BUILDING ACCESSIBILITY INTO YOUR DIGITAL LANDSCAPE

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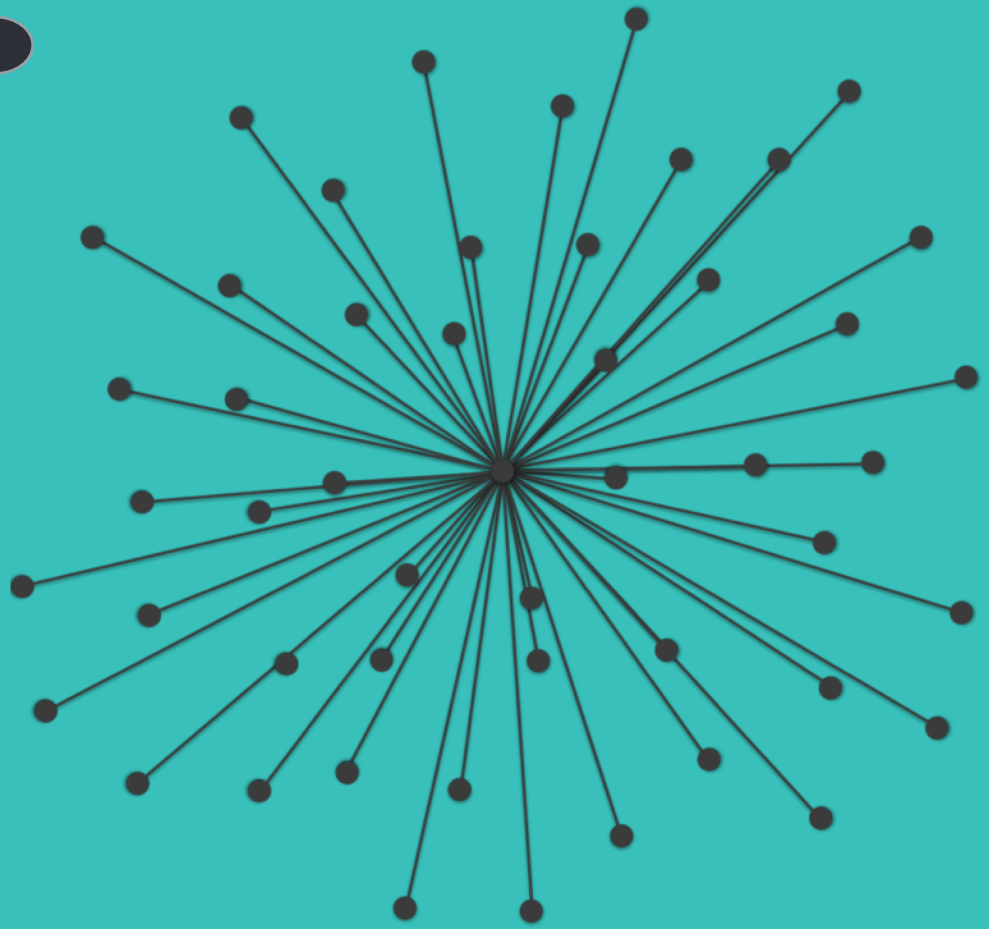
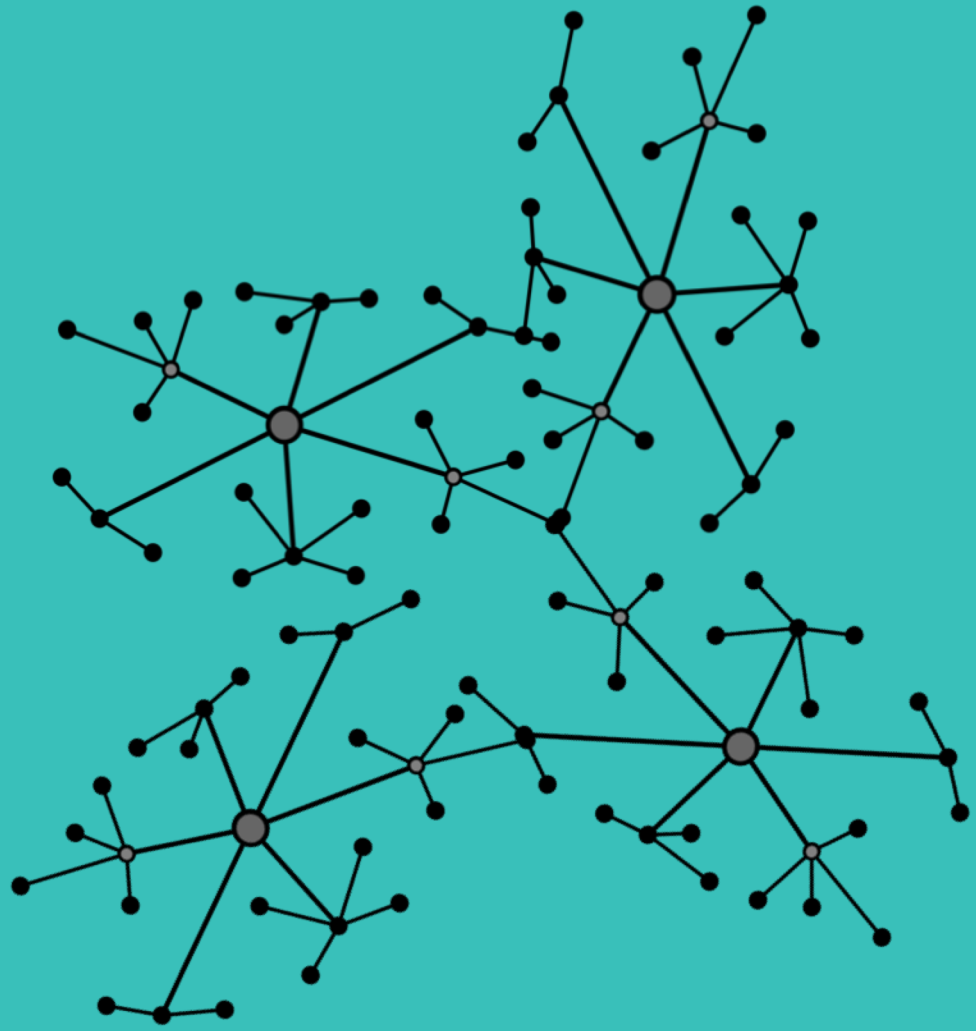
ACCESSIBILITY

It’s a process not a project

G 92
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

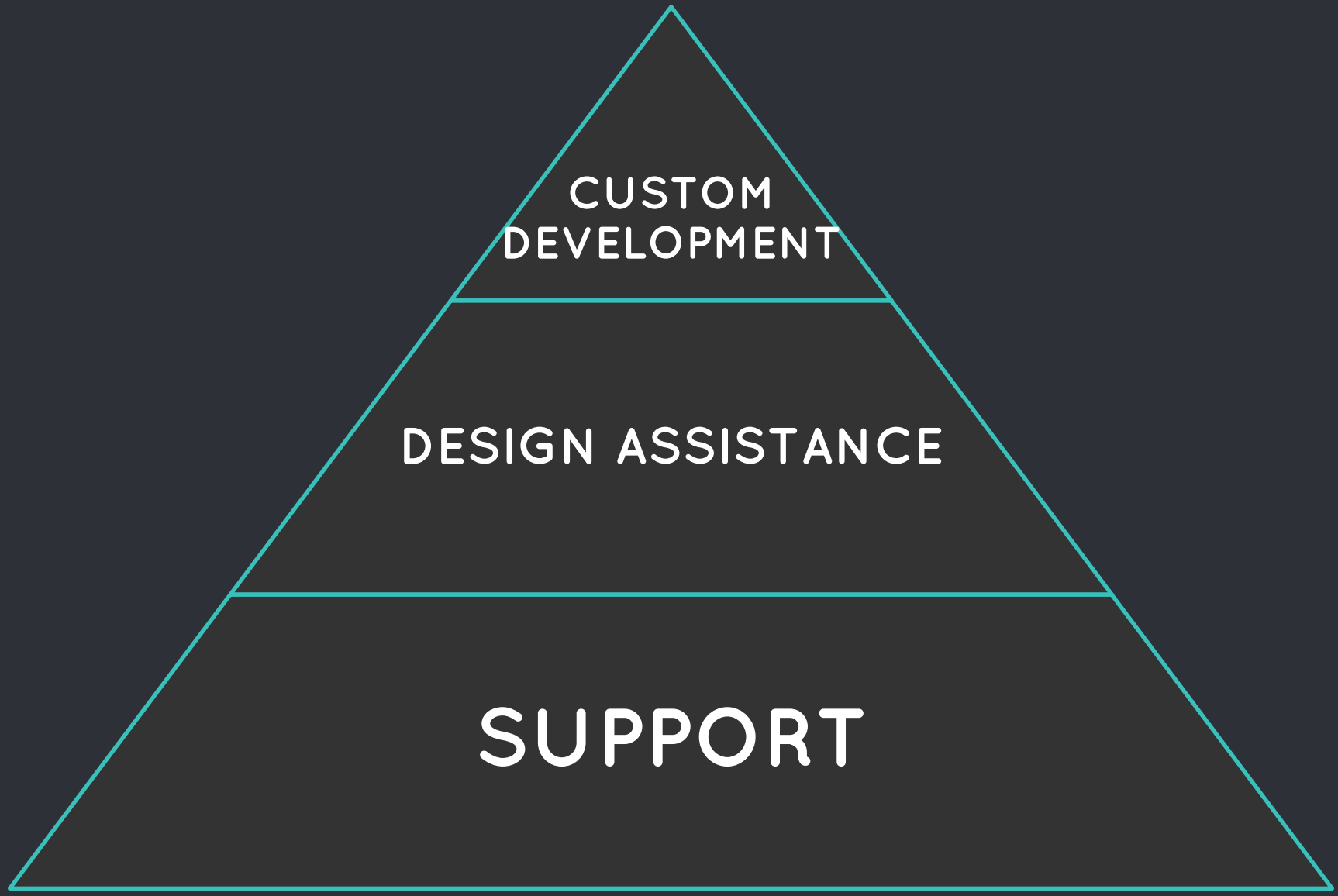




WHAT WE DO

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

WHAT WE DO

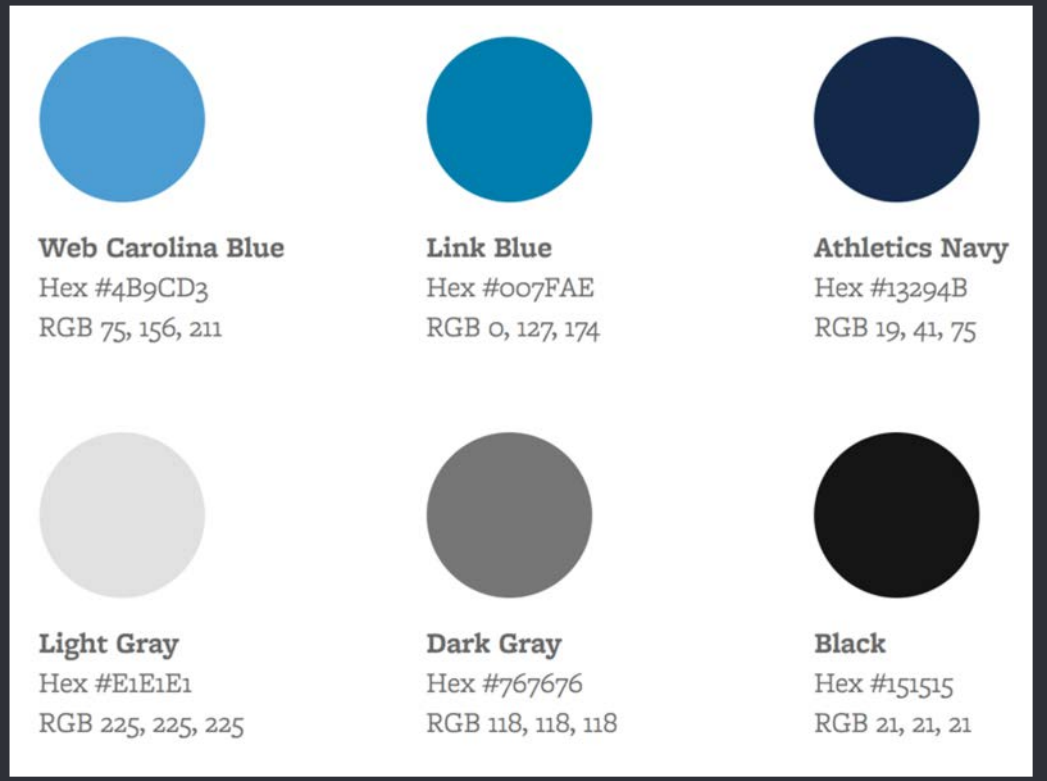


AROUND CAMPUS

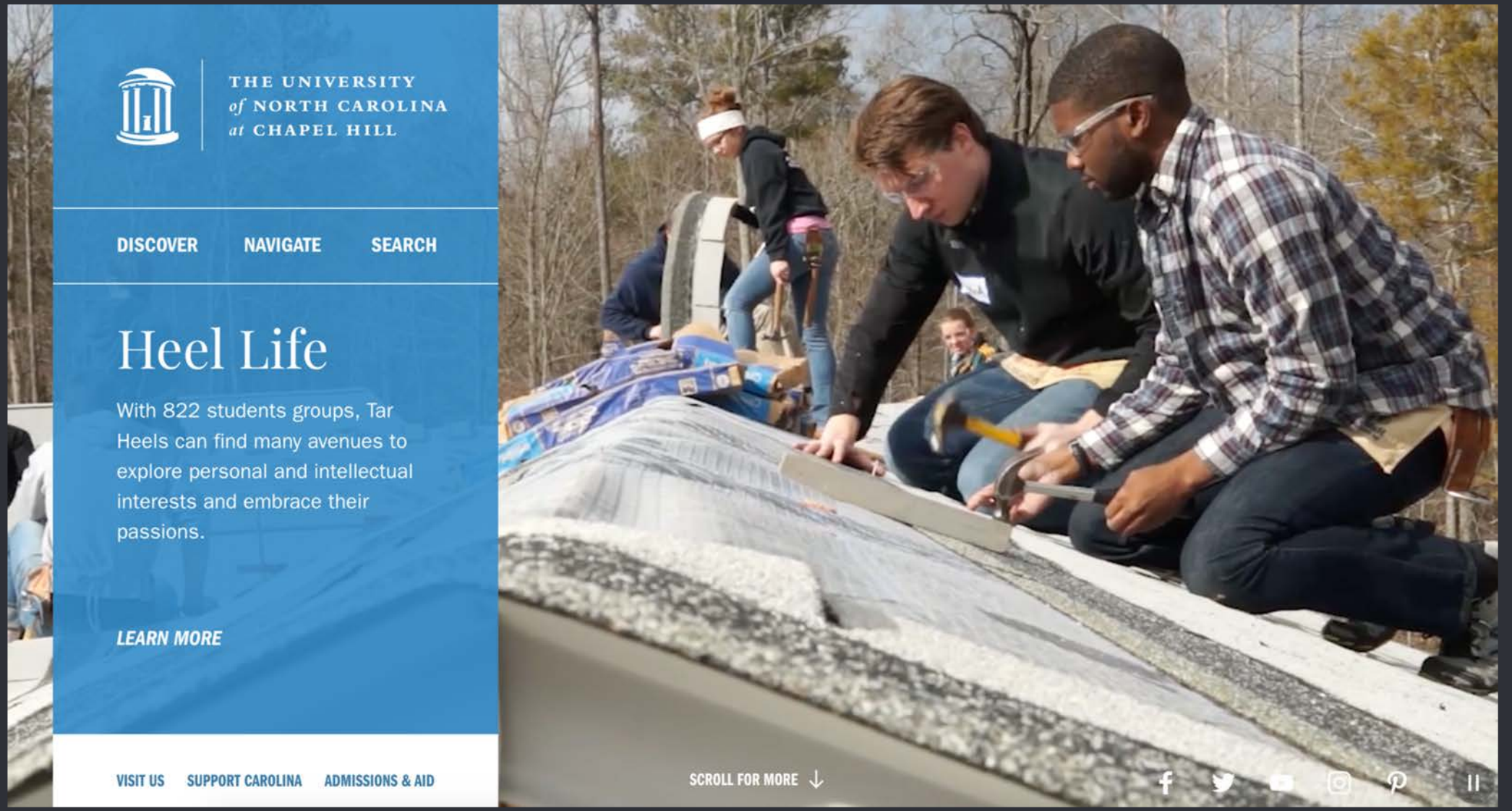
- WordPress, Drupal, Joomla, Plone, html
- Individual departments support their networks
- Manage their own content

OFFICIAL BRANDING

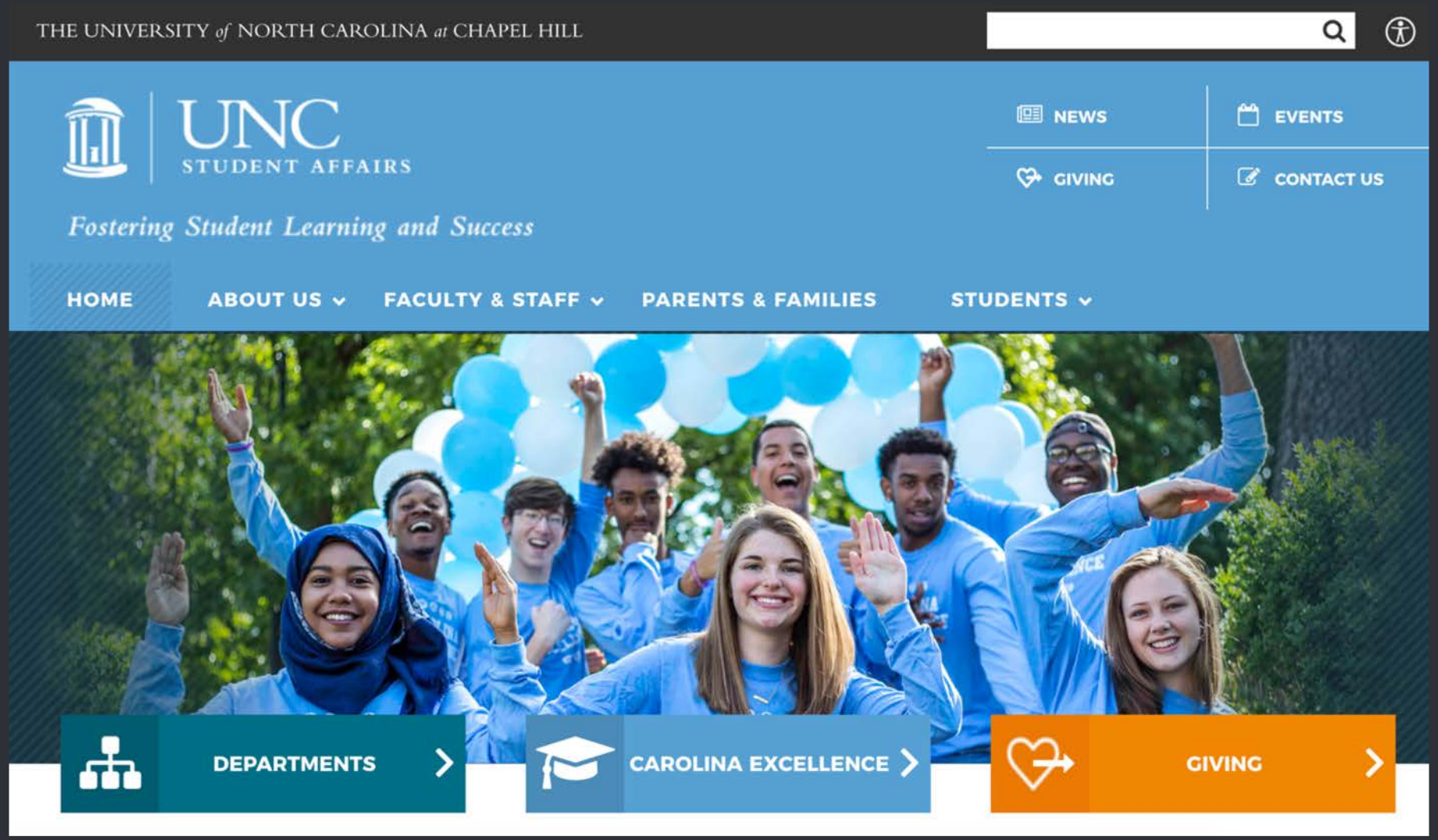
THE UNIVERSITY *of* NORTH CAROLINA *at* CHAPEL HILL



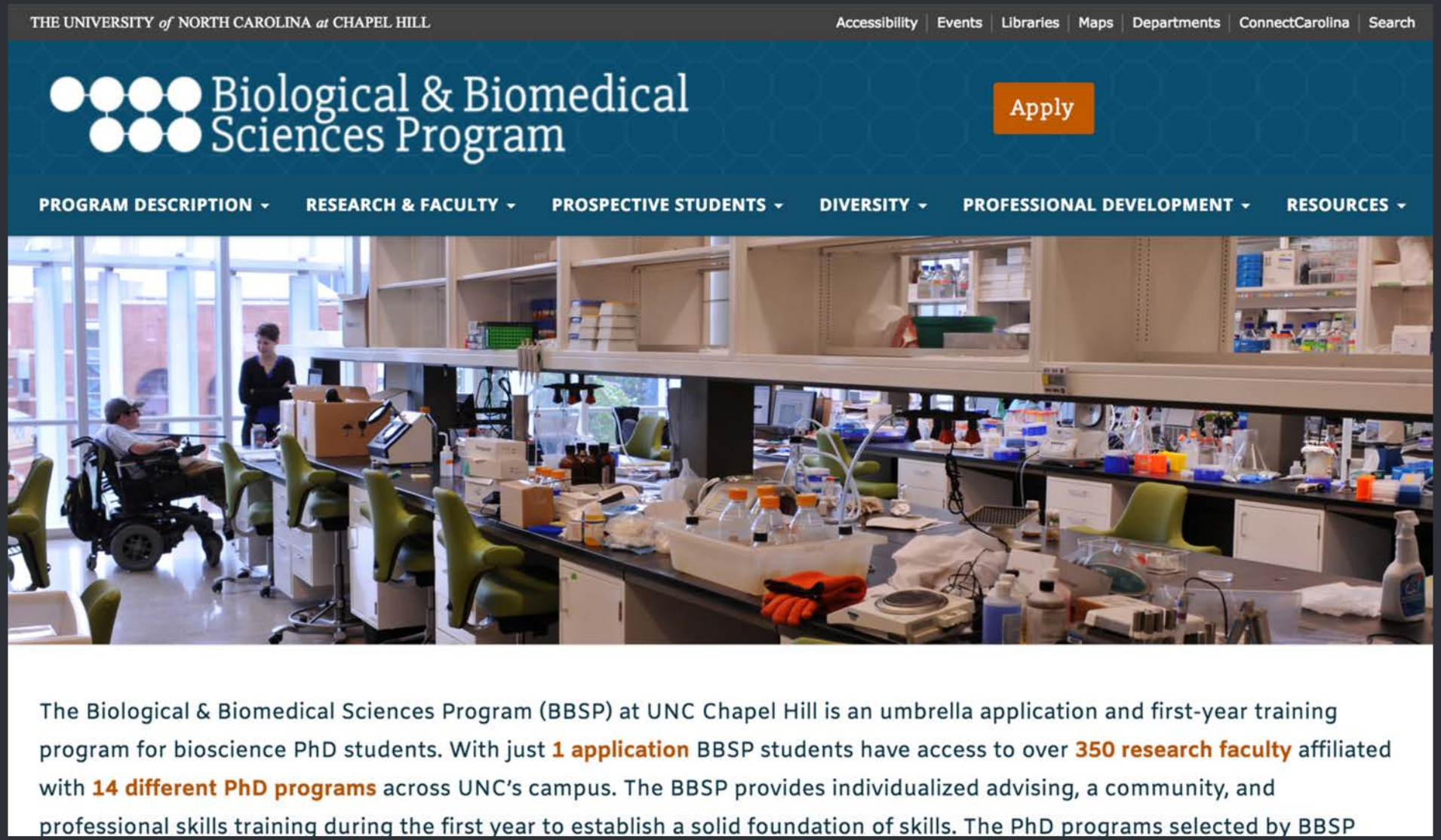
UNC HOMEPAGE



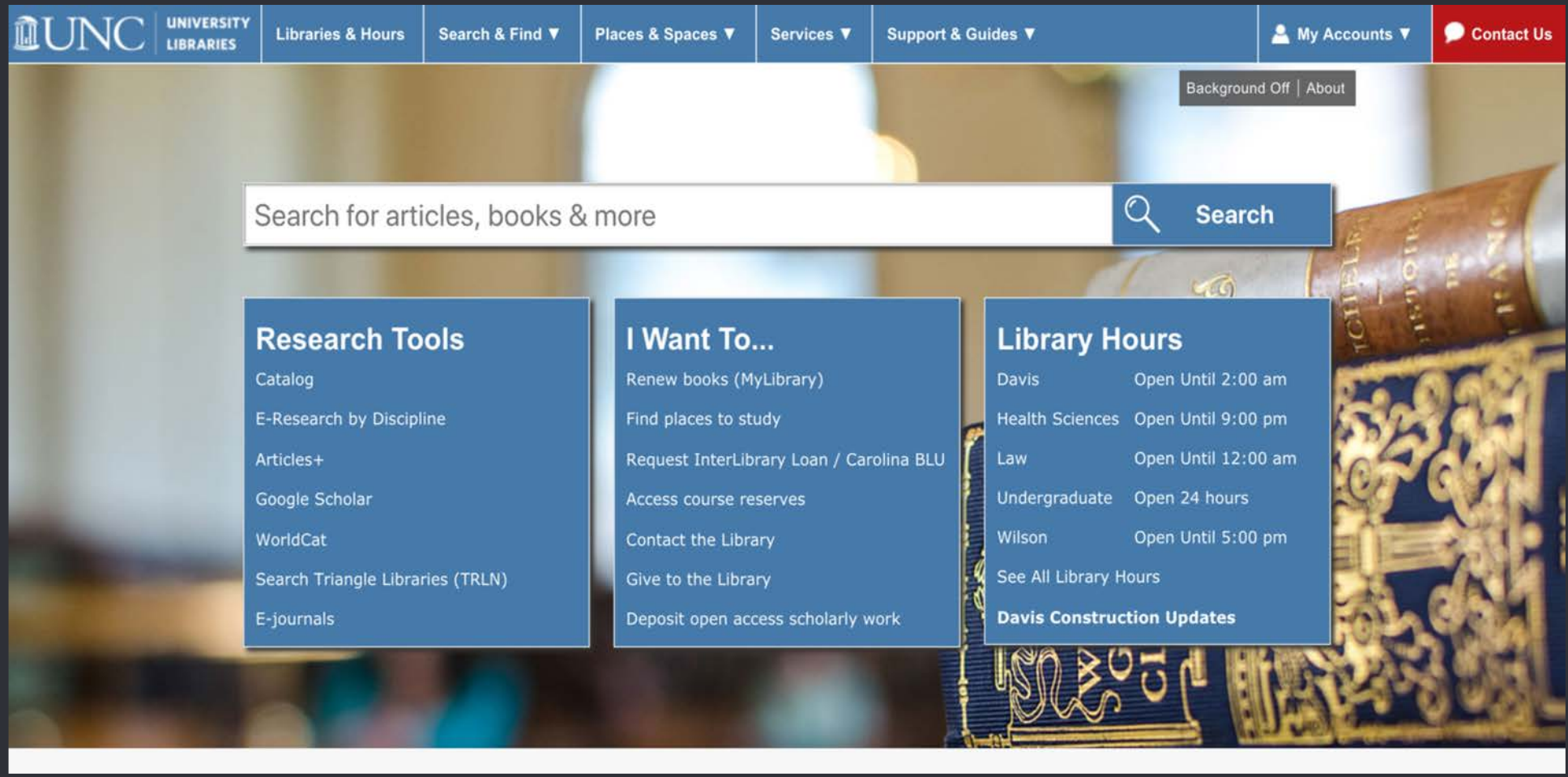
STUDENT AFFAIRS



Biological & Biomedical Sciences Program (BBSP)



UNIVERSITY LIBRARIES



CAROLINA CENTER FOR JEWISH STUDIES

WHEN IT COMES TO OFFICIAL BRANDING

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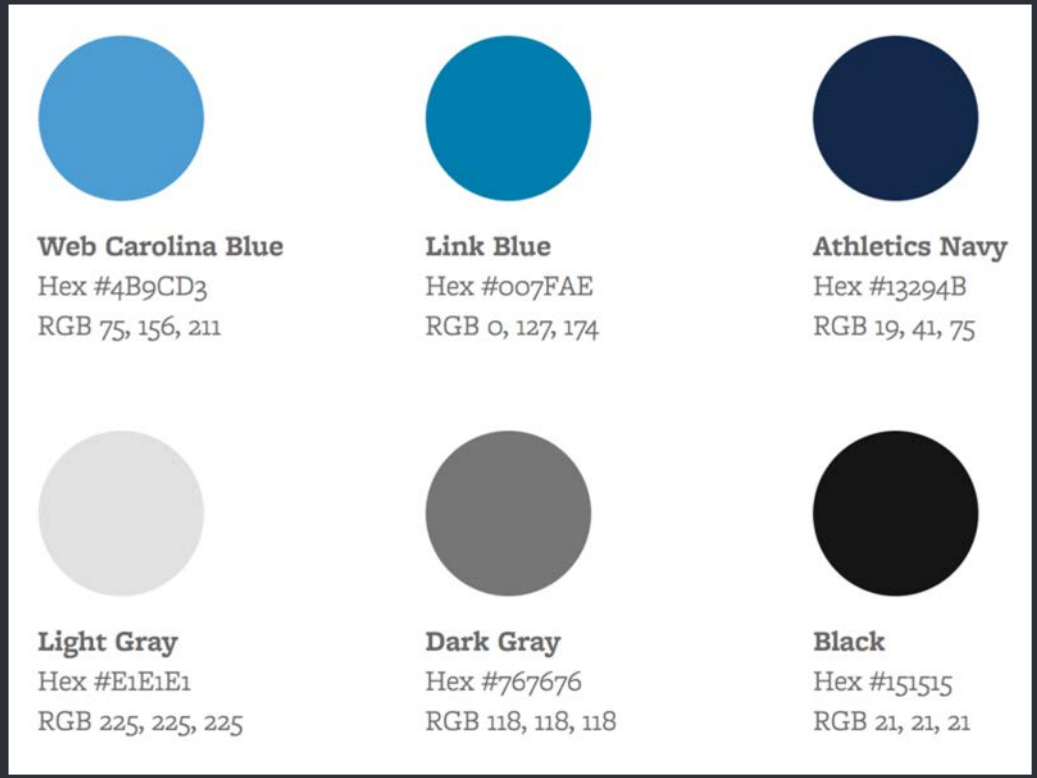
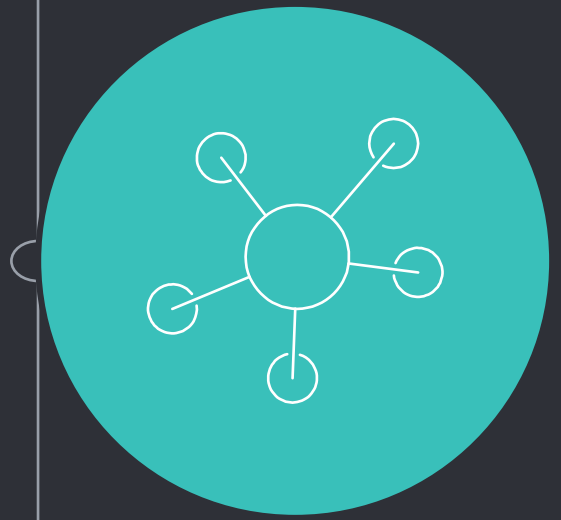


...the University
is the wild west

EAT YOUR VEGGIES APPROACH TO ACCESSIBILITY



Accessibility Focus

BUILDING ACCESSIBILITY INTO OUR WORK

DIGITAL SERVICES WORK

- Accessibility audit of ITS owned sites

Perkins SCHOOL FOR THE BLIND

DIGITAL SERVICES WORK

- Began building our own awareness/skillset
  - Deque University Training
- Plus a “resident expert”

GRASSROOTS INTEREST

- Digital Services
  - Consultations and Presentations around campus
- Campus working group
  - Accessibility Resources Services
  - Communications
  - Facilities
  - ITS
  - Legal Counsel
  - Student Affairs

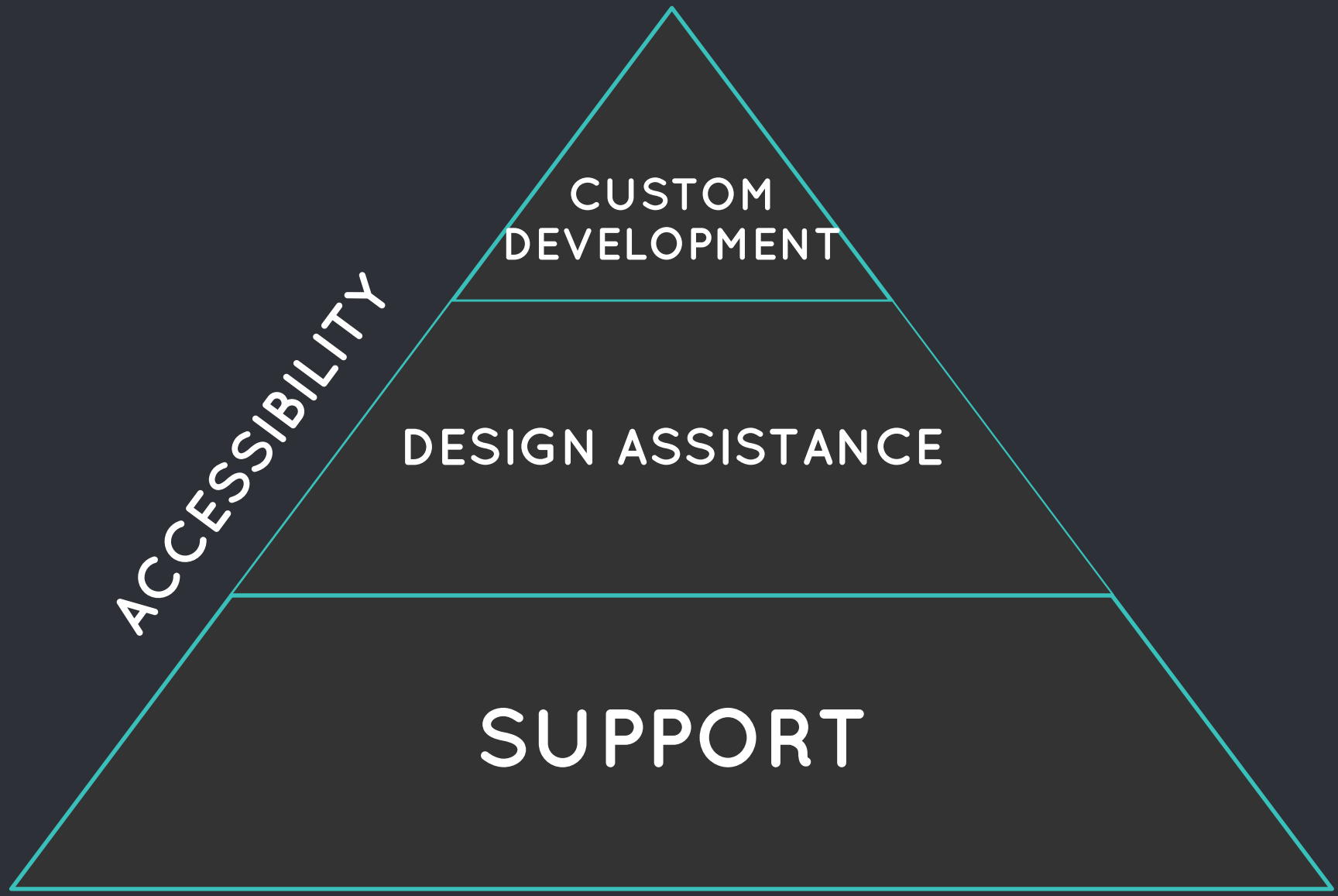
EAT YOUR VEGGIES APPROACH TO ACCESSIBILITY

OCR COMPLAINT

THEN IT GOT REAL…

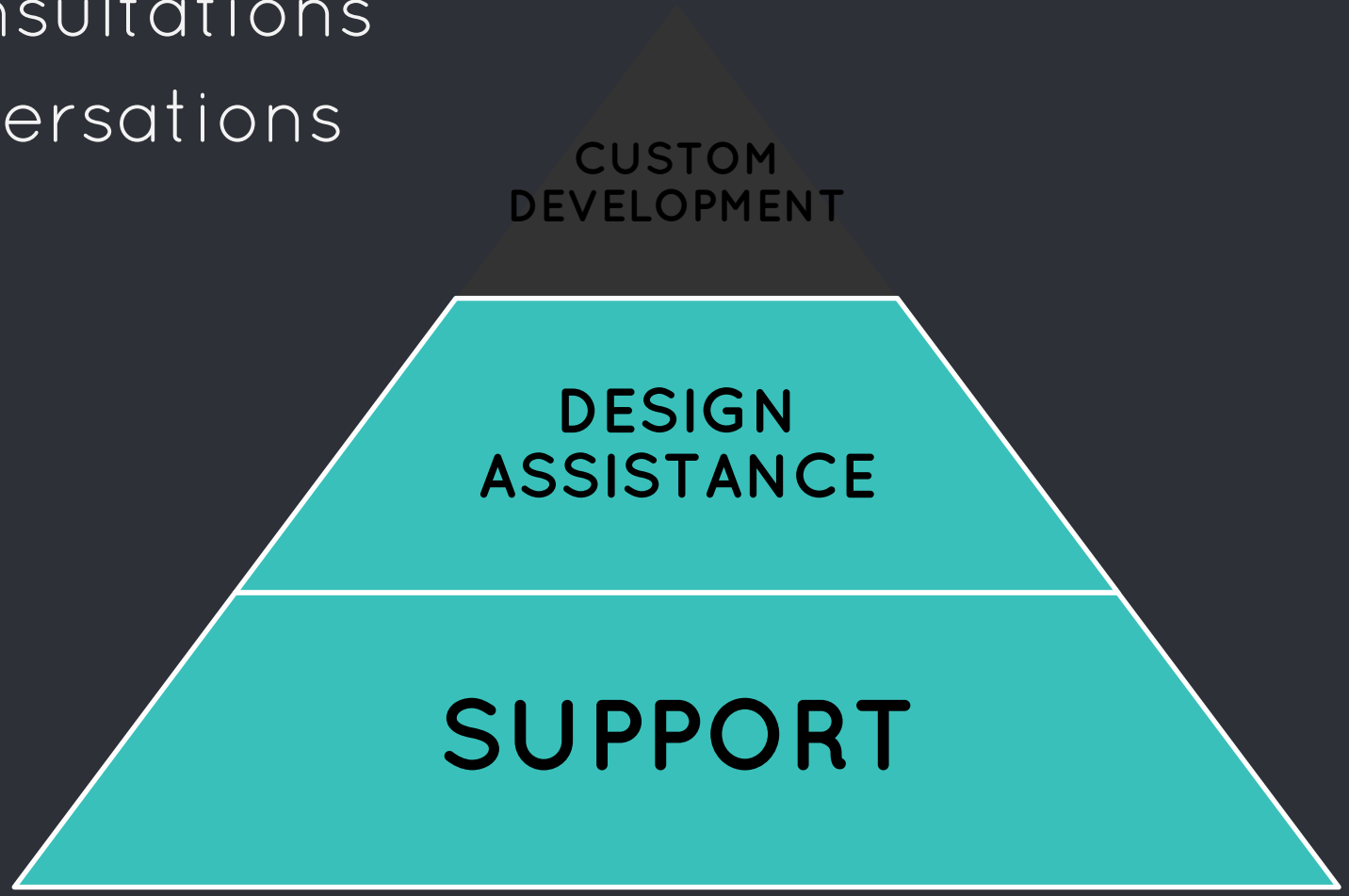
- Hired an accessibility consulting firm to develop a roadmap
- Big takeaway:
  - Hire accessibility experts.
  - Train your people

BUILDING ACCESSIBILITY INTO OUR WORK



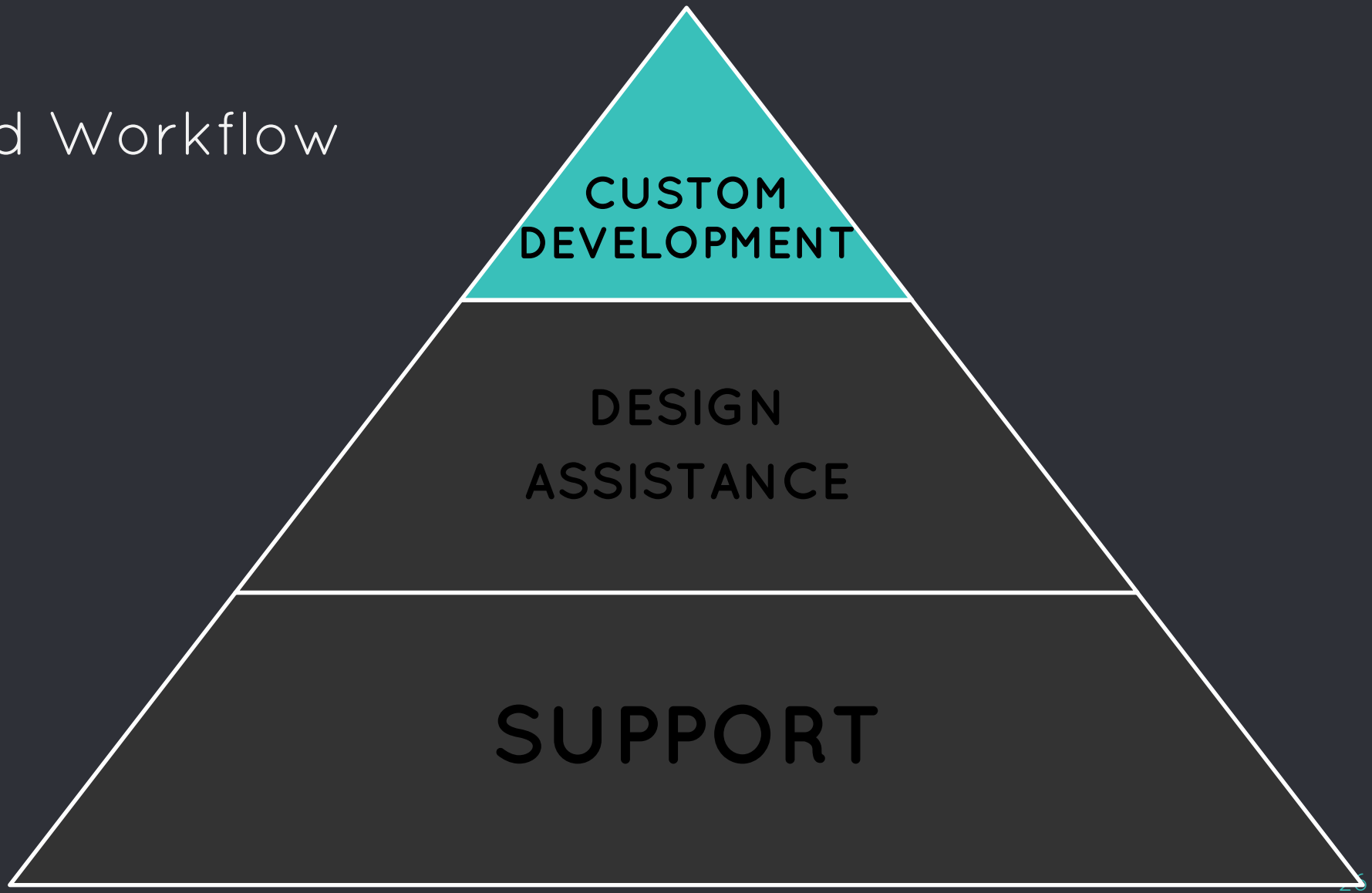
BUILDING ACCESSIBILITY INTO OUR WORK

- Training and Consultations
- Built into all conversations



BUILDING ACCESSIBILITY INTO OUR WORK

- Adapted Workflow



ADAPTING OUR WORKFLOW

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- Color Palette
- Headings
- Page Layout
- Images

ADAPTING OUR WORKFLOW

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

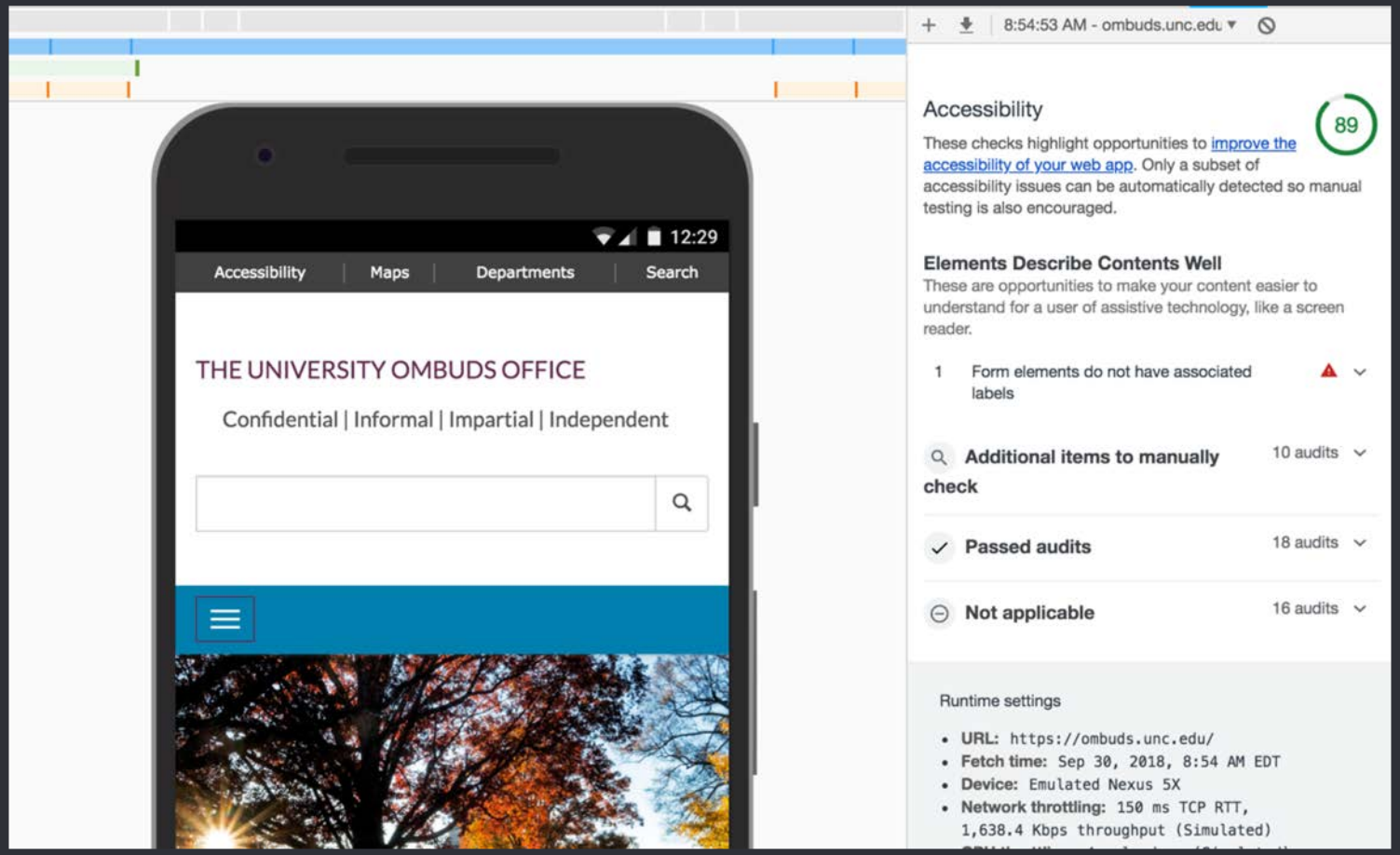
ADAPTING OUR WORKFLOW

Tools We Use

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

GAMIFYING ACCESSIBILITY

Chrome Audit Tool



ADAPTING OUR WORKFLOW

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

”What is alt text again?”

BRIEF HISTORY OF WEBSITE CREATION

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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