



New Web Accessibility Policy

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JUNE, 2017



New CSU Policy

- <http://policylibrary.colostate.edu/policy.aspx?id=739>
- Ensuring equally effective access as required is the responsibility of those University employees responsible for creating and publishing the content. This is required by federal and state laws, including the Americans with Disabilities Act of 1990 (ADA), the ADA Amendments Act of 2008, Section 504 of the Rehabilitation Act of 1973, as amended, and C.R.S. §24-34-801, et seq. Under these laws, **the University must make reasonable accommodations as appropriate to remove any barriers that may exist for an individual with a disability.**
- Effective date: June 30, 2016
- Compliance required: June 30, 2017



Why?

- **It is the right thing to do** to provide equivalent access to education
- Protect the University from significant risk
 - CU Boulder cost ~\$1 million to comply
 - Bots used as accessibility “ambulance chasers”
- Protect yourselves in the performance of your job duties
 - A mandatory requirement



New Requirements for Web Pages

- All publically accessible web pages must comply to WCAG 2.0 AA by June 30, 2017
- Necessary, but not sufficient requirements:
 - Pass WAVE test (more later)
 - All images ALT tagged
 - All videos captioned
- Sufficient: above plus navigability
- Private web pages (pwd protected) must conform to WCAG 2.0 AA if:
 - Class has a student with a recognized disability
 - Upon request



Compliance

- Two years ago, CSU web pages were largely put into compliance after the first round of training
 - Based on spot checks, very few are currently in compliance
- So, going forward, every year, ACNS will check web pages for accessibility,
- If found non-compliant, they will send a letter to your department chair expressing the finding, and requesting that the annual performance review be adjusted accordingly



Alt Text

- Describes the content of an image to the end user
 - Gets picked up by the text-to-speech browser
- ALL images must have alt text
 - Describe the image in context
 - Logos - name of organization
 - Linked images should describe link: “link to [insert site/document here]”
 - Purely decorative images can use the null alt tag - “”
 - Will be flagged in yellow in WAVE
- Be succinct! End user has to listen to all the text



Alternate Text on Images



- Context is key
- How would the alt text change if this picture is used for...
 - Ice Cream Manufacturer
 - Girl Scouts of America
 - Diversity Website
 - Purely Decorative



Alternate Text on Images

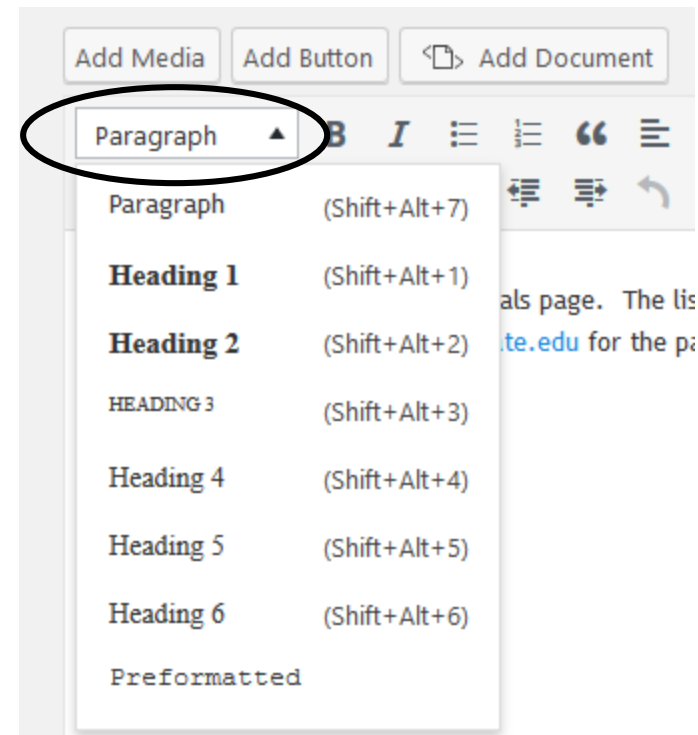


- Ice Cream Manufacturer
 - Customers enjoying our ice cream
- Girl Scouts of America
 - Girl scouts enjoying some ice cream
- Diversity Website
 - Girls of different nationalities enjoying some ice cream
- Purely Decorative
 - Null tag
 - ""
 - Use for purely decorative images ONLY
 - This would not be an example of "purely decorative"



Headings

- You should be using them for more than just ADA compliance
 - Good microcontent strategy
 - Readability guidelines suggest a header or sub-header every 300 words or so
 - Summarize content that is to follow
- Don't just bold and increase font size on section titles
 - Headings are not just for visual effect
- Provide an outline structure for navigating the content
 - Hierarchical outline of the content
 - h1 for your main header, h2 for secondary headers, h3 for subpoints within that section
 - Indicate level of importance of a section





Descriptive Links

- Avoid generic text
 - Don't use "Click here"
 - Use most descriptive text to link (may require some rewriting)
 - NOT "Click here to download the 2017 Fairbook", but
 - "Download the 2017 Fairbook"
- Avoid long urls
 - <https://www.youtube.com/watch?v=VyA5mkhCzRA>
 - [Good, Bad, and Ugly: Closed Captioning and Video Description](#)
- Avoid redundant links
 - Two links leading to the same URL
 - Often a tech problem from our end – alert us if it happens



Video Captions

- Youtube transcription will frequently mistranslate, and tend to be one long unpunctuated sentence
 - Long process (me: 6 hours for a 1 hour webinar)
- Short term solutions
 - Pull videos off Youtube until they are transcribed
 - Password protect (from Wordpress) the videos
 - Doesn't really address ADA issues, so short term solution at best
 - In addition to protecting, make them unlisted on Youtube
 - Go to Video Manager, Select all your videos, choose "Unlisted"



Creating CC Captions for Youtube

- Ultimately, you will need captioning
- Webinar on [Creating and Editing Youtube Captions](#)
 - Extension Technology Training>Webinars>Webinar listings>at top
 - Password: Webinars4U



Other Video Caption Options

- DIY Captioning (Free)
 - [CADET](#) – Manually add transcript
 - [Amara](#) – Manually add transcript
- Outsource Captioning (RFP Pending for Volume Pricing)
 - [3PlayMedia](#)
 - [Rev.com](#)
 - [CaptionSync](#)



Checking Content

- Get the WAVE Tool
 - <http://wave.webaim.org> – Any browser
 - WAVE Extension/plug-in – Chrome browser, Firefox browser
- Use WAVE
 - Every time you edit or add a page
 - Look for red & yellow flags
 - Red flags are critical
 - Yellow flags need manual checks
 - Fix what you can (e.g. headings, alt text for Images, links, transcripts)
 - Come to us if you can't fix it



Resources & Help

- Jeff Wood

- jeffrey.wood@colostate.edu

- Darrin Goodman

- darrin.goodman@colostate.edu

- Ruth Willson

- ruth.willson@colostate.edu

- Other Resources

- [CSU Accessibility Website \(http://accessibility.colostate.edu/\)](http://accessibility.colostate.edu/)
- [Web Accessibility Sub-Committee](#)
- [Assistive Technology Resource Center \(ATRC\)](#)
- [Accessibility of Electronic Information and Technologies Policy](#)