Digital Accessibility Fundamentals for Websites, Documents, and Videos

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The Viscardi Center
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• Member-Driven organization focused on:
  o Workforce
  o Consumers
  o Community

• Programs and services supporting organizations of all sizes and government agencies in the enhancement of disability-inclusion efforts

• In-person and online trainings, consultations, assistance with talent acquisition of qualified candidates with disabilities, support with physical and digital accessibility, and more

• Visit us at www.NBDC.com to learn more
Housekeeping

- For audio call: 415-655-0045
  - Access code: 669 082 647#
- Contact WebEx tech support at 1-866-229-3239
- Submit questions via Q&A window
- Having trouble posting to the Q&A window? Email NBDCinfo@viscardicenter.org
- Live captioning is located at the bottom right of the screen in the "Multimedia Viewer" window
- Receive 1.0 general recertification credit hours through the HR Certification Institute (HRCI) and the Society for Human Resource Management (SHRM) (via email following the event)
On a scale of one to five (1 = very little understanding and 5 = extensive understanding), how would you rate your understanding of the fundamentals of digital accessibility?
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Shawn Pike
Vice President
User1st
Web Accessibility Landscape
User1st Mission & Focus

• User1st was founded with the singular purpose of making the power of the internet and other digital assets accessible for persons with varied abilities and disabilities through innovative technology and solutions.

• Our tech solutions enable organizations to open their digital door to people with varied abilities and disabilities to meet international accessibility guidelines and regulatory standards.
According to the World Wide Web Consortium (W3C) web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them. More specifically, people can:

- Perceive, understand, navigate, and interact with the Web
- Contribute to the Web
Web accessibility encompasses all disabilities that affect access to the Web, including:

- Auditory
- Cognitive
- Neurological
- Physical
- Speech
- Visual
What is WCAG?

Web Content Accessibility Guidelines – Standard on how to develop for web content for accessibility.

- Testing
  - Automated
  - Manual
- Remediation/Fixing
- Questions to Ask a Vendor in your selection Process
  - How are you testing for screen readers?
  - What is your manual testing process?
  - How much resources will I have to commit?
ADA Title III Lawsuits in Federal Court Jan. 2014 - Jun. 2019

Source: Seyfarth Shaw
The U.S. Supreme Court declined to review a decision from the 9th Circuit, which found that the ADA applies to Domino’s Pizza websites and apps. Both must be accessible to people with disabilities.

In declining to review the decision, the U.S. Supreme Court let the 9th Circuit’s decision stand, which contributes to a growing body of law applying the ADA to digital assets.
Paths to Web Accessibility

**Code Remediation – Developers**

- **Pros**
  - Complete cycle through your organization
  - Self-sufficiency going forward
  - Permanency

- **Cons**
  - Highly disruptive
  - Significant investment at many levels
  - Outcomes can be uncertain
  - Continuous changes and remediation

**Software Remediation Platform**

- **Pros**
  - Fast and cost-effective
  - Non-disruptive at many levels
  - Little to no drain on resources

- **Cons**
  - Reliant on product
  - More limited immersion in accessibility
  - Source code not changed
What’s the impact?

Reduce Compliance/Litigation Risk.
Prevent lengthy lawsuits, compliance-related revenue losses and missed opportunities.

Lead By Example.
Gain loyal followers and show potential customers that your brand stands for diversity, inclusion and equality.

Maximize Revenue.
People with disabilities represent 56.7 million potential customers, $21 billion in discretionary income and $491 billion in disposable income.
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Jim Corporal
Account Executive
Digital Accessibility Services
The Viscardi Center
Document Accessibility
Document Accessibility

• Introduction

• What is Document Accessibility

• How is it Accomplished

• Why is it Important?
The Viscardi Center is a network of non-profit organizations that provides a lifespan of services for children and adults with disabilities. It is a hub for leading edge approaches to education and employment and pro-active efforts that aim to shape and influence policy changes that will benefit the people it serves. Services are provided through:

- Henry Viscardi School
- Nathaniel H. Kornreich Center
- Abilities, Inc.
- National Business & Disability Council (NBDC)

Visit website at ViscardiCenter.org
What is Document Accessibility

• Headings are marked

• Photos and graphics are tagged (alternative text description)

• Forms are generated with fillable fields
What Types of Documents Should be Made Accessible

• Employee Handbooks
• Job Applications
• New/Legacy Documents
• Training Materials
• Student Worksheets
• Bank Loan Applications
How is it Accomplished

• Document Authoring
• Automated Checks
• Manual Intervention
• Quality Assurance
• Delivery
Why is it Important

• Legal Risk Perspective
• Business Case Perspective
• Social Inclusion Perspective
Legal Risk

• Americans with Disabilities Act

• Sections 508 of the Rehabilitation Act of 1973

• Air Carrier Access Act

• Access Board ICT Refresh (Information and Communication Technology)
In a new report on disability inclusion from Disability:IN and Accenture, companies that lead in disability inclusion report:

• 28% higher revenue

• 2X higher net income

• 30% better performance on profit margin
Making digital environments accessible allows:

- Students of all ages to use eLearning applications and complete schoolwork independently
- Employees to operate internal documents and applications to conduct work and increase productivity
- Customers to navigate websites and apps to shop and use services
- Residents to actively participate in the community
- Parents to utilize online resources for their children’s benefit
Service Offerings

- CART Captioning
- Text Interpreting
- Post-Production Captioning
- Audio Description
CART Captioning

• Onsite/Remote
• Verbatim
• 99% Accuracy
• 2-3 Second Delay
• Human-Based Captioners
• 10-15 Years of Experience
• Subject Matter Experts
Text Interpreting

• Onsite/Remote
• TypeWell or C-Print
• Meaning-for-Meaning
• Human-Based Captioners
• 5-10 Years of Experience
• Subject Matter Experts
Captioning Applications

- Classrooms
- Conference Calls
- Webinars/Webcasts
- Town Hall Meetings
- Sporting Events
- Conferences
- City Council Meetings

EVERYWHERE!!!
Post-Production Captioning

- Quality Transcript = Accurate Captions
- 3-Day Turnaround Time
- 99.5% Accuracy
- Priced Per Minute
- Transcript
- SRT Captioning File
- webVTT Captioning File
- Open Captioned Video
Audio Description

- Standard AD
- Extended AD
- Billing Per Minute
- Captioning Included
- Requires SmartPlayer Link
- WCAG 2 Level AA-compliant
Contact Information

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  Website: https://www.acscaptions.com/
Audience Questions
• Website Accessibility - **Essential Web Accessibility Guide**
  https://info.user1st.com/the-essential-web-accessibility-guide

• Document Accessibility – **PDF Accessibility Checker Software**

• Audio/Video Accessibility
  "Captioning can be used anywhere in any situation creating accessibility for ALL!"
On a scale of one to five (1 = very little understanding and 5 = extensive understanding), how would you rate your understanding of the fundamentals of digital accessibility?