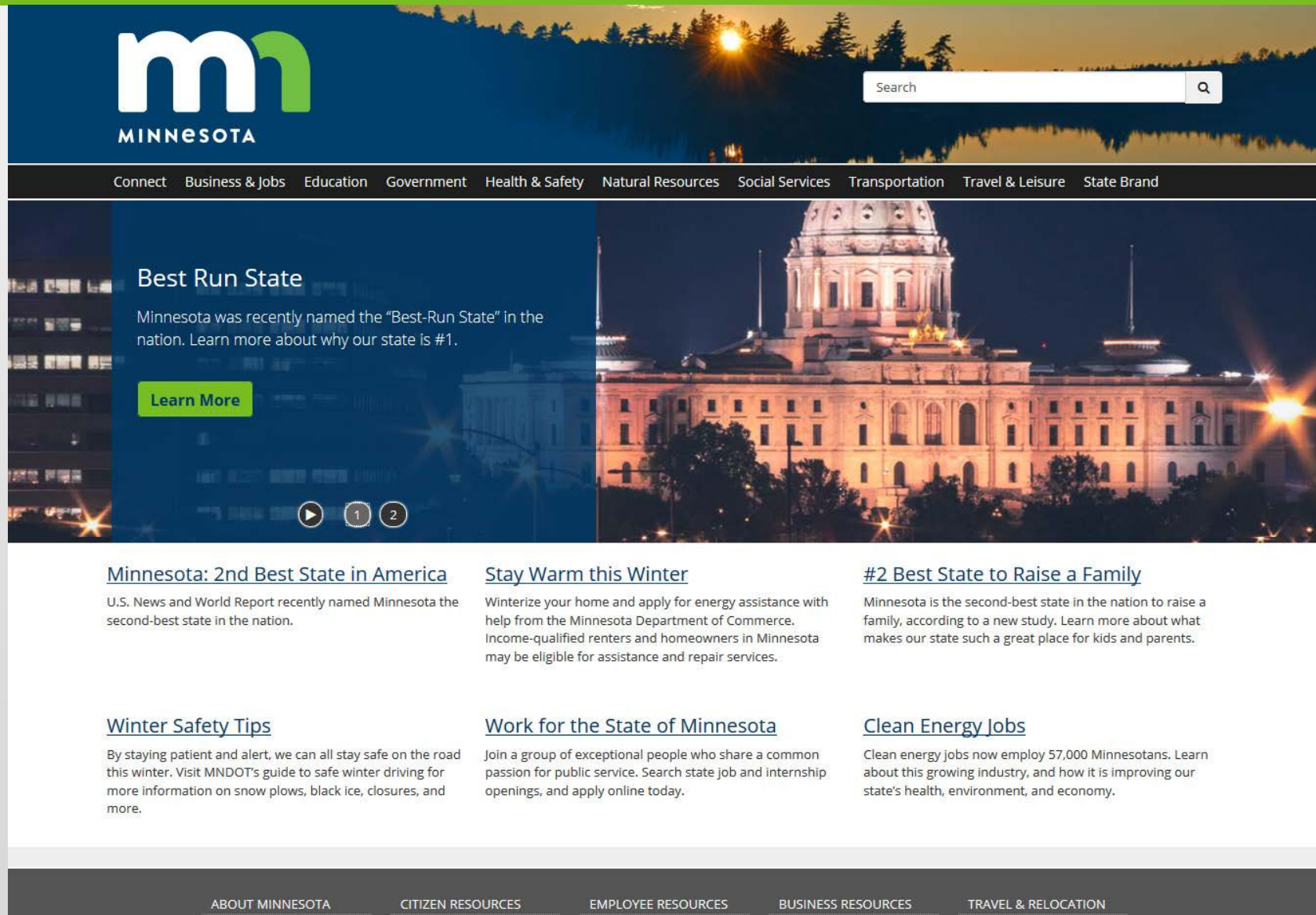
- Coordinated through agency communications leaders
- Rollout on two levels
 - Institutional communications: agency branding and website
 - Individual communications: email and documents
- Minnesota IT Services (MNIT) volunteered to be first



New State Logo



Refurbished state portal



Email Template

Florence K. Kuzelka

Administrative Assistant

Minnesota IT Services | Partners in Performance

658 Cedar Street

Saint Paul, MN 55155

651-555-5555

Information Technology for Minnesota Government | mn.gov/mnit





Instructions for using this template. Please read, then delete before saving your final document.

NOTE: This template is for use only by the appropriate governance team.

1. Add custom content to this template.
2. Instructions for each section are identified in brackets as <Instructions:> directly after the heading. Delete the instructions before saving your final document.
3. Turn on the Show/Hide feature in the Paragraph panel in the Word Ribbon.
4. Type or copy/paste content into the correct area.
5. To apply a style, select your text and select the appropriate Style, such as “Body Text,” from the Style Pane above.
6. Do not add extra carriage returns—use the built-in styles. To increase space between paragraphs, click on the Paragraph pane above and increase the number in Space Before (do not use Space After).
7. If you need a bulleted or numbered list, select your content and choose List Paragraph from the Styles pane. It is pre-set for bullets; if you need numbers, select the content and choose the number feature from the Paragraph pane above.
8. Tables in this document have accessibility features applied (bookmark in first cell; header row applied). Copy and paste the tables to create new ones, then modify them for your content.

Name of Policy (Heading 1)

From the Office of <insert title>, State of Minnesota

Version: 0.00
Effective Date: MM/DD/YYYY
Approval: Signature on file

Policy Statement (Heading 2)

<Instructions: Explain what the policy is.>

Document Templates



The
Expert



Central Desktop
Support



Network
Support



Agency Desktop
Support



Designer



Accessibility
Coordinator



Governor's Branding Team



Office of Accessibility



MNIT Communications

The Objectives

- Consistent accessible email signature used by all state employees
- Accessible document templates available when opening application for all state employees



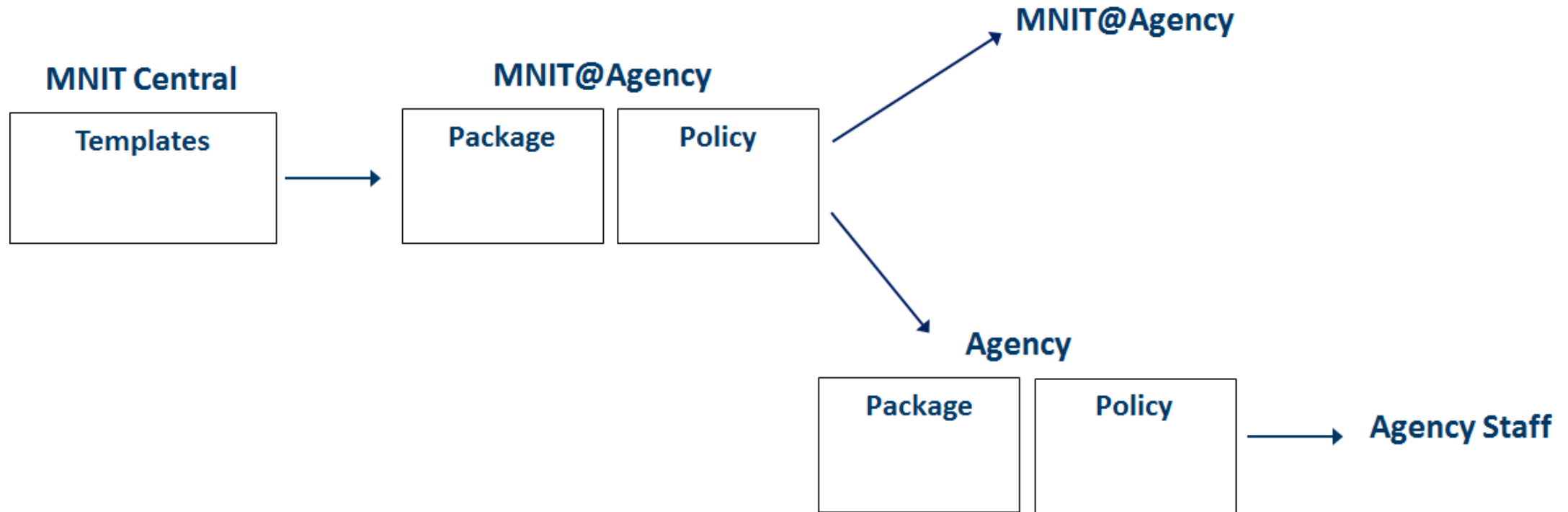
Getting into the weeds!

Kim Wee

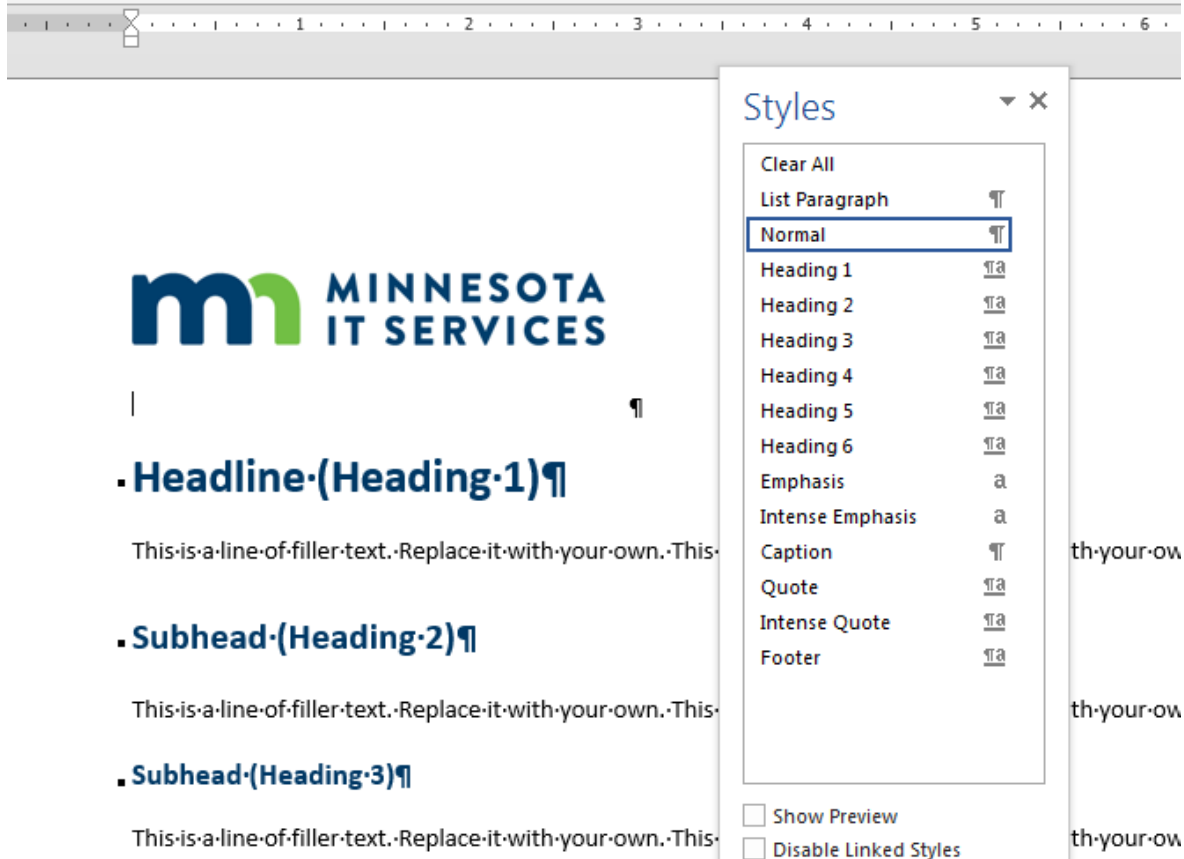
Webmaster and Accessibility Coordinator

- Active Directory
 - Users and Computers
 - Group Policy Management
- Group Policy Objects
- Organizational Units

Agency Word and PowerPoint Template Distribution



Step 1 – Create Templates



MINNESOTA IT SERVICES

Headline (Heading 1)

This is a line of filler text. Replace it with your own. This

Subhead (Heading 2)

This is a line of filler text. Replace it with your own. This

Subhead (Heading 3)

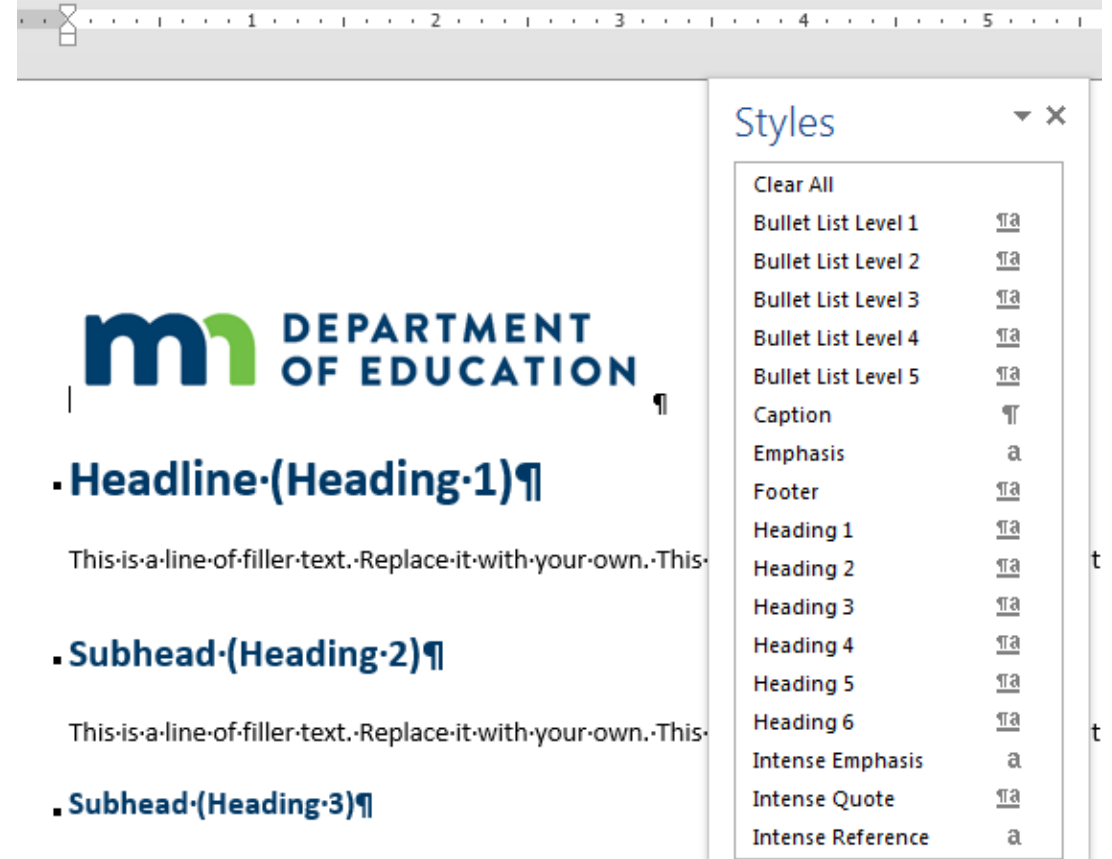
This is a line of filler text. Replace it with your own. This

Styles

- Clear All
- List Paragraph
- Normal
- Heading 1
- Heading 2
- Heading 3
- Heading 4
- Heading 5
- Heading 6
- Emphasis
- Intense Emphasis
- Caption
- Quote
- Intense Quote
- Footer

☐ Show Preview

☐ Disable Linked Styles



DEPARTMENT OF EDUCATION

Headline (Heading 1)

This is a line of filler text. Replace it with your own. This

Subhead (Heading 2)

This is a line of filler text. Replace it with your own. This

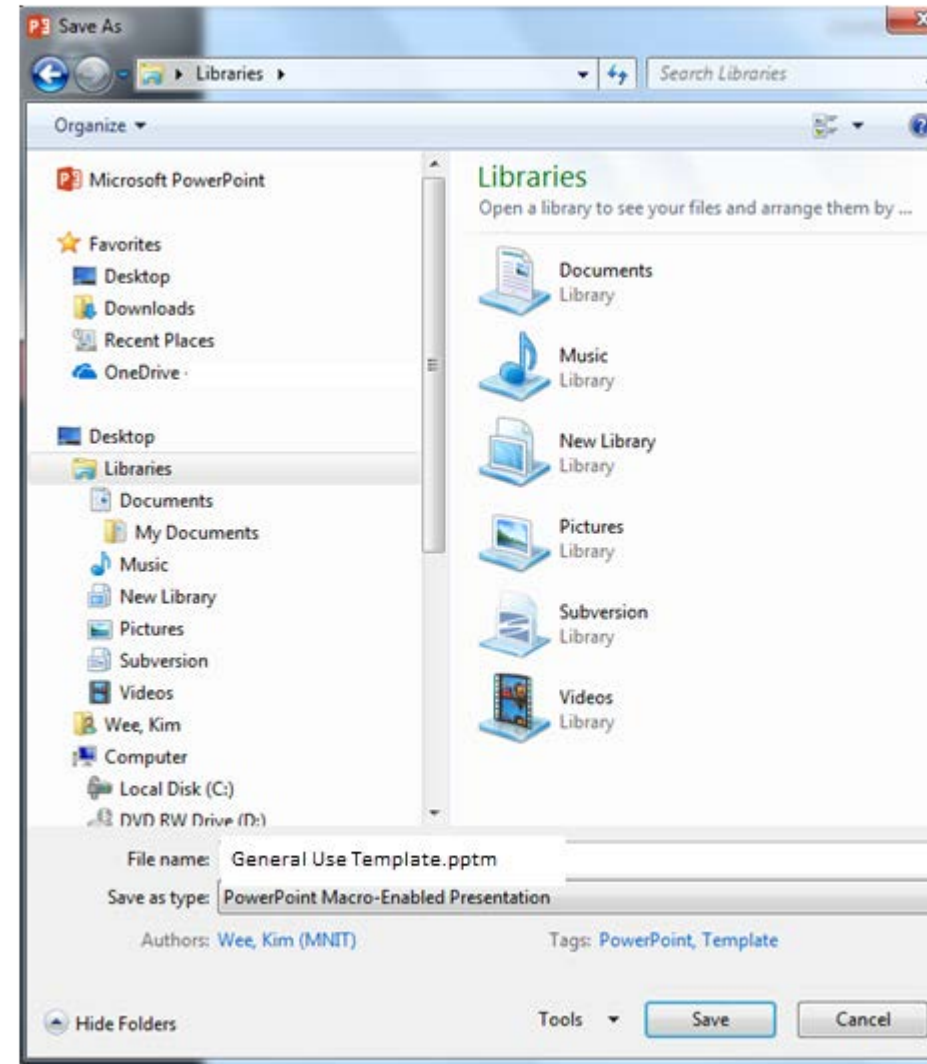
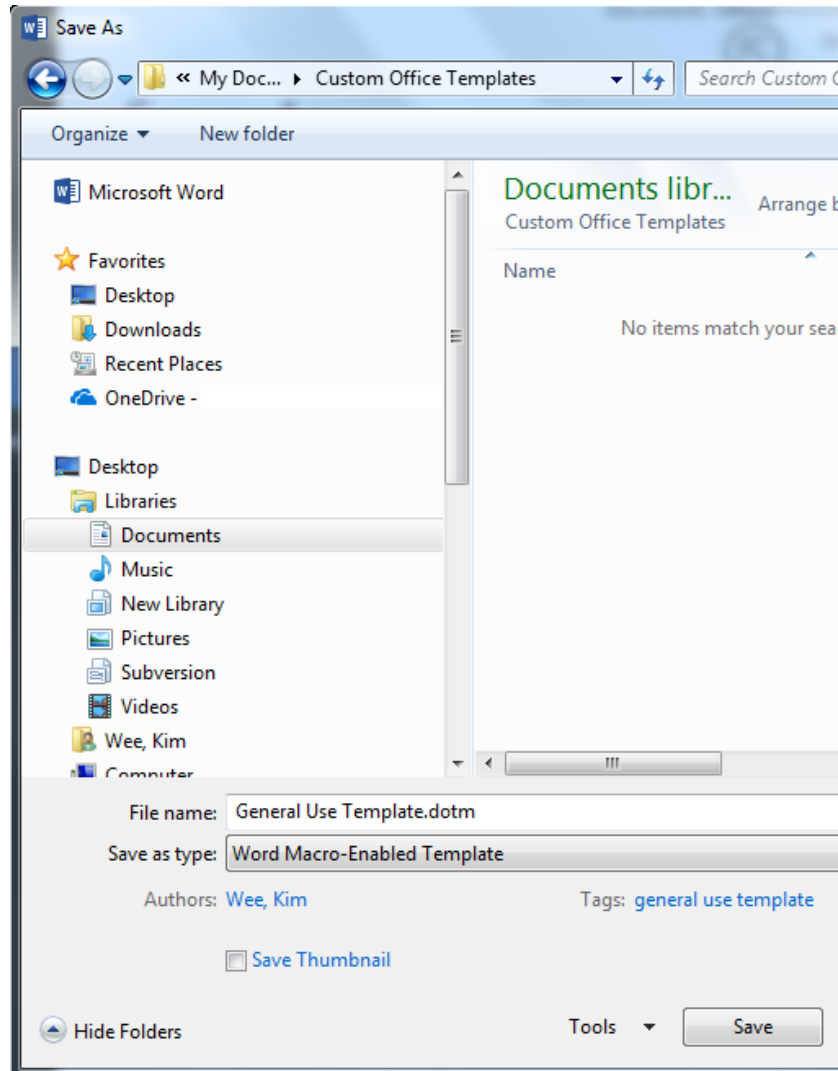
Subhead (Heading 3)

This is a line of filler text. Replace it with your own. This

Styles

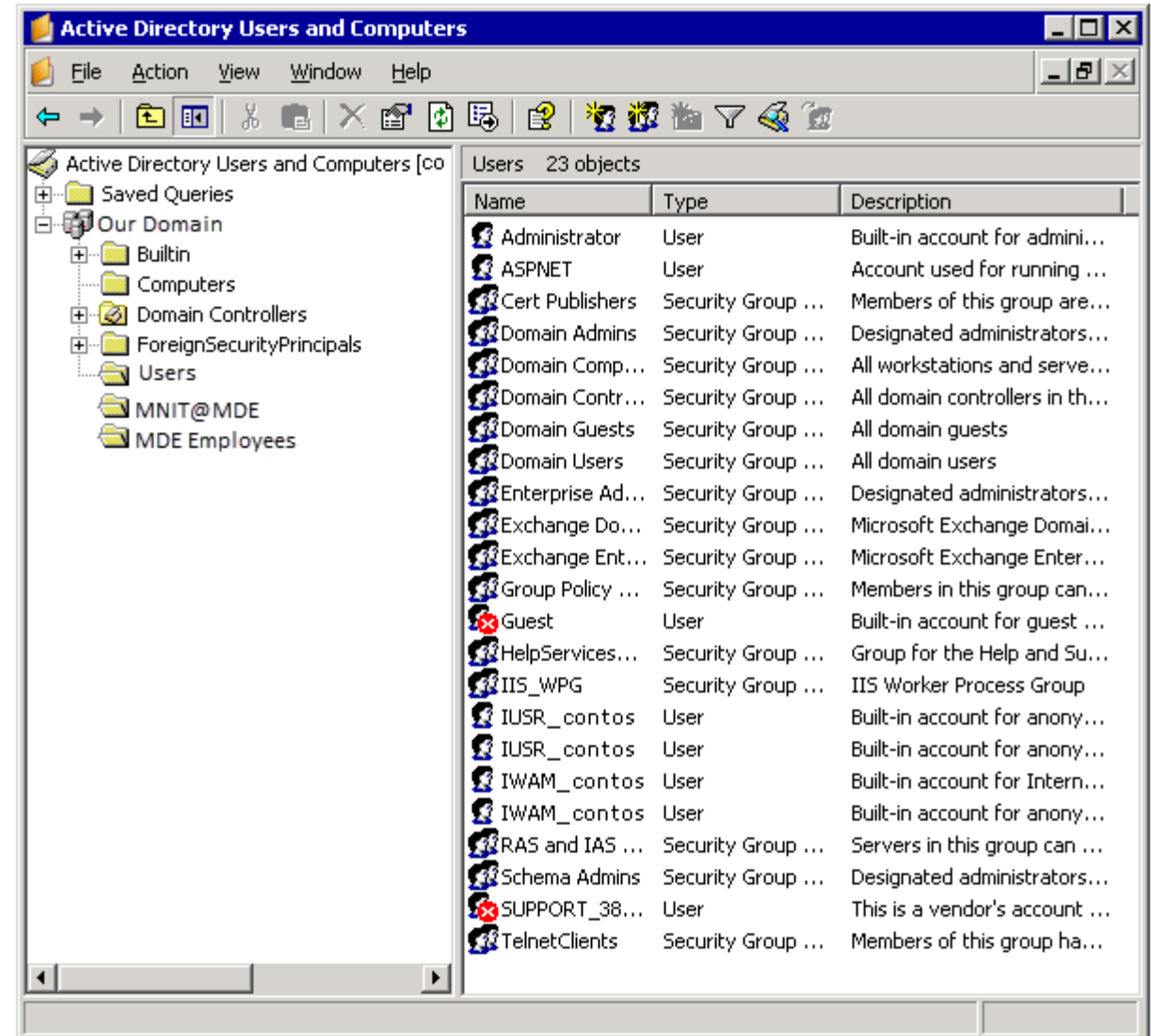
- Clear All
- Bullet List Level 1
- Bullet List Level 2
- Bullet List Level 3
- Bullet List Level 4
- Bullet List Level 5
- Caption
- Emphasis
- Footer
- Heading 1
- Heading 2
- Heading 3
- Heading 4
- Heading 5
- Heading 6
- Intense Emphasis
- Intense Quote
- Intense Reference

Step 2 – Save Templates



Step 3 – Create Organizational Unit

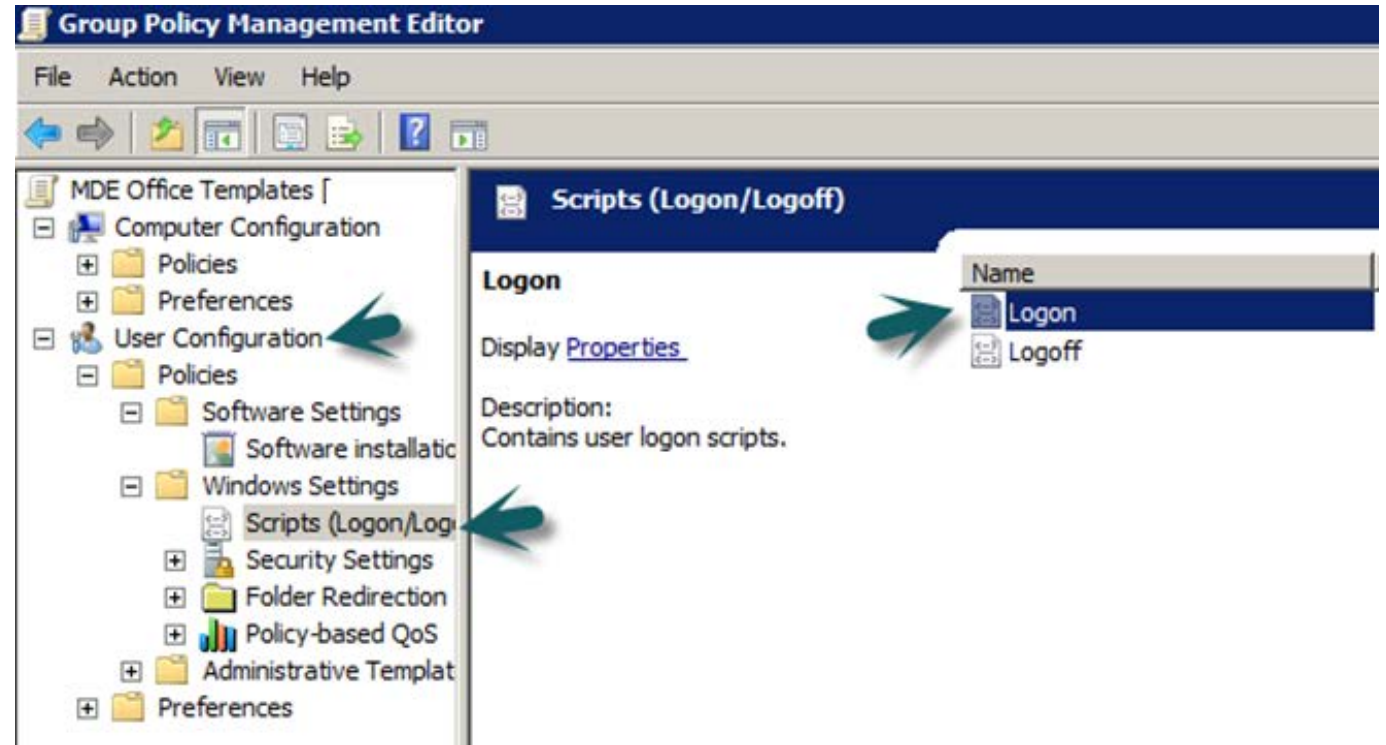
Active Directory, users
and computers
management tool



Step 4 – Create Group Policy

Group Policy Objects

Create a “User Configuration” Group Policy to deploy template to all users via a batch file to run under (Logon/Logoff)



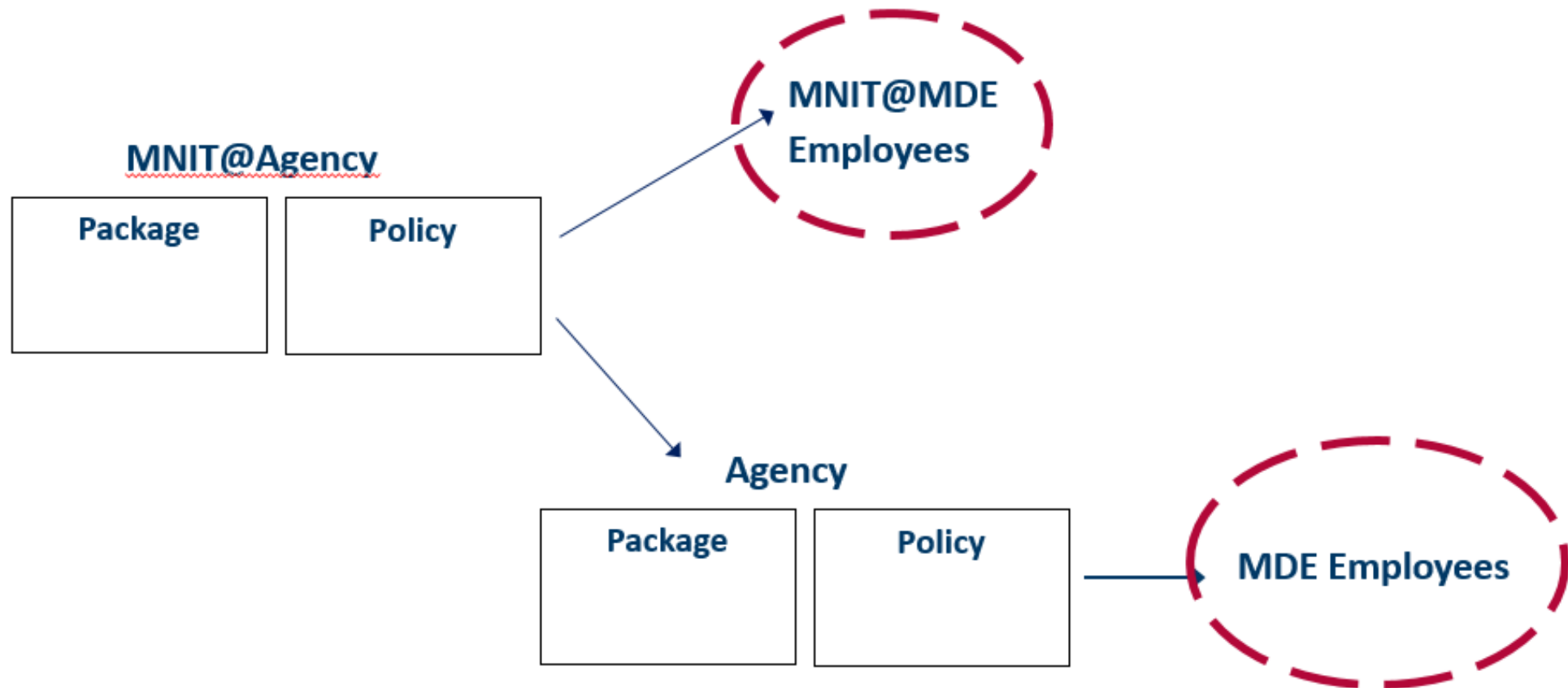
Step 5 – Create the Script

Use a basic group policy logon script that copies the templates into the users' template folder:

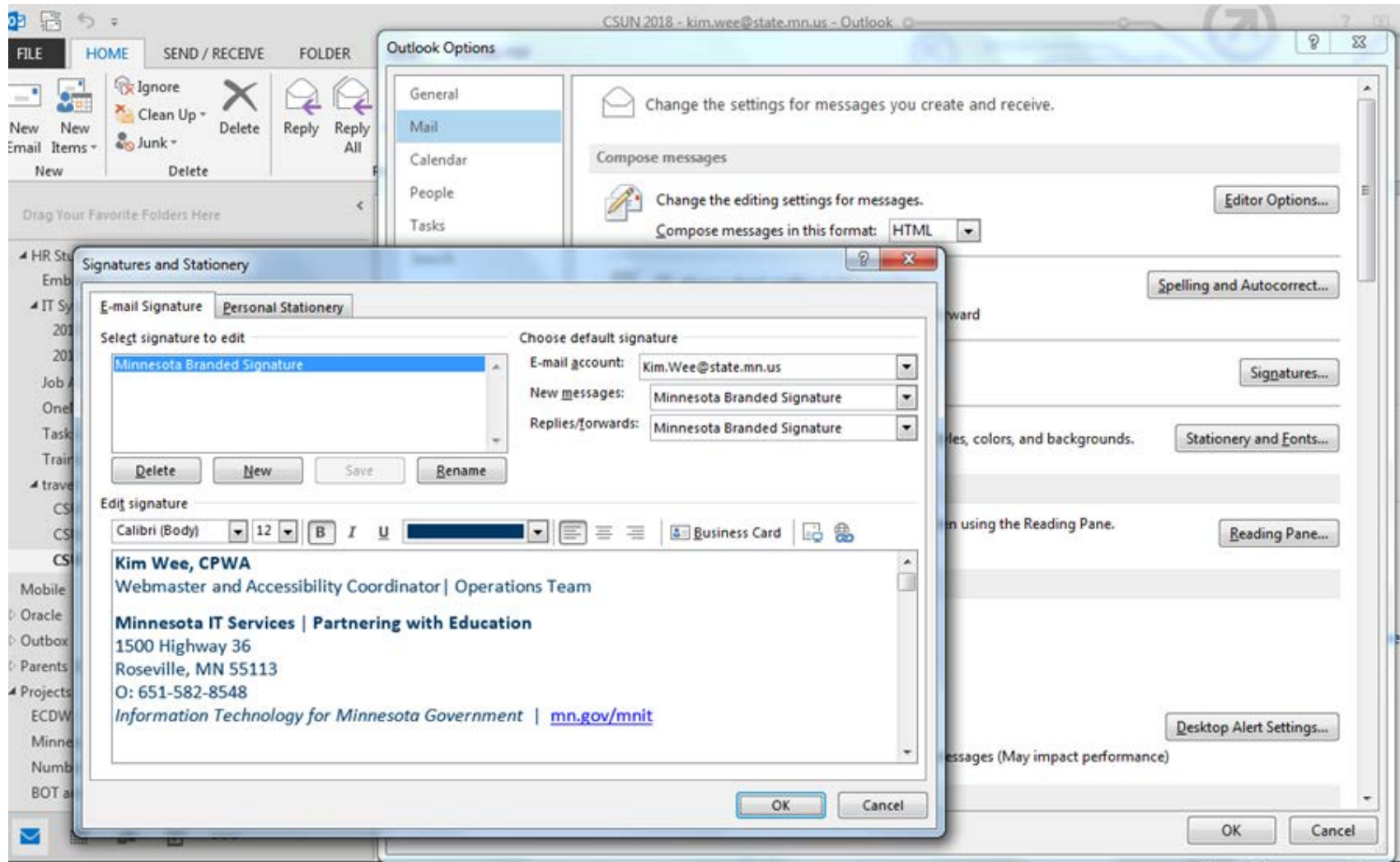
```
xcopy normal.dotm "%userprofile%\AppData\Roaming\Microsoft\Templates\"  
/Y
```

```
xcopy MDEPPT.ppt "%userprofile%\AppData\Roaming\Microsoft\Templates\"  
/Y:exit
```

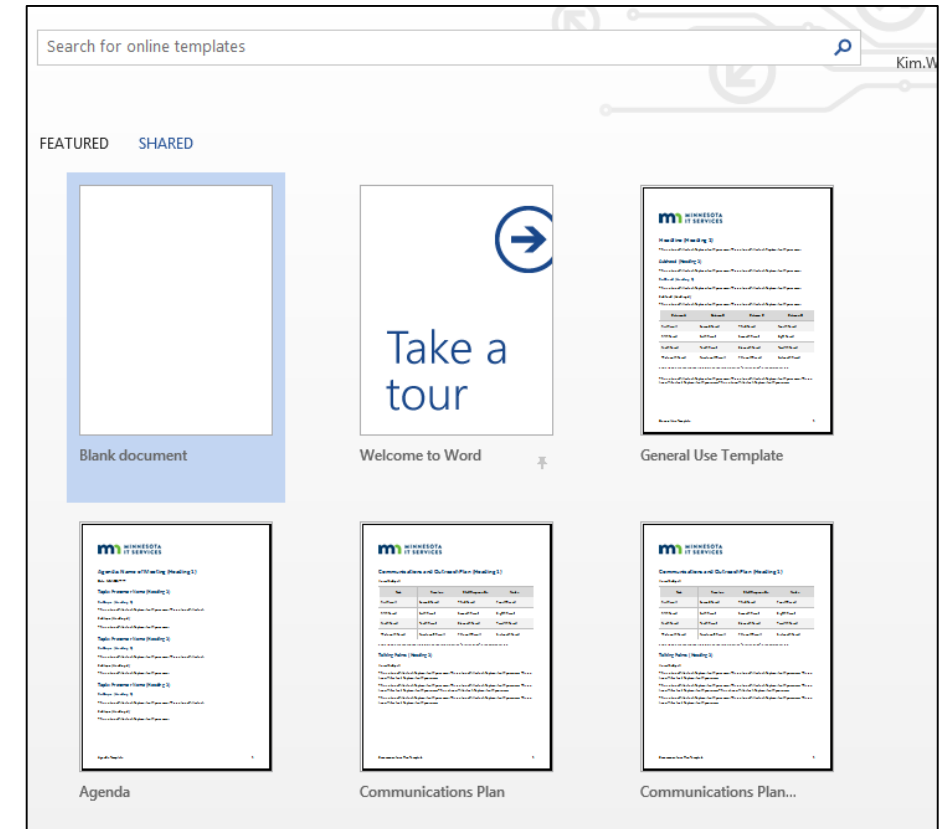
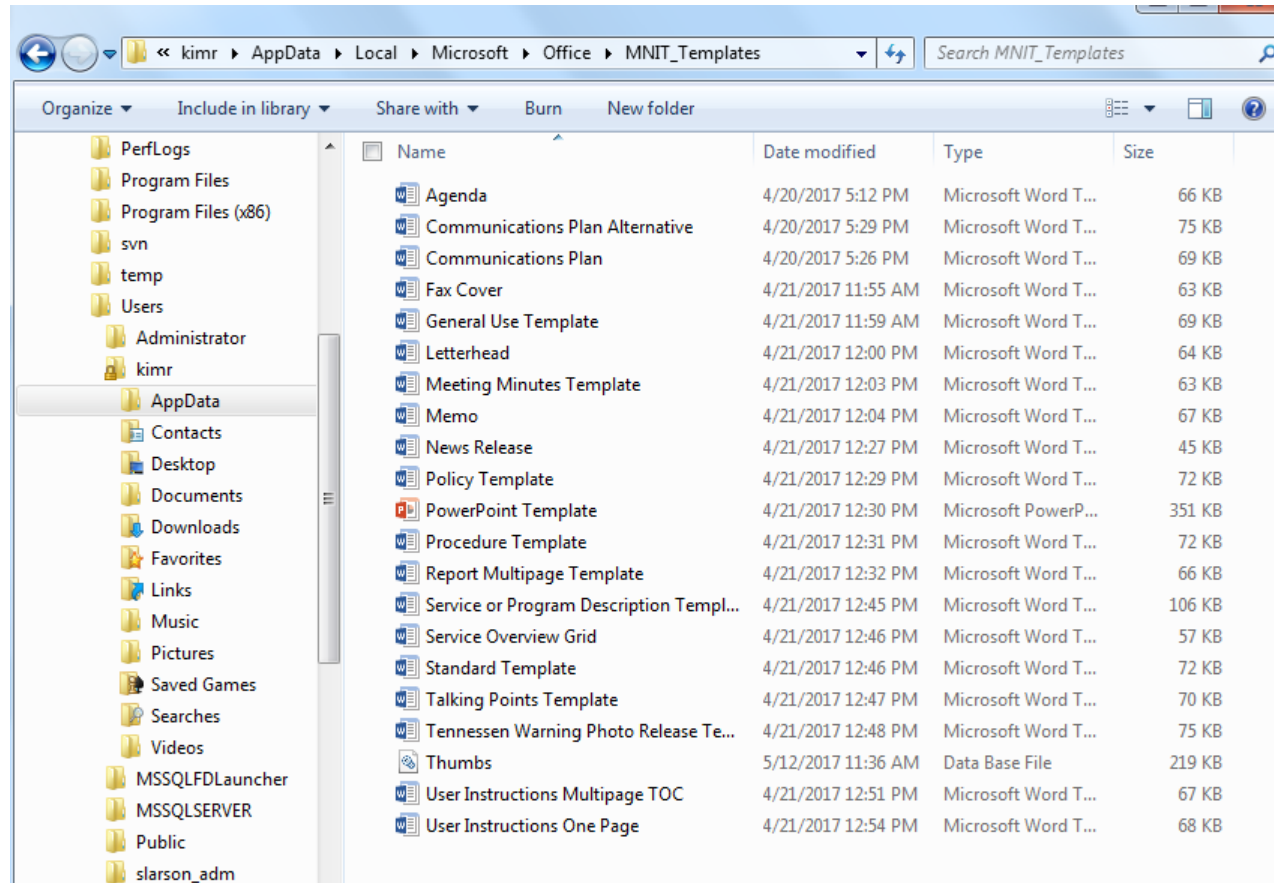
Organizational Units

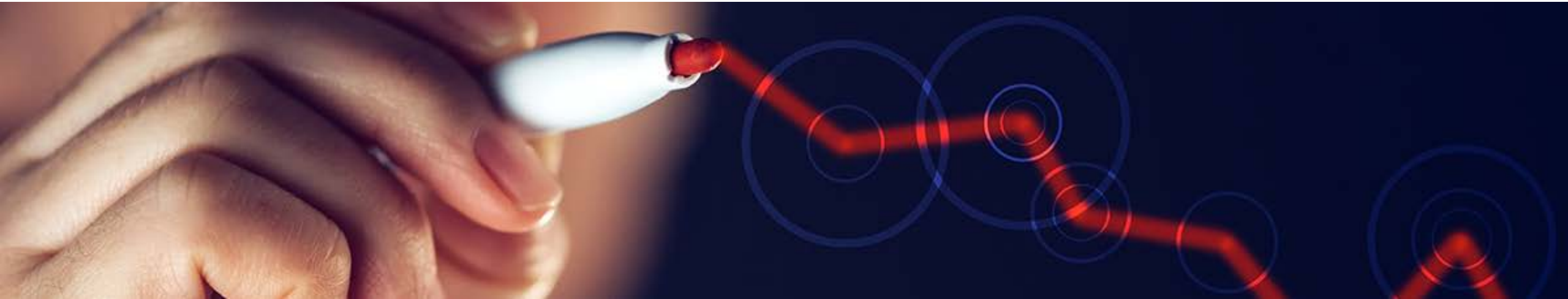


Agency Email Signature Distribution



Distribution Challenges



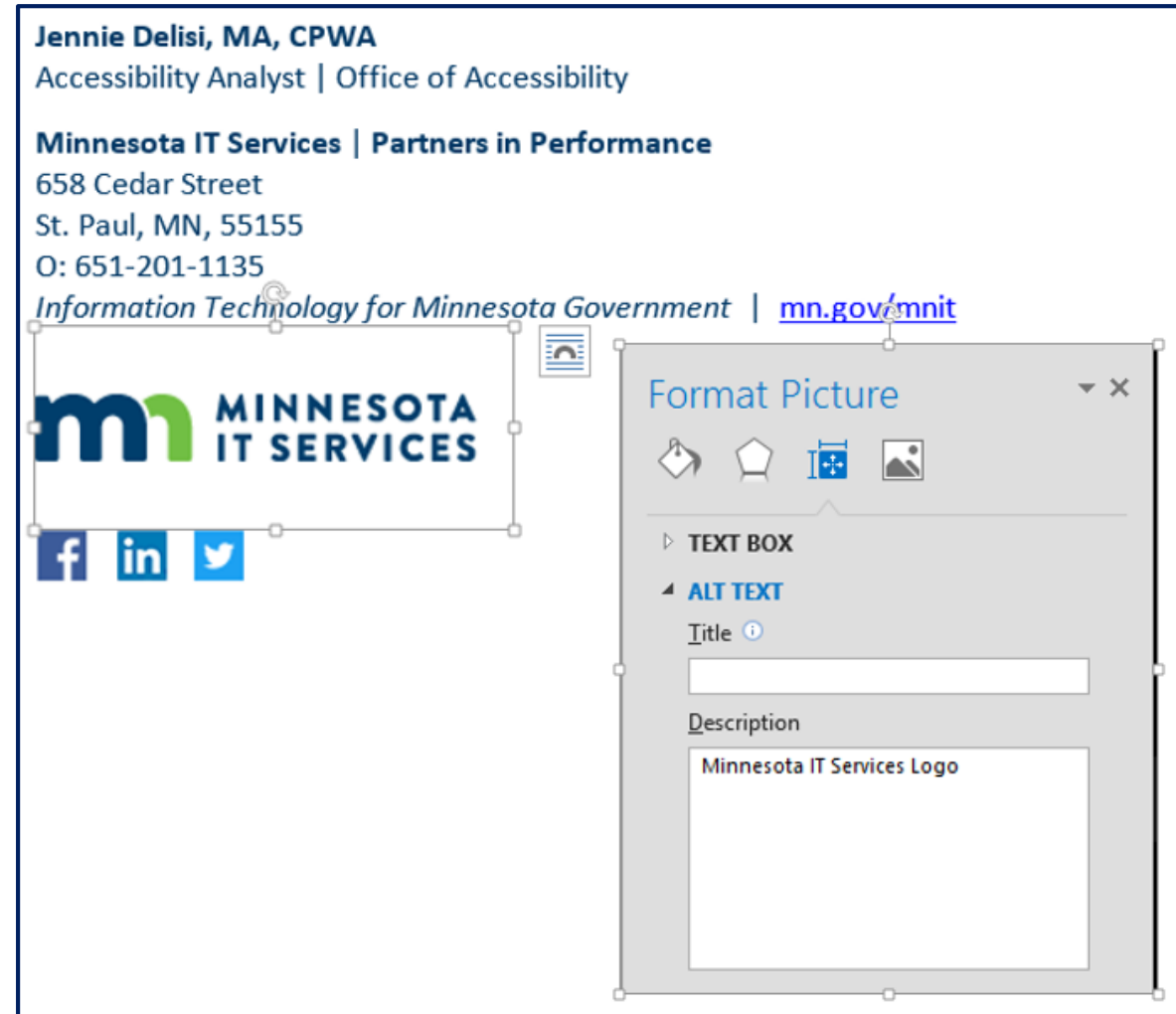


Outcomes

Jennie Delisi
Accessibility Analyst

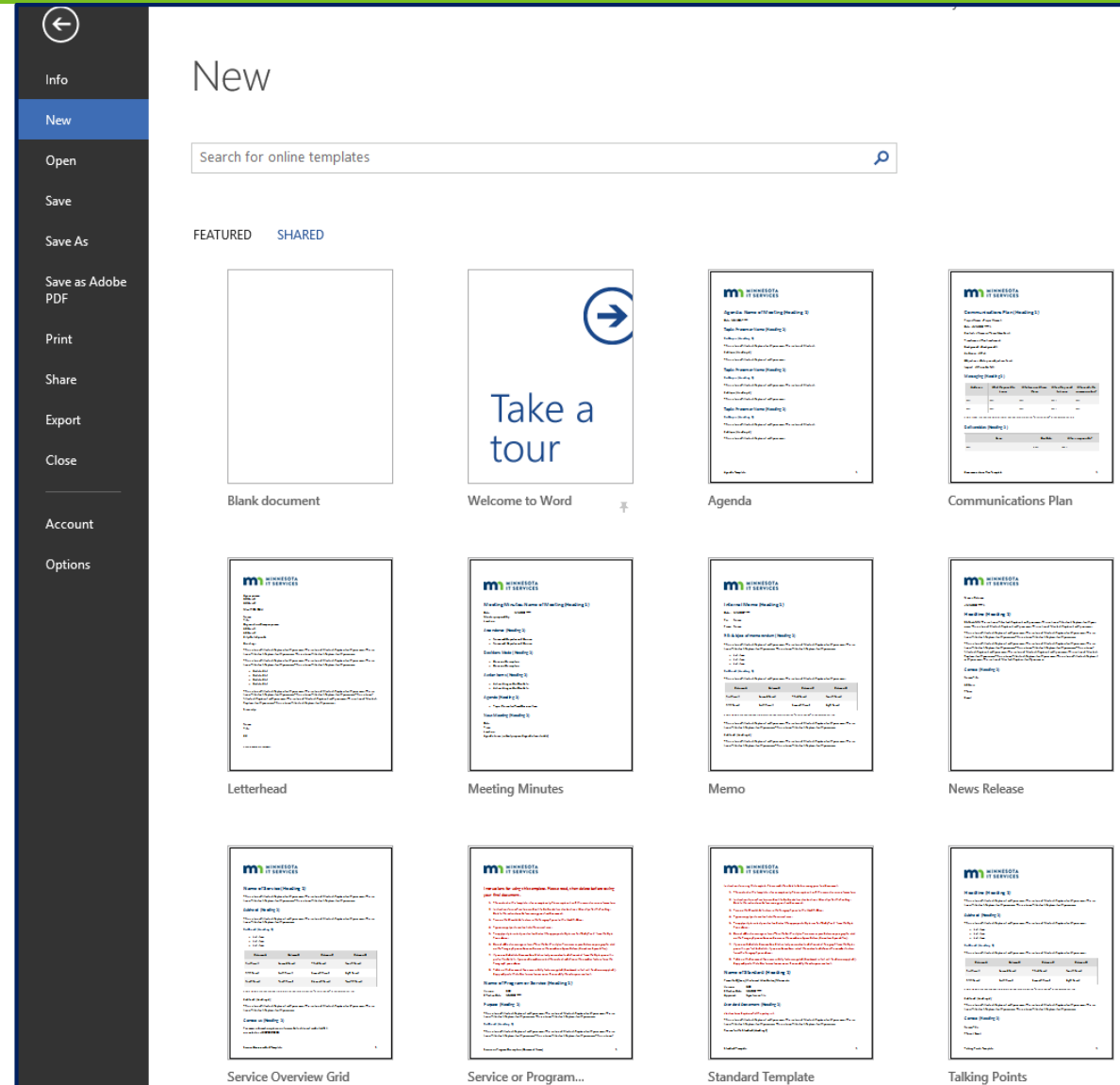
Branded, Accessible Email Signatures

- Text colors meet contrast requirements
- Images have proper alt text
- Automatically sent to all users so they just need to customize with name, title, address, phone number



Branded, Accessible Microsoft Word Templates

- Text colors meet contrast requirements
- Logos have proper alt text
- Automatically sent to all users so they just need to select the template they want to use



Branded, Accessible PowerPoint Templates

- Good color contrast, logos with alt text
- Available automatically to all users
- Slide designs are also branded, tested for accessibility
 - Light options
 - Dark options
 - 47 slide layouts!!!!



Instructions/Toolkit

- Accessible style guide for brand made implementation smoother
- [Template Testing Protocol](#): used with volunteer testers
- Communications team created internal toolkit for agencies to adapt the templates to meet their specific needs
- [Instructions created for IT staff](#) assigned to agencies for pushing out document and email signature templates to all staff



Yammering on Yammer, in Groups, Everywhere!

- Visibility of templates and signatures = more people aware of need for accessible documents and emails
- More communities of practice within the state discussing accessibility (not just accessibility focused ones!)
- More training requests, more project review requests, more groups requesting a community of practice
- More discussions on Yammer (our networking site) and in meetings about accessibility

But, it is more than that...Bigger Conversations

One brand encouraged:

- more role-based cross-agency collaboration
- encouraged people to talk across silos
- Example: design leadership group meetings (and groups within these groups such as web design people)



Other Big Conversations

- Review of webpages for branding sparked conversations about website accessibility
- Code and Cascading Style Sheets (CSS) were now able to be consistent, more consistently included accessibility reviews
 - Because style guide has specific values for colors, then all the CSS will match at each agency
- Because MNIT took the lead, smaller agencies could use lots of what was already created (less internal resources like designers, less ability to learn new technical components due to time constraints)

\$1,666,667 per year

Estimated cost savings potential

Based upon 32,000 state employees

- 10,000 of them create 50 docs per year (estimate).
 - Probably spend 10 minutes looking for a correct document template, formatting the layout and styles, and then remediating the document for accessibility afterward.
 - Saves over 5,000,000 minutes, or 83,000 staff hrs.
 - If paid average of \$20/hr
- = savings of around **\$1,666,667 per year** in labor.



Challenges/Lessons Learned

Jennie Delisi

Accessibility Analyst

The Challenges

- Staggered rollout out: Hard to tell why some things were not implemented correctly
- Needed more time than anticipated for little challenges that "appeared" and were not part of the plan
- Too many players to do this frequently – wanted it as close to perfect as possible
- Agencies took the templates, altered them before pushing them out
 - Could this have changed accessibility of the templates?
 - Hard to forecast very specific template needs

The Big Picture Challenges

- There were also impacts on related things like content management systems at some agencies
- Did not have a governance structure prior to rollout out, and this would have provided:
 - more info about each agency's needs
 - better info as rollout proceeded (e.g. support needs)
 - change management plan for future iterations of document templates

Our recommendation:

Do it!

But wait, there's more!

Our website

(mn.gov/mnit/accessibility)

Blog post (about this talk)

Subscribe to our newsletter

Thank You!

Jay Wyant

jay.wyant@state.mn.us

Kim Wee

kim.wee@state.mn.us

Jennie Delisi

jennie.delisi@state.mn.us