



Achieving Proactive Compliance

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Why Accessibility?

Awareness is higher due to the number of lawsuits

Globally there is a significant increase in implementation of regulations, standards and policies for accessibility

Lack of attention to accessibility can impact sales and revenue

- Expensive to retrofit accessibility
- Products are constantly evolving

Maturing population represents a strong demographic for revenue opportunity

- People are staying in the workforce longer
- Retired population is tech savvy

Accessibility Challenges

Accessibility is not being implemented consistently across the products and organization

Lack of awareness of accessibility and standards leads to poor or incomplete implementation

No clear policies or direction on what you need to achieve for accessibility

Teams are not sure when accessibility is good enough or if they have implemented it correctly

Accessibility is considered an afterthought

Immature vs. Mature Organization

Immature	VS	Mature
Process improvised during project		Inter-group communication
Approved process being ignored		Work accomplished according to plan
Reactive , not proactive		Practices consistent with process
Unrealistic budget and schedule		Process updates as necessary
Quality sacrificed for schedule		Well-defined roles & responsibilities
No objective measure of quality		Management formally commits

Source: https://www.tutorialspoint.com/cmmi/cmmi_overview.htm

Proactive Accessibility Compliance Strategy (PACS)

A strategic model based on Capability Maturity Model

- Pioneered by Interactive Accessibility to help organizations integrate accessibility into the DNA of an organization
- Provides a comprehensive framework for assessing digital accessibility maturity across 10 key areas
- Can be used across all industries and types of organizations

Leverages other models and knowledge from working with organizations since 2001

PACS Model



PACS Maturity Levels

1. Reactive

- Organization does not have a commitment to accessibility and processes are undocumented.
- Accessibility is done on an adhoc, uncontrolled and reactive manner.

1.2. Emerging

- Accessibility is implemented on an as needed basis usually in response to business requirement or legal agreement. Some processes may have been developed but is used only on some projects and not at organizational level. Organization is encouraging discipline and increasing the repeatability of accessibility processes.

1.3. Defined

- Accessibility processes and procedures are defined and document at the organization level. Processes and procedures have been communicated to all staff with responsibilities for accessibility.

1.4. Managed

- Accessibility processes are defined, standardized, integrated into the organization and the development lifecycle. Management controls are in place.

5. Proactive

- Processes are continually improving based on performance. Accessibility conformance is measured and tracked.



1.
**Governance and
Support**



2.
**Accessibility Policies
and Standards**



3.
Legal



4.
**Development Lifecycle
Integration**



5.
Procurement



6.
**Accessibility
Infrastructure**



7.
**Tracking and
Measurement**



8.
**Accessibility
Competence**



9.
**Communications,
Support & Grievances**



10.
Culture

PACS Areas

Governance and Support

Level 1 Reactive (0 points)	<p>Lack of organizational ownership; accessibility is done on an adhoc basis</p>
Level 2 Emerging (max 1 point)	<p>Accessibility is recognized as being important but there is no formal governance or risk management</p> <p>Person or committee has been tasked with driving accessibility change across the organization</p> <p>Business case for accessibility has been created</p>
Level 3 Defined (max 2 points)	<p>Accessibility is supported by executive management</p> <p>Governance model for accessibility is defined</p> <p>Resources have been identified for organizational ownership of accessibility</p>
Level 4 Managed (max 3 points)	<p>Central accessibility group is established and has success metrics defined</p> <p>Clear governance process for accessibility defined, communicated and implemented</p> <p>Reporting and record keeping is collected, stored and analyzed</p>
Level 5 Proactive (max 4 points)	<p>CEO level support for accessibility</p> <p>Program effectiveness is measured and reported</p> <p>Process audits are regularly conducted and improvement are made</p> <p>Long-term funding is secured for accessibility governance</p>

Accessibility Policies & Standards

Level 1 Reactive (0 points)	There is no accessibility policy, accessibility policy is out of date or is incomplete
Level 2 Emerging (max 1 point)	Accessibility is stated as a priority but no formal accessibility policy exists Some standards for accessibility may be defined at a project level
Level 3 Defined (max 2 points)	A formal accessibility policy is defined; processes and procedures documented Technical standards for digital accessibility have been defined
Level 4 Managed (max 3 points)	Accessibility policy and standards is defined, communicated and enforced Process and procedures in place to track conformance to the accessibility policy
Level 5 Proactive (max 4 points)	Metrics are established to track conformance to the policy Ongoing communications on digital accessibility to staff to keep accessibility top of mind

Development Lifecycle Integration

Level 1 Reactive (0 points)	<p>Accessibility is not part of any project or is done only by a single passionate person advocating for accessibility</p> <p>No specific testing process defined</p>
Level 2 Emerging (max 1 point)	<p>Accessibility is done on a project-by-project basis and is reactive to immediate needs</p>
Level 3 Defined (max 2 points)	<p>Accessibility has been integrated in the SDLC; appropriate hand-offs and required artifacts are defined</p> <p>Roles and responsibilities for all people involved in the creation of products have been defined and has been communicated to project teams</p>
Level 4 Managed (max 3 points)	<p>Accessibility is included into SDLC; metrics are collected to evaluate effectiveness of accessibility SDLC processes</p> <p>Accessibility exceptions are assessed, documented and signed-off prior to launch</p> <p>Accessibility is defined for each project and is considered mandatory</p>
Level 5 Proactive (max 4 points)	<p>Accessibility processes are evaluated, optimized, and measured</p> <p>Accessibility exceptions have roadmap and timeline for remediation</p>

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Questions?

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