

A decorative teal circle is positioned to the left of the title, with a thin vertical line extending downwards from its center.

BUILDING ACCESSIBILITY INTO YOUR DIGITAL LANDSCAPE

KIM VASSILIADIS
UNC-CHAPEL HILL



ACCESSIBILITY

It's a process not a project

G

92



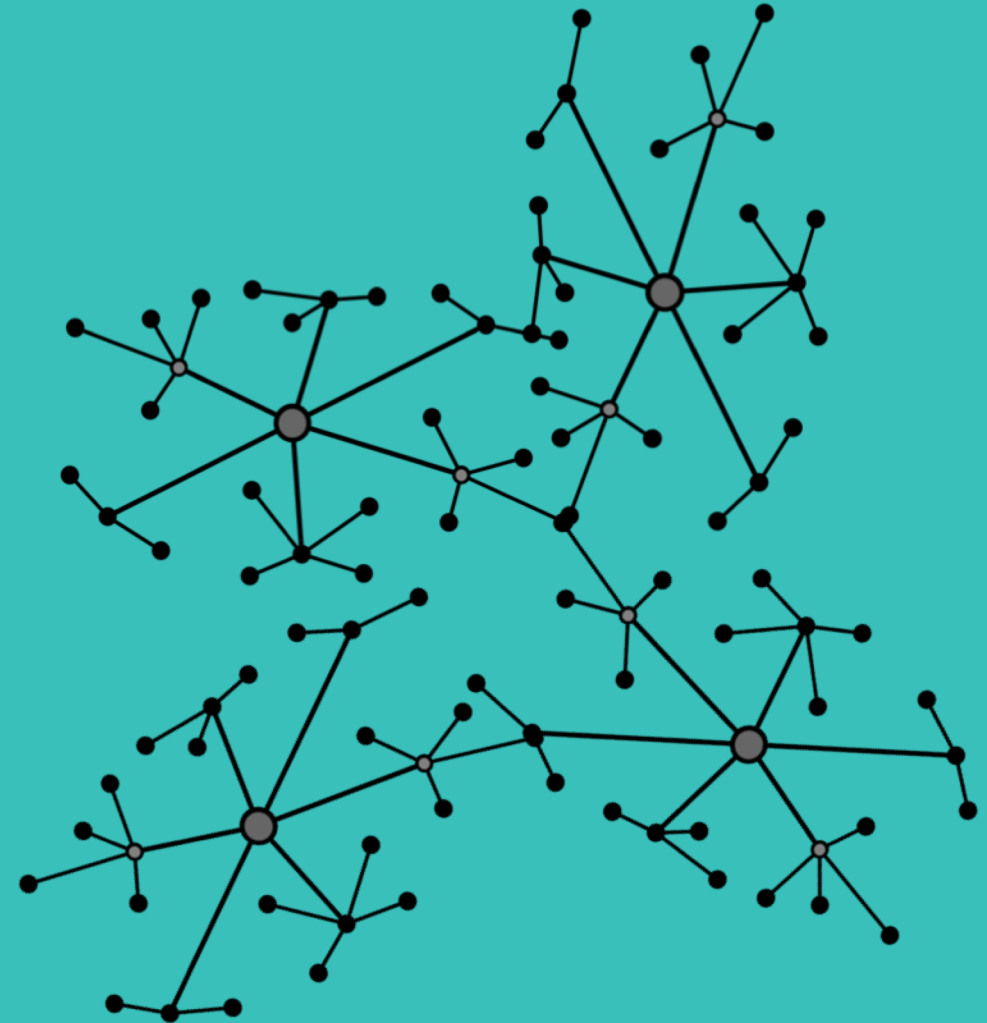
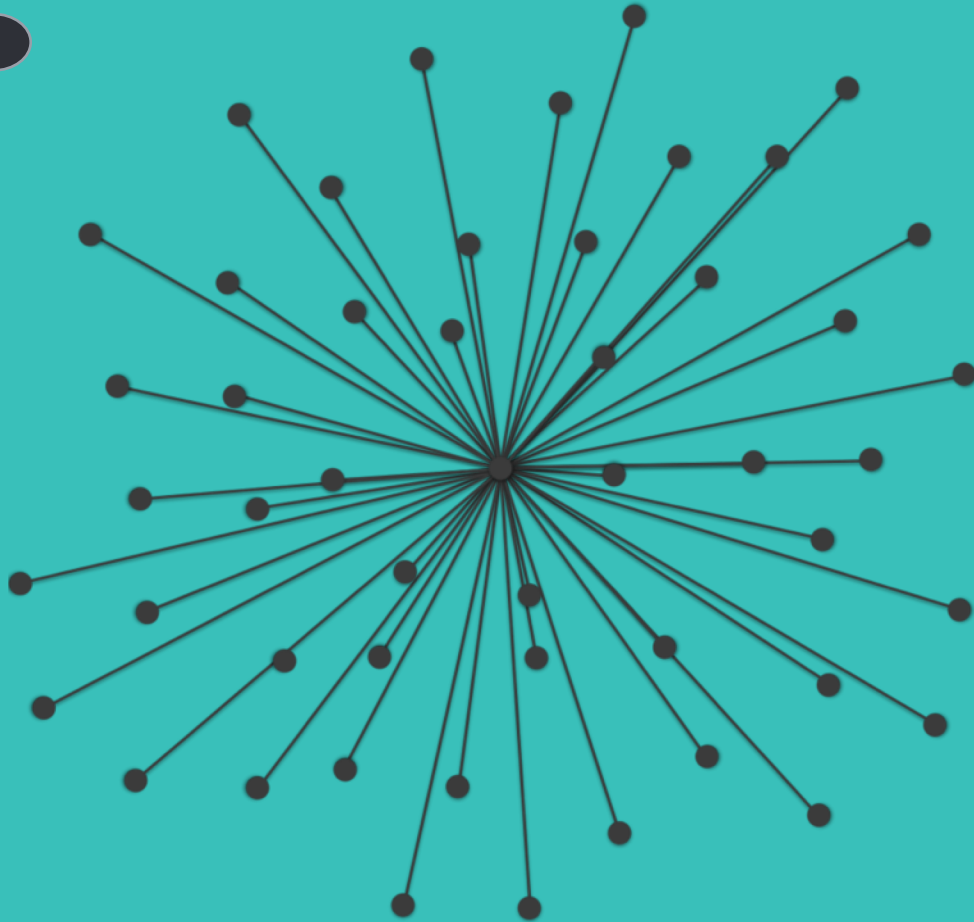
UNIVERSITY OF N.C. AT CHAPEL HILL

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

DIVISION OF ARCHIVES AND HISTORY

1972

○ DIGITAL SERVICES IS A CENTRALIZED SERVICE

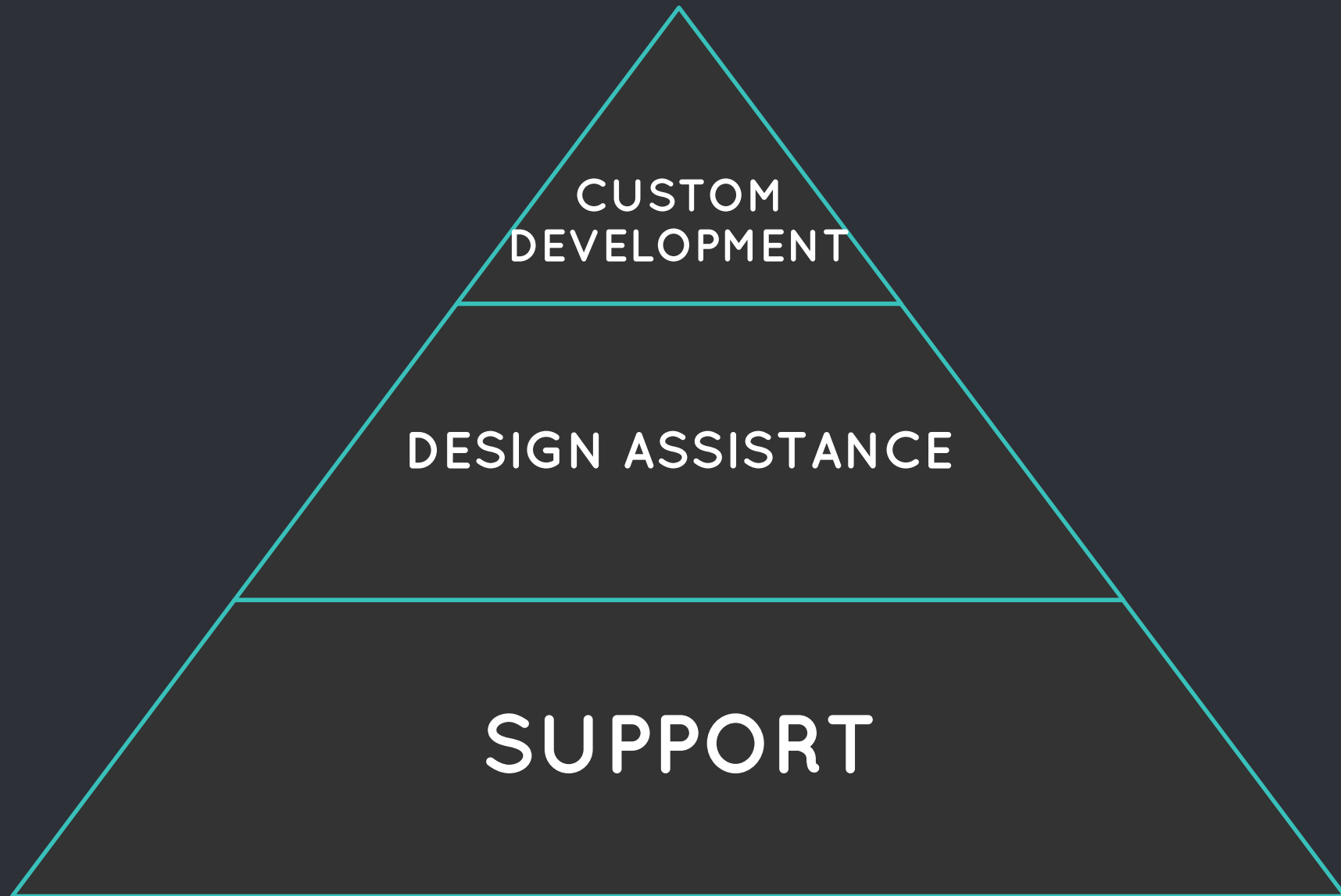


WHAT WE DO

- 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**



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

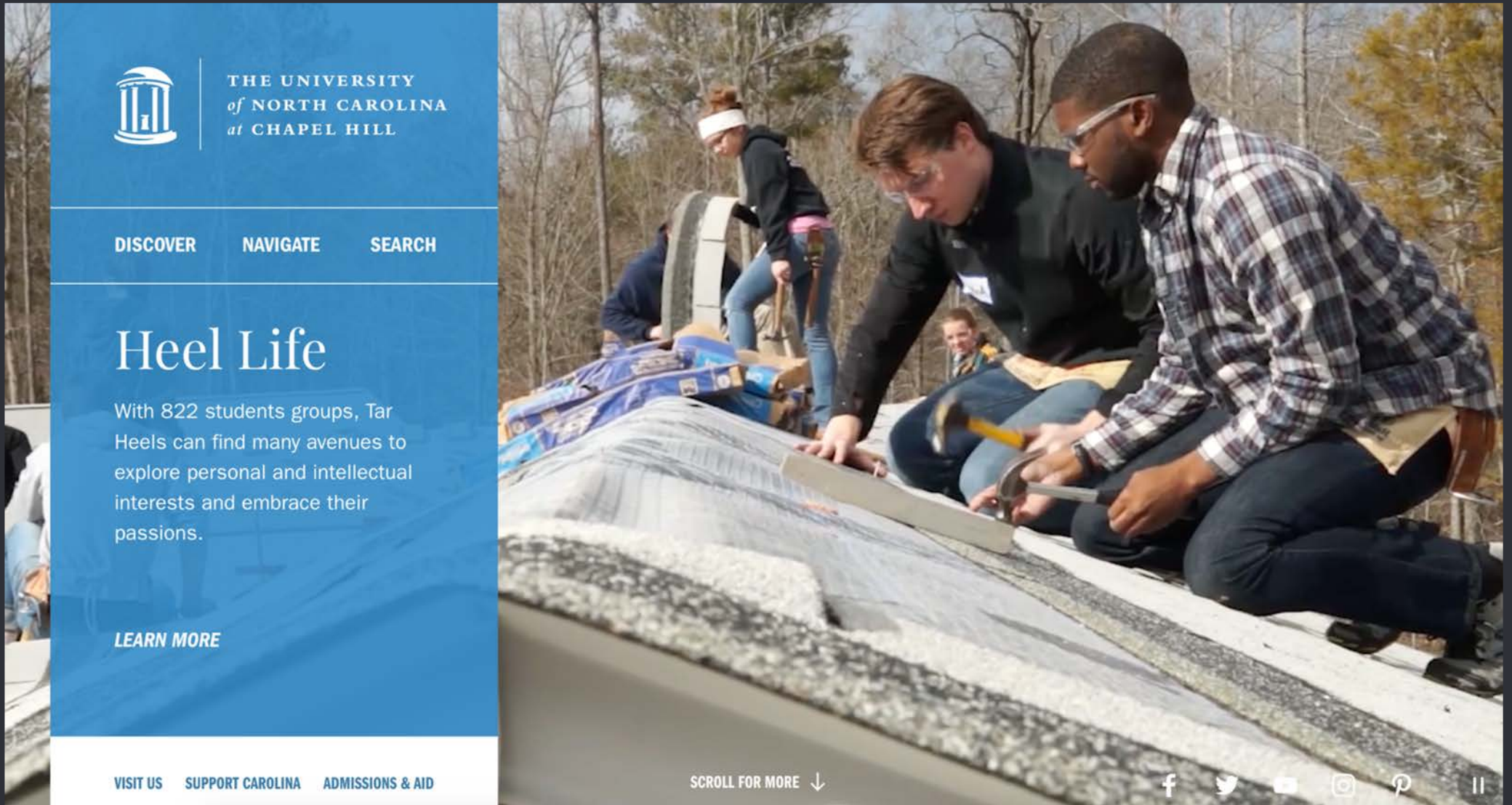


Dark Gray
Hex #767676
RGB 118, 118, 118

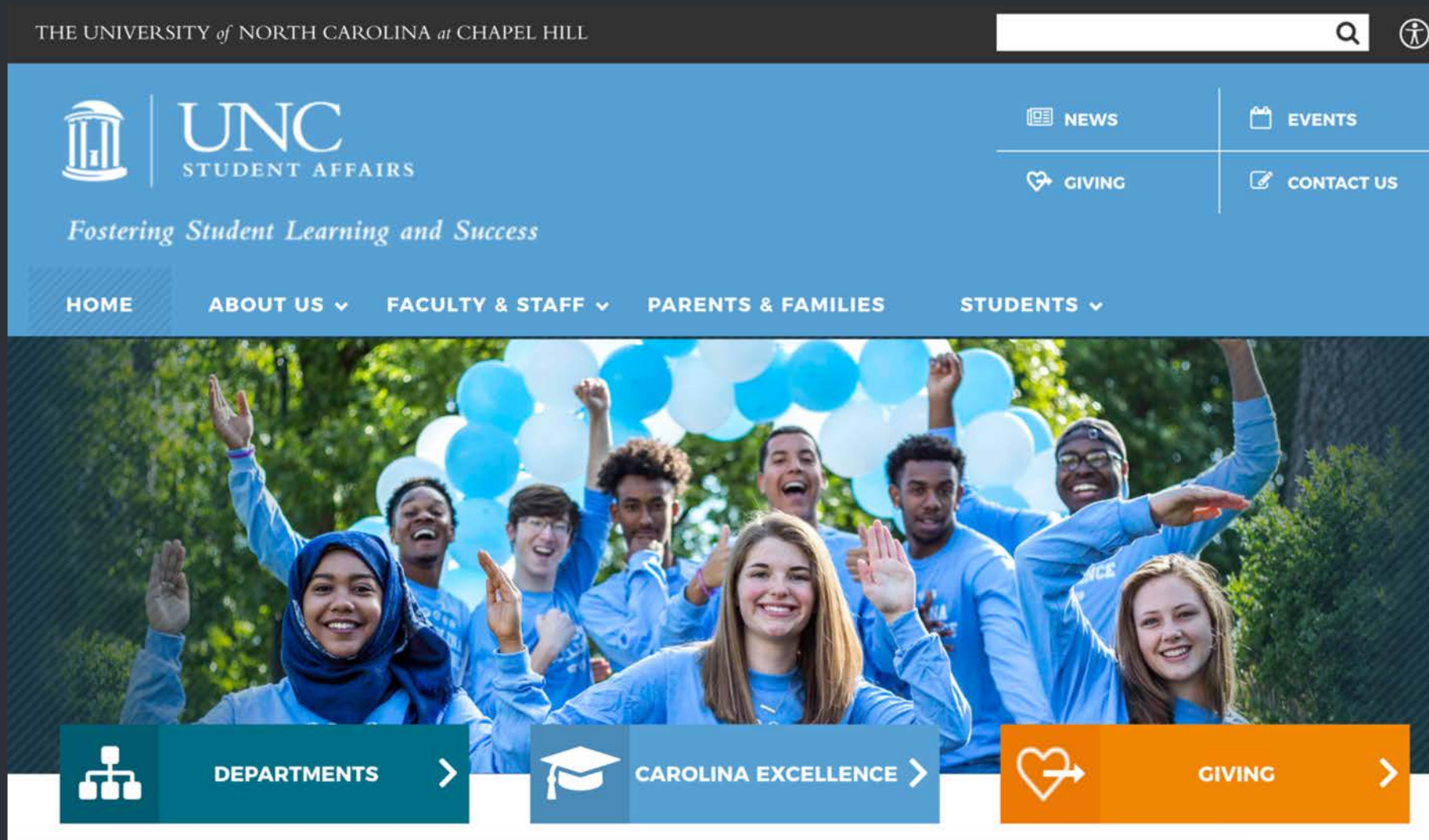


Black
Hex #151515
RGB 21, 21, 21

UNC HOMEPAGE



STUDENT AFFAIRS

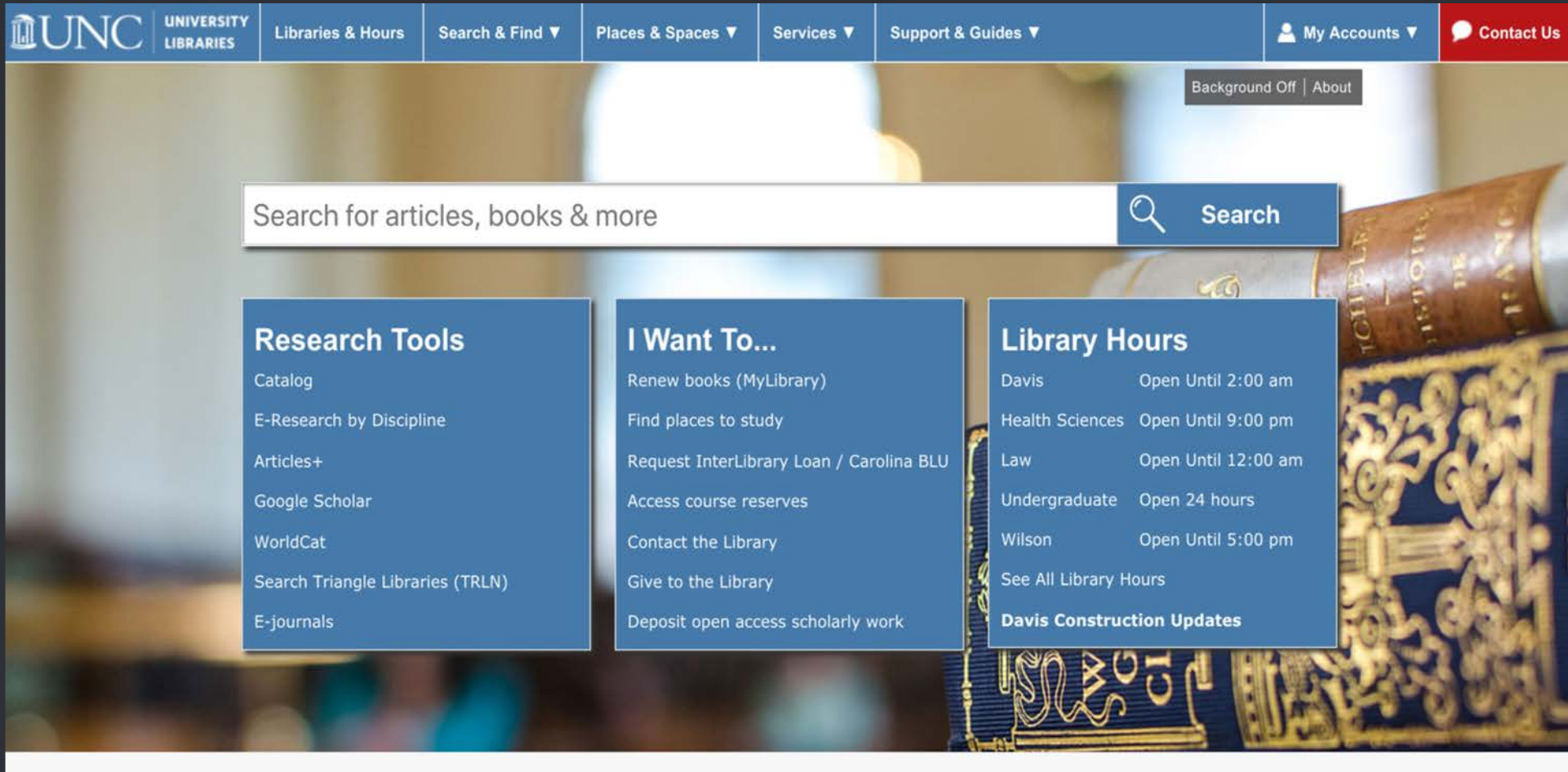


Biological & Biomedical Sciences Program (BBSP)



The Biological & Biomedical Sciences Program (BBSP) at UNC Chapel Hill is an umbrella application and first-year training program for bioscience PhD students. With just **1 application** BBSP students have access to over **350 research faculty** affiliated with **14 different PhD programs** across UNC's campus. The BBSP provides individualized advising, a community, and professional skills training during the first year to establish a solid foundation of skills. The PhD programs selected by BBSP

UNIVERSITY LIBRARIES



UNC UNIVERSITY LIBRARIES

Libraries & Hours Search & Find ▼ Places & Spaces ▼ Services ▼ Support & Guides ▼ My Accounts ▼ Contact Us

Background Off | About

Search for articles, books & more Search

Research Tools

- Catalog
- E-Research by Discipline
- Articles+
- Google Scholar
- WorldCat
- Search Triangle Libraries (TRLN)
- E-journals

I Want To...

- Renew books (MyLibrary)
- Find places to study
- Request InterLibrary Loan / Carolina BLU
- Access course reserves
- Contact the Library
- Give to the Library
- Deposit open access scholarly work

Library Hours

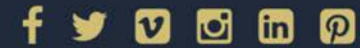
Davis	Open Until 2:00 am
Health Sciences	Open Until 9:00 pm
Law	Open Until 12:00 am
Undergraduate	Open 24 hours
Wilson	Open Until 5:00 pm

See All Library Hours

Davis Construction Updates

CAROLINA CENTER FOR JEWISH STUDIES

CAROLINA
CENTER
for JEWISH
STUDIES



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WHEN IT COMES TO OFFICIAL BRANDING



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



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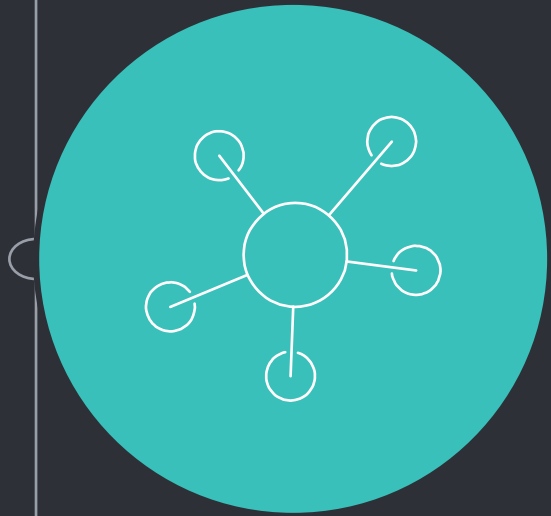
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RGB 21, 21, 21

A full-page background image featuring a classic Western scene. John Wayne, as the character John Ford, stands in the foreground. He is wearing a dark brown top hat, a dark brown poncho with white geometric patterns on the collar and sleeves, a tan leather vest over a light blue long-sleeved shirt, and a brown leather belt with a large buckle. He has a serious expression and is looking slightly to the right. The background shows a vast, arid landscape with rolling hills under a clear sky. In the mid-ground, there are several wooden structures, possibly part of a settlement or a construction site, and a wooden wagon is visible on the right. The overall tone is dramatic and iconic of the Western genre.

..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

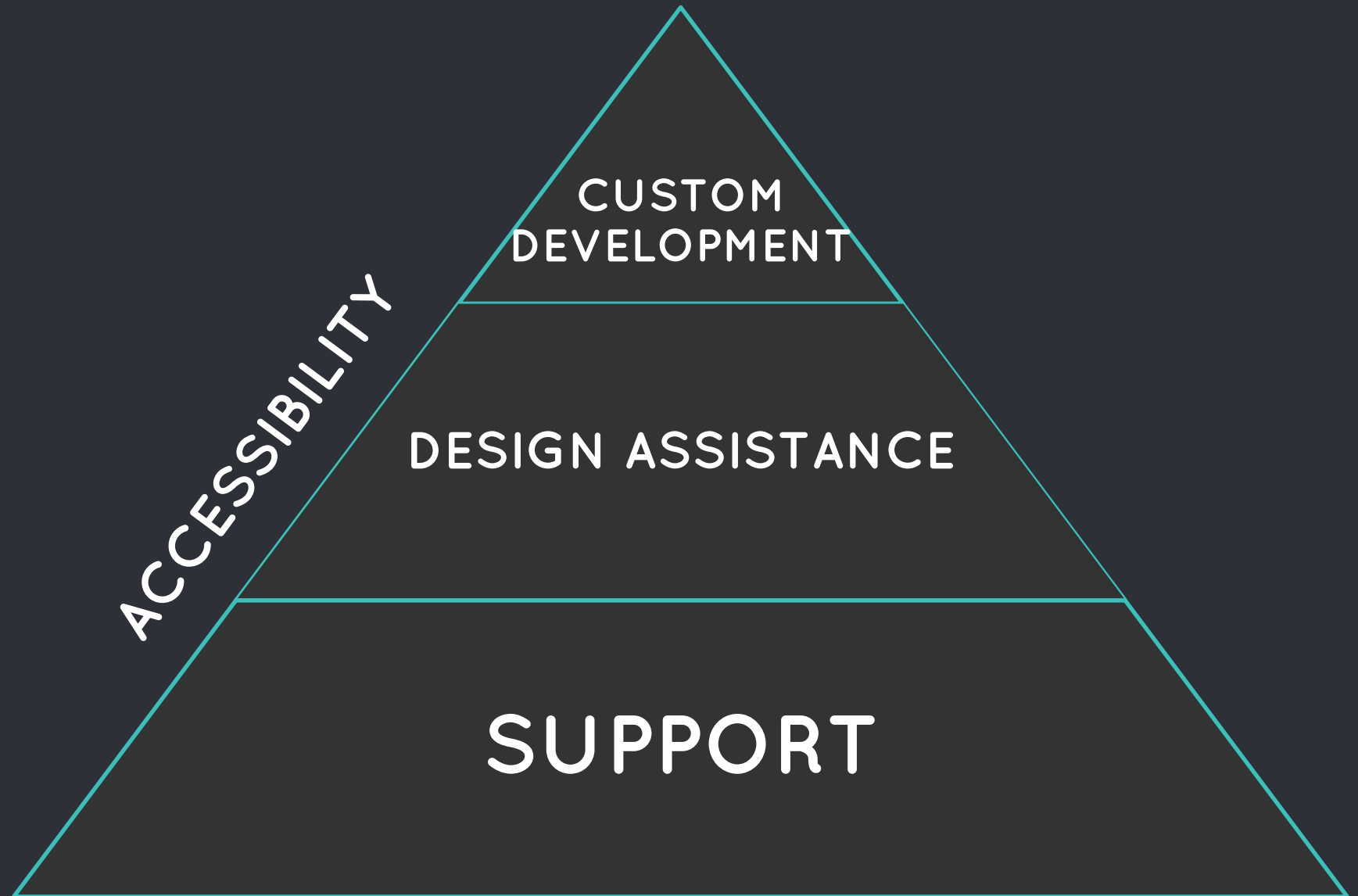
EAT YOUR VEGGIES APPROACH TO ACCESSIBILITY



● THEN IT GOT REAL...

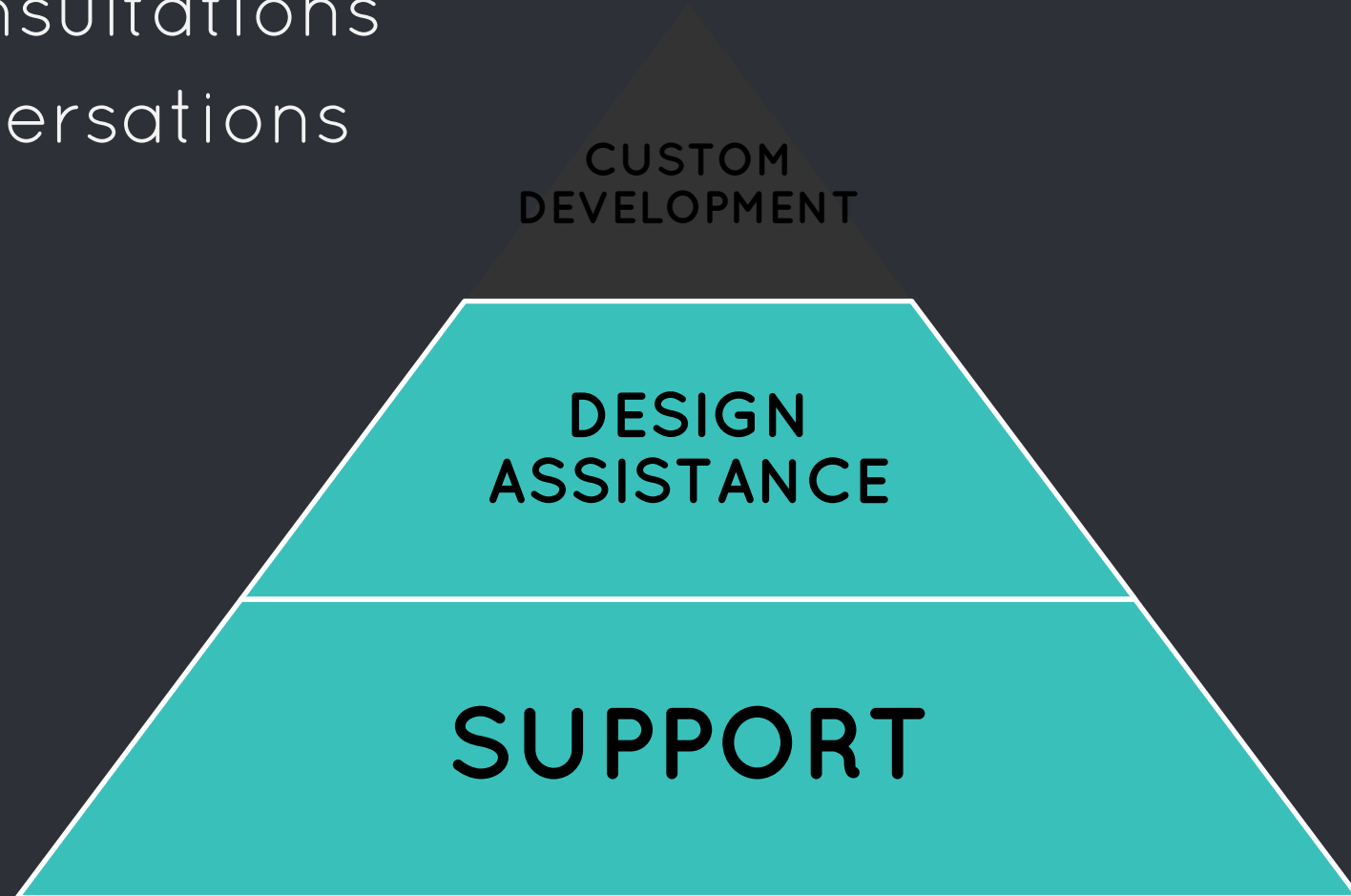
- - Hired an accessibility consulting firm to develop a roadmap
 - Big takeaway:
 - Hire accessibility experts.
 - Train your people

- BUILDING ACCESSIBILITY INTO OUR WORK



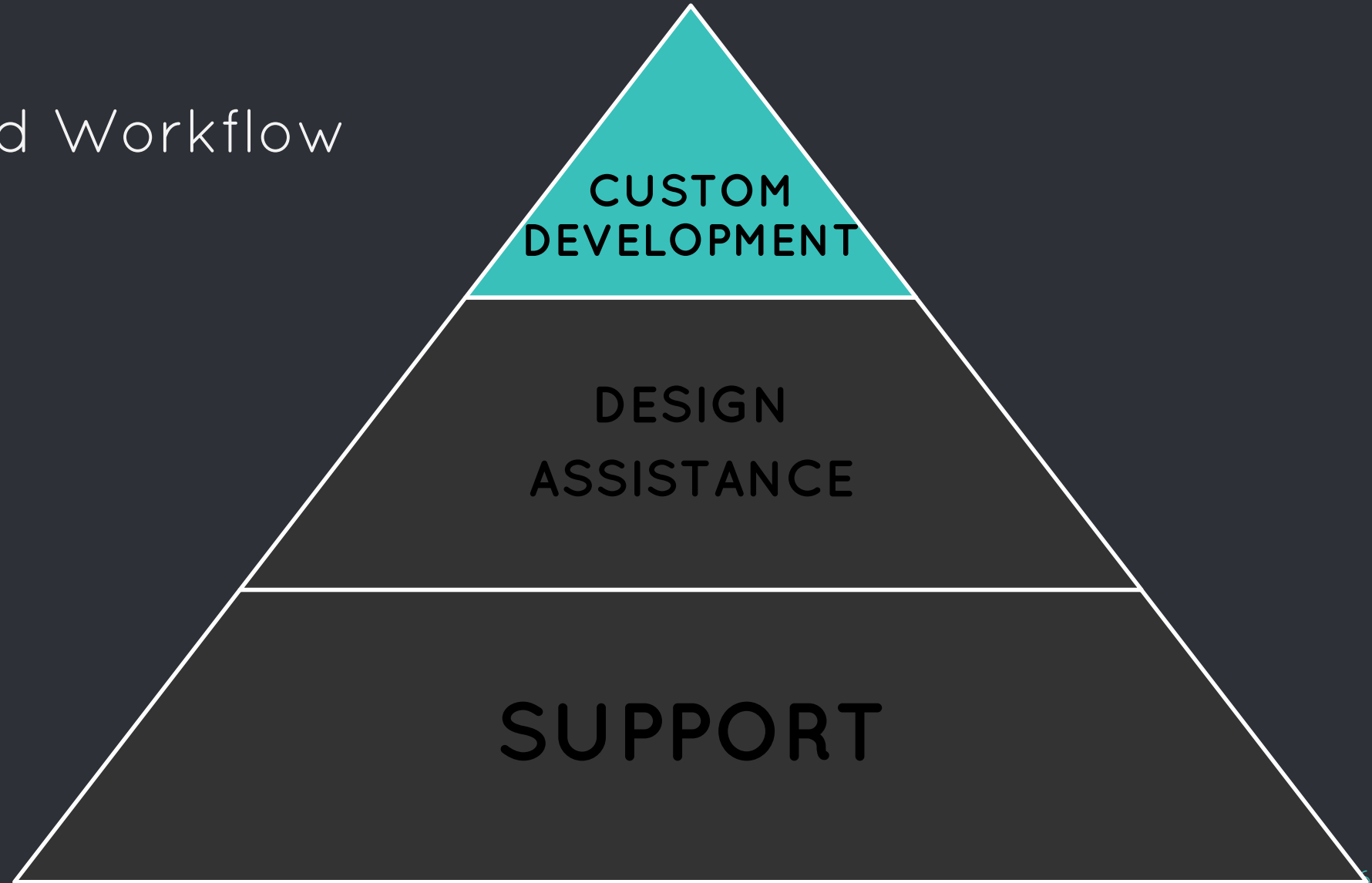
- **BUILDING ACCESSIBILITY INTO OUR WORK**

- - Training and Consultations
 - Built into all conversations



- **BUILDING ACCESSIBILITY INTO OUR WORK**

- Adapted Workflow



● ADAPTING OUR WORKFLOW



● ADAPTING OUR WORKFLOW



- 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

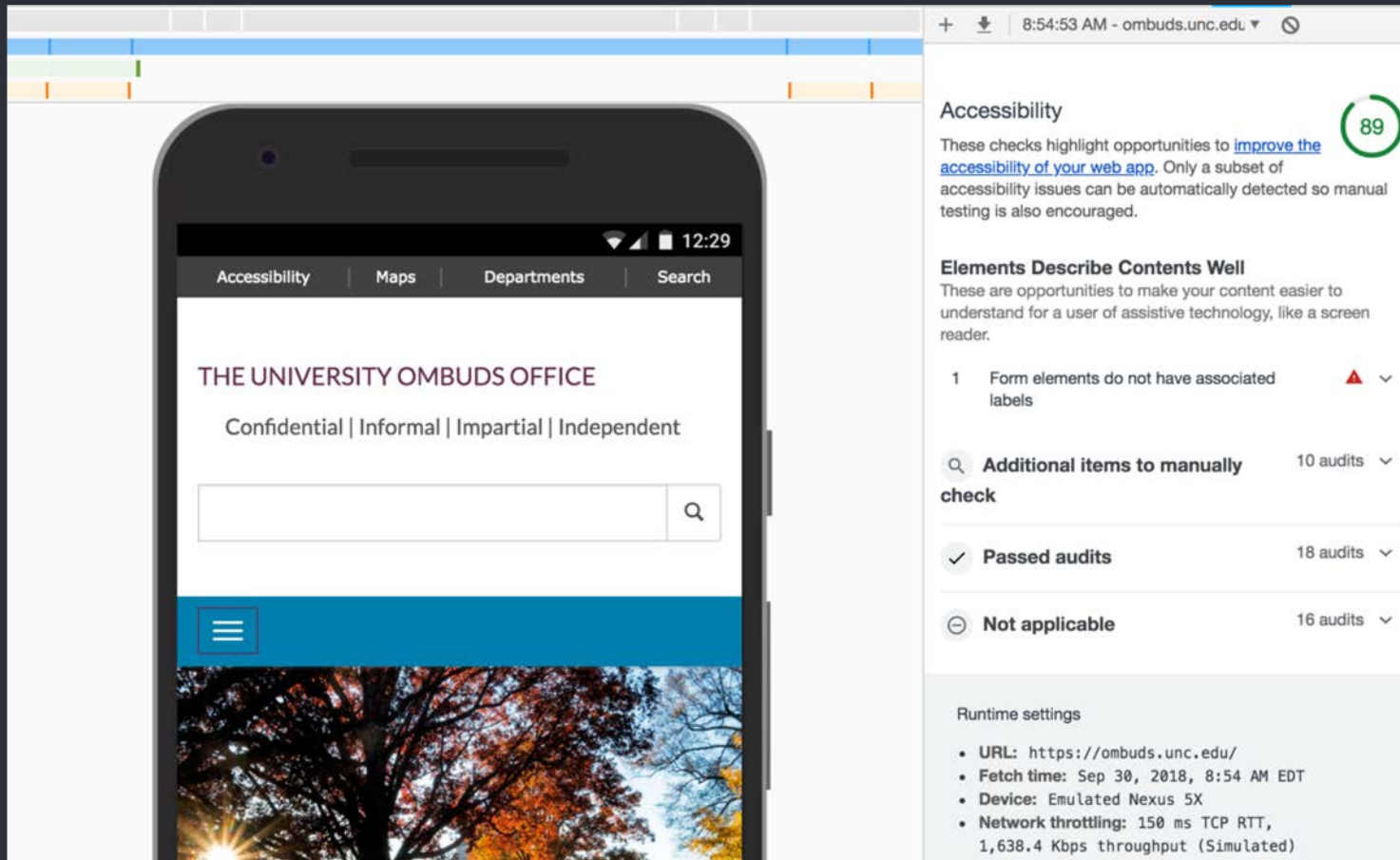


Tools We Use

- 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



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

WHERE WE SHOW OFF ALL OF OUR MODULES
THE KITCHEN SINK

● 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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[@kimbrarian](#)