BUILDING ACCESSIBILITY INTO YOUR DIGITAL LANDSCAPE

KIM VASSILIADIS
UNC-CHAPEL HILL
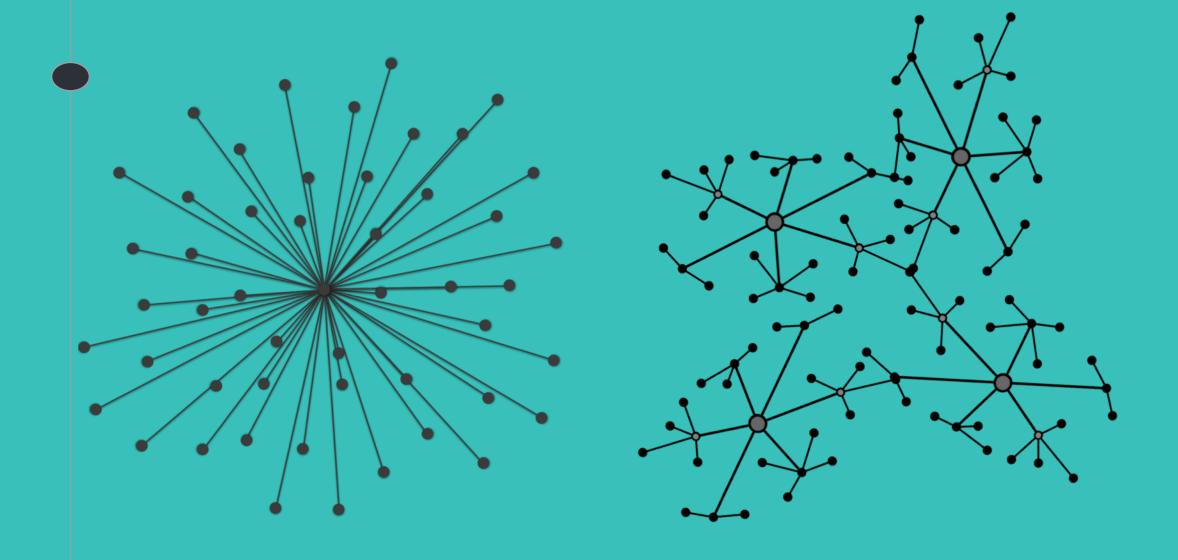
ACCESSIBILITY

It's a process not a project

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UNIVERSITY OF N.C. AT CHAPEL HILL

First state university to open its doors, 1795. Chartered in 1789 under the Constitution of 1776.

DIVISION OF ARCHIVES AND HISTORY   1973

DIGITAL SERVICES IS A CENTRALIZED SERVICE

WHAT WE DO

- Support the WordPress network
- 18K WordPress sites
- Not responsible for the content

CUSTOM
DEVELOPMENT

DESIGN ASSISTANCE

SUPPORT

AROUND CAMPUS

- Individual departments support their networks
- WordPress, Drupal, Joomla, Plone, html
- Manage their own content

OFFICIAL BRANDING

THE UNIVERSITY *of* NORTH CAROLINA *at* CHAPEL HILL

Web Carolina Blue
Hex #4B9CD3
RGB 75, 156, 211

Link Blue
Hex #007FAE
RGB 0, 127, 174

Athletics Navy
Hex #13294B
RGB 19, 41, 75

Light Gray
Hex #E1E1E1
RGB 225, 225, 225

Dark Gray
Hex #767676
RGB 118, 118, 118

Black
Hex #151515
RGB 21, 21, 21

UNC HOMEPAGE
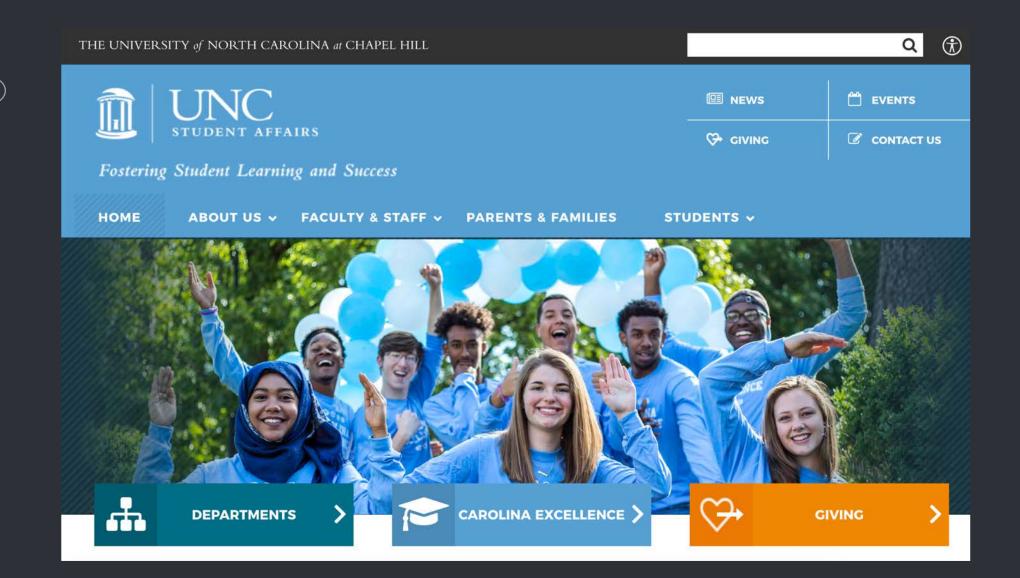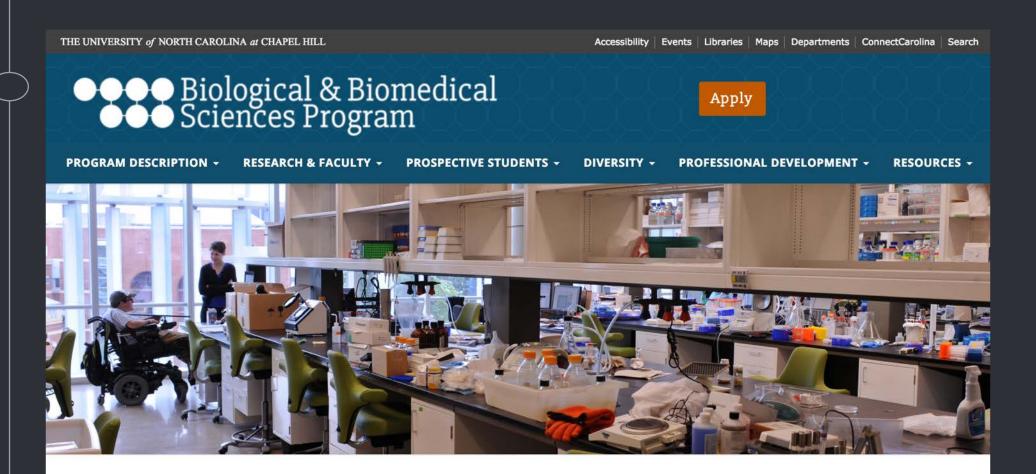
STUDENT AFFAIRS
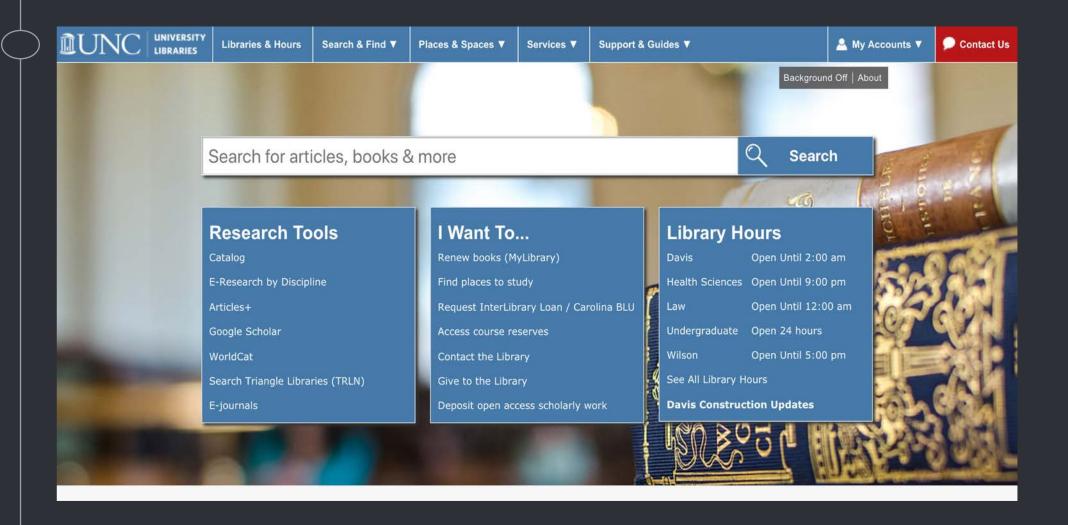
Biological & Biomedical Sciences Program (BBSP)

UNIVERSITY LIBRARIES

CAROLINA CENTER FOR JEWISH STUDIES

WHEN IT COMES TO OFFICIAL BRANDING

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Web Carolina Blue
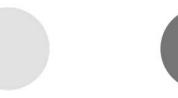Hex #4B9CD3
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RGB 118, 118, 118

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Hex #151515
RGB 21, 21, 21

...the University
is the wild west
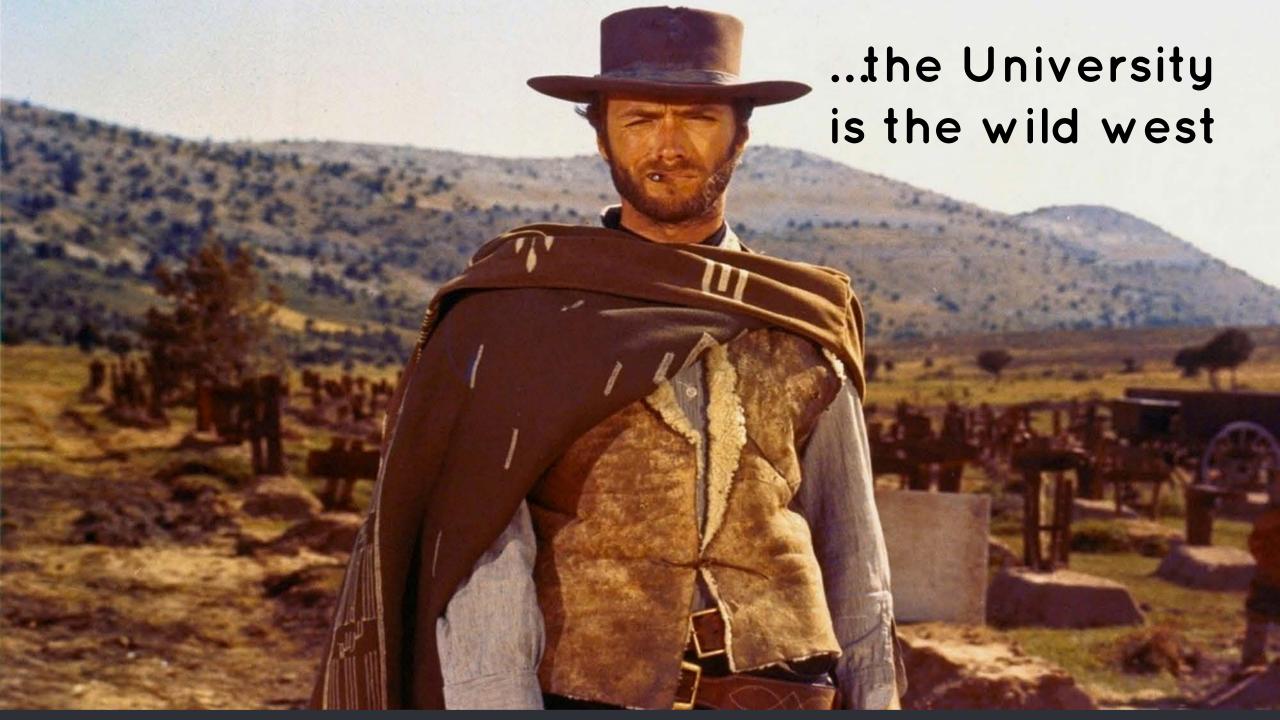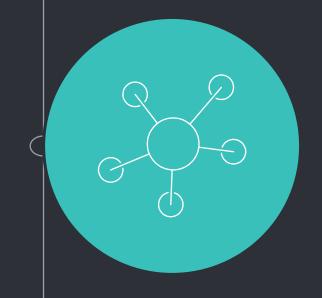
EAT YOUR VEGGIES APPROACH TO ACCESSIBILITY

Accessibility Focus

BUILDING ACCESSIBILITY INTO OUR WORK

DIGITAL SERVICES WORK

- Accessibility audit of ITS owned sites
- Training

Perkins SCHOOL FOR THE BLIND

DIGITAL SERVICES WORK

○ Began building our own awareness/skillset
Deque Training

○ Plus a "resident expert"

GRASSROOTS INTEREST

- Consultations and Presentations around campus

GRASSROOTS INTEREST

○ Campus Working Group
   Accessibility Resources Services
   Communications
   Equal Opportunity and Compliance
   Facilities
   Information Technology Services
   Legal Counsel
   Student Affairs

What do we mean when we say digital accessibility?

OFFICE OF CIVIL RIGHTS (OCR) COMPLAINT

THEN IT GOT REAL....

- Hired an accessibility consulting firm to develop a roadmap
- Big takeaway:
    Hire accessibility experts.
    Train your people

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BUILDING ACCESSIBILITY INTO OUR WORK
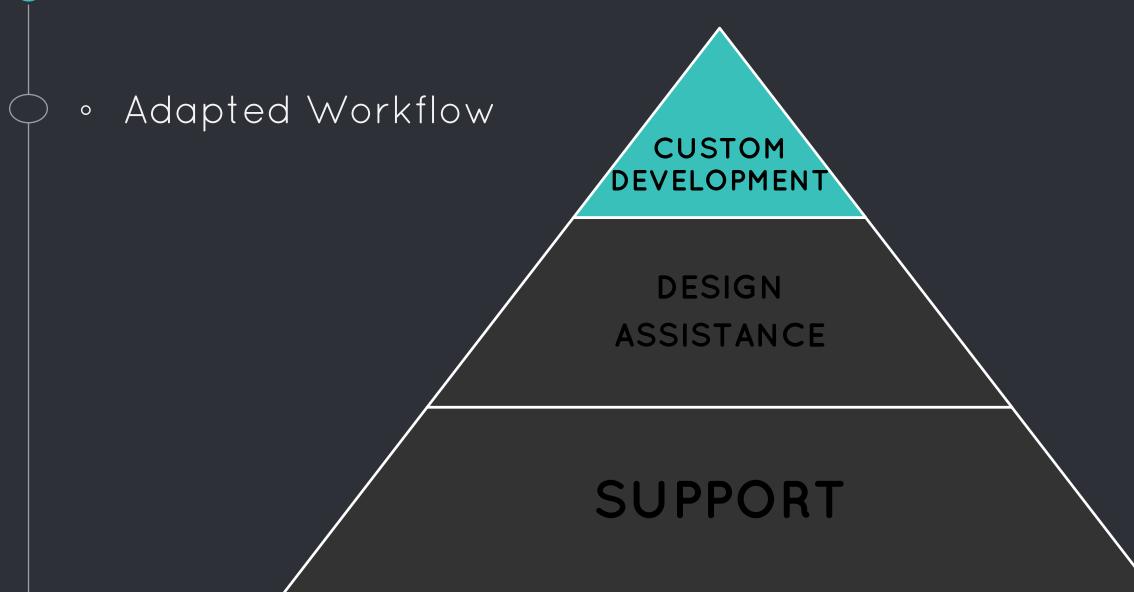
- ○ Training and Consultations
- ○ Built into all conversations

CUSTOM
DEVELOPMENT

DESIGN
ASSISTANCE

SUPPORT

BUILDING ACCESSIBILITY INTO OUR WORK

- Adapted Workflow

CUSTOM DEVELOPMENT

DESIGN ASSISTANCE

SUPPORT

ADAPTING OUR WORKFLOW

| DESIGN PHASE | → | DEVELOPMENT PHASE | → | TRAINING |

ADAPTING OUR WORKFLOW

DESIGN PHASE	→	DEVELOPMENT PHASE	→	TRAINING

- Color Palette
- Headings
- Page Layout
- Images

DESIGN PHASE	→	DEVELOPMENT PHASE	→	TRAINING

- Baseline knowledge of accessibility WCAG 2.0 (2.1)
- QA Testing throughout
- Checklist to follow
- Final QA

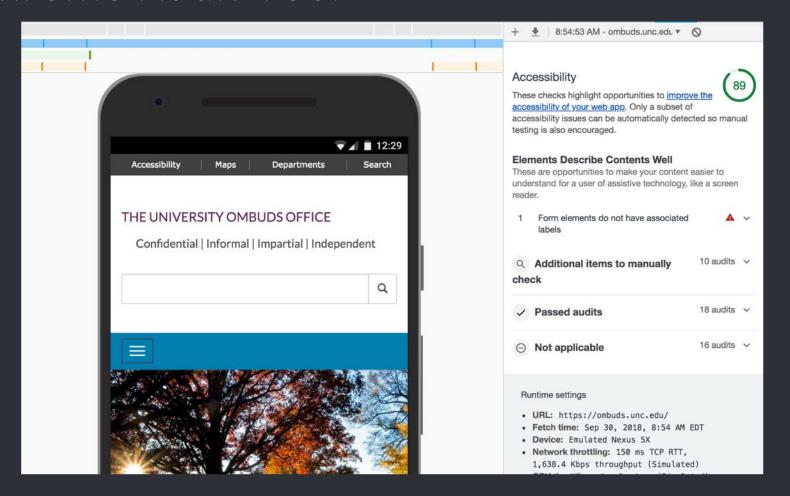| DESIGN PHASE	→	DEVELOPMENT PHASE	→	TRAINING

Tools We Use

- aXe
- Siteimprove
- Webaim
- Tota11y (it's terrible, but I still like it)

GAMIFYING ACCESSIBILITY

Chrome Audit Tool

ADAPTING OUR WORKFLOW

DESIGN PHASE → DEVELOPMENT PHASE → TRAINING

TRAINING

○ Checklist for clients
- ❑ Color contrast
- ❑ Headings
- ❑ Alt text
- ❑ Don't forget PDFS....blasted PDFS!

"

Here's the thing....
Accessibility is needlessly HARD

DESPITE WHAT YOU READ

- ○ "10 Easy Accessibility Tips Anyone Can Use"
  (webaim.org)

- ○ Easy Checks - A First Review of Web Accessibility
  (w3.org/)

- ○ How you can easily make your website more accessible
  (medium.freecodecamp.org/

- ○ 9 Simple Tips for Making Your Website Disability-Friendly
  (mashable.com/)

THINGS CAN STILL FALL APART

○ Content creator roles vary drastically!
  Developers
  Communicators
  Office Admins
  Faculty
  Student employees
  Other duties as assigned

"

"What is alt text again?"

TRAINING FOR CONTENT EDITORS

Training often focuses on how to add/edit content...not accessibility

SAMPLE WORDPRESS TRAINING

- Posts vs. pages
- Creating a new post
- Visual editor / HTML editor
- Adding media
- Using custom fields
- Editing an existing post
- Deleting/viewing a post
- Changing a post status

- Uploading media
- Adding links
- Adding, editing, and deleting pages
- Page attributes
- Parent pages
- Templates
- Ordering pages

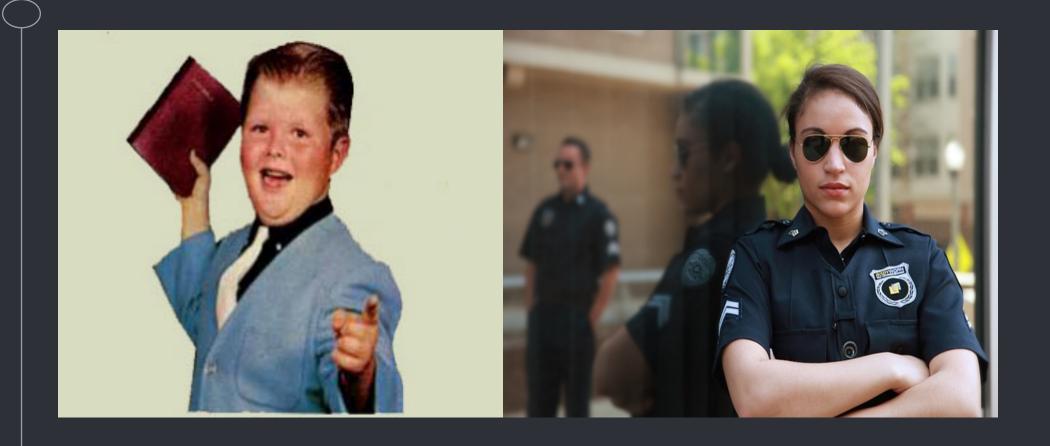## WHERE'S ACCESSIBILITY?

GOOD NEWS

"

PEOPLE WANT TO DO THE RIGHT THING

ACCESSIBILITY TRAINING

○ 70+ people attended
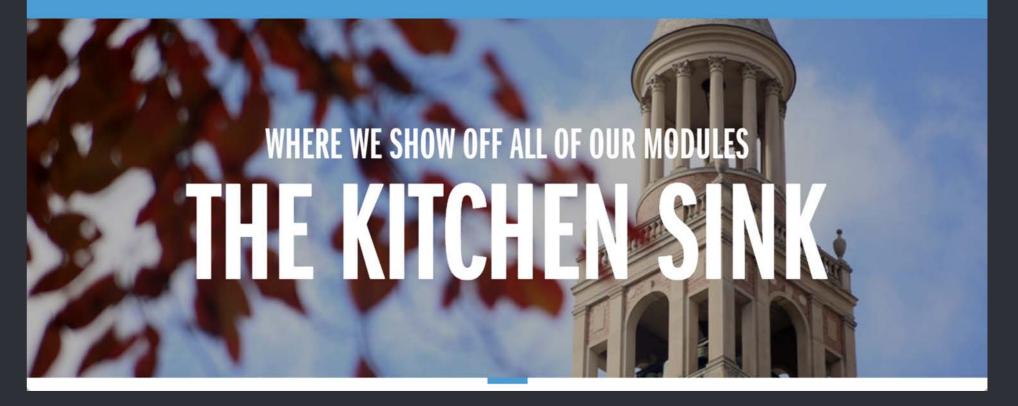
ACCESSIBILITY EVANGELIST VS. ACCESSIBILITY POLICE

IN THE WORKS

NEW BRANDED THEME

UNIVERSITY LEVEL

In the Works:
- Offer more trainings
- Hire appropriate staff
- Update MOUs for top level domains
- Update procurement language/requirements
- Identify web accessibility liaisons

HAVE WE FIGURED THINGS OUT?

"

HECK NO!

ACCESSIBILITY

It's a process not a project

THANK YOU

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