WACUBO

Rising to the Challenge

2023 WACUBO ANNUAL CONFERENCE

A Blueprint for Becoming an Ally for Accessibility

The UNLV Digital Accessibility Ambassador Program

WACUBO

Rising to the Challenge

Jerra Strong

Web Accessibility Specialist

Heather Ortiz

Director of Communication

What is Accessibility?

"**Accessible**" means that individuals with disabilities are able to independently acquire the **same information**, engage in the **same interactions**, and enjoy the **same services** within the **same time frame** as individuals without disabilities, with **substantially equivalent ease of use**.
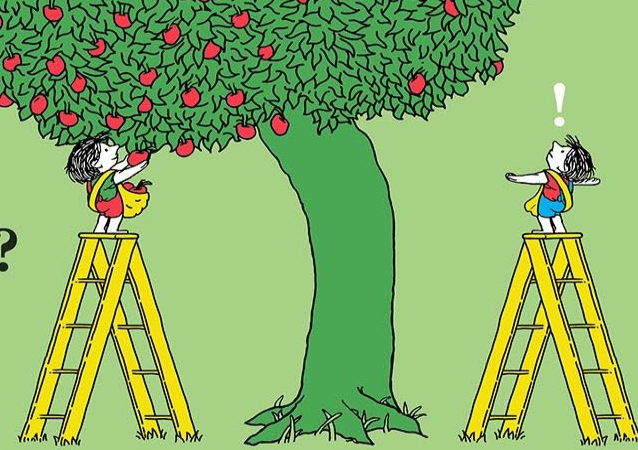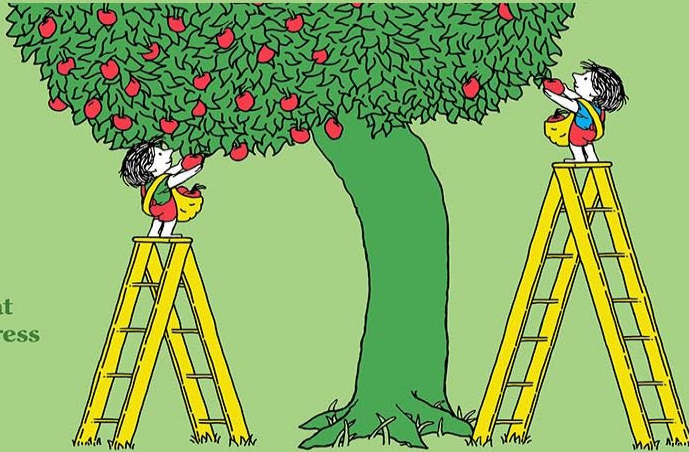
Inequality
Unequal access to opportunities

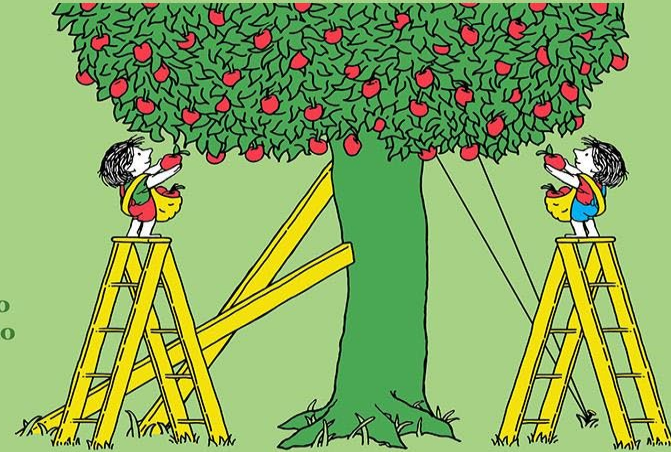# Equality?
Evenly distributed tools and assistance

Equity
Custom tools that identify and address inequality

Justice
Fixing the system to offer equal access to both tools and opportunities

By @lunchbreath
based on Shel Silverstein's Giving Tree
for John Maeda's 2019 Design in Tech Report
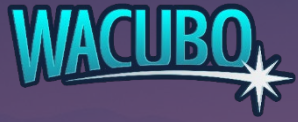
Disability Types
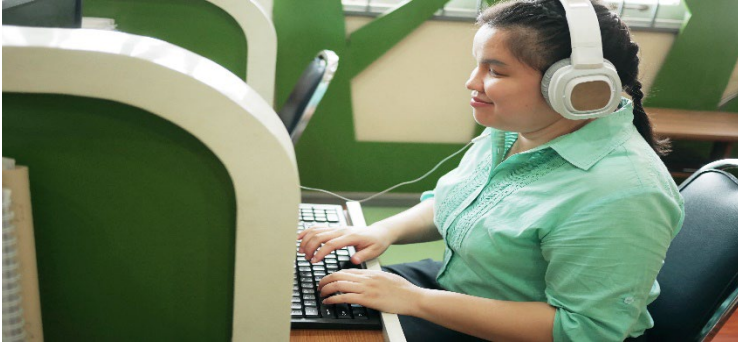
- Visual

- Auditory

- Mobility

- Cognitive

WACUBO

Demo: Experience the Difference

Video Clip: JAWS Screen Reader with Structured Document

The Skool College of Education

The Skool College of Education is an elite academic institution in the Desert Southwest of the United States which trains the teachers who will teach the generations of tomorrow. We endeavor to follow all best practices so that you graduate too "cool" for Skool. Enroll today!

Our Degree Programs

- Bachelor of Arts - Teaching
- Bachelor of Arts - Secondary Education
- Master of Science - Technology in Education

Our Diversity Policy

The Skool College of Education believes that all students should be in skool, and we strive to have an inclusive and welcoming environment for all students.

Tuitions Estimates

How much does it cost to go to Skool? Not as much as you'd think! See our estimates below to help plan this important part of your future.

Type of Student	Semester	4-year Degree
In-State	$1,200	$9,600
Out-of-State	$3,300	$26,400

Who does Accessibility Benefit?

1. Individuals with disabilities

2. Everyone else - Including the author

Why is Accessibility Important?

- Diversity, inclusion, equity, and access Initiative

- Improves employee efficiency and student success

- Legal / policy requirements

- It's the right thing to do

World without barriers

Institutional History

WACUBO

Accessibility Ambassador Program

Our Approach

- Developed a formal strategy to address short-term and long-term accessibility goals

- Long-term goal: Create a culture of accessibility
  - Answer: Ambassador Program

- Partnered with campus experts

- Secured buy-in from senior leadership

Ambassador Requirements

Some duties of Accessibility Ambassadors:

- Serve as first line as support in their department

- Keep accessibility top of mind

- Be a change agent

- Attend meetings

- Attend training

Phase 1

Secured volunteers

- Included representatives from diverse functions

- Required introductory training to create unified knowledge

- Started regular meetings

  - Met bi-weekly

  - Focused on training and Q&A

- Distributed digital badges after first six (6) month

Phase 2

- Adjusted meeting frequency to monthly

- Transitioned meetings to a workshop format

  - Remediated documents together in real time

  - Used actual documents

  - Provided remediated documents to department

Phase 3 - Future

What is a "culture change"?

Mom who read notes to visually impaired daughter for 4 years given honorary graduation certificate

The mother, Havva, read all of the notes and books throughout her daughter's four-year degree course.

By Sethuraman S
August 13, 2022

Share On

Accessibility Myths

- People with disabilities don't use the internet, cell phones, and other technology

- People with disabilities can always rely on a family member or assistance with support

- Accessibility requires us to make websites ugly, or less usable for 'regular people'

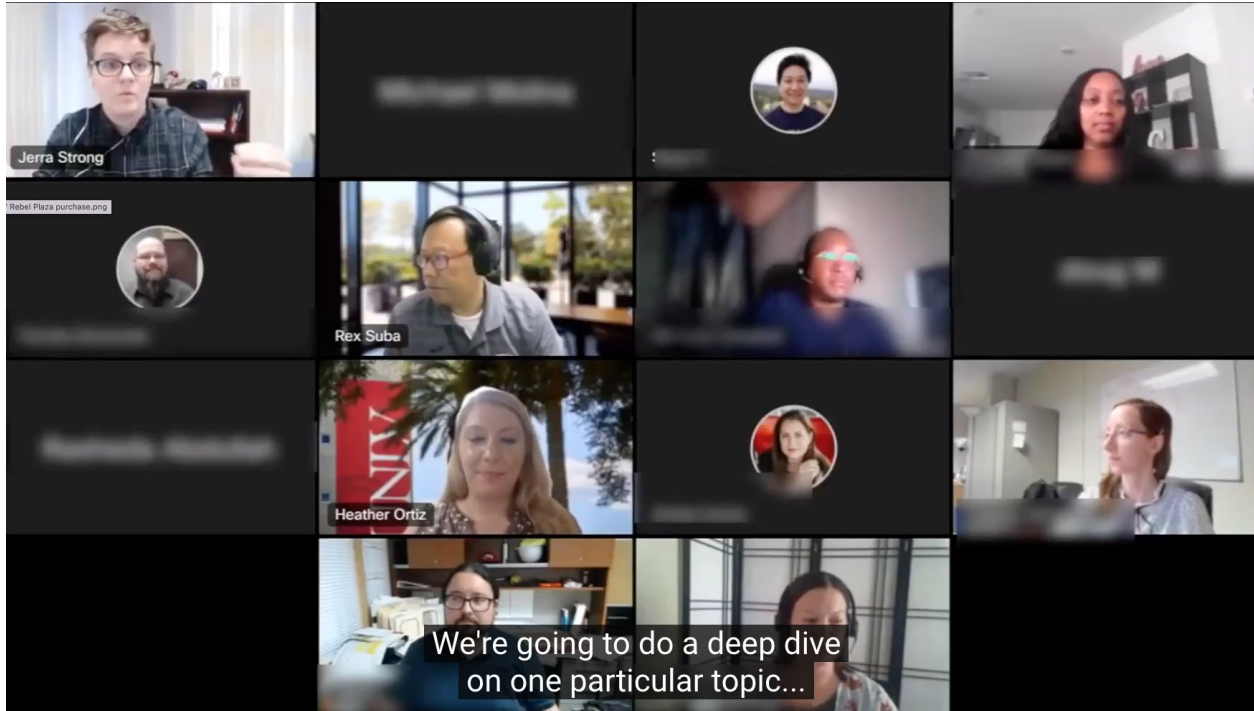- Young people are a "tech native" generation

Phase 3

The future of the program

- Goal: Help ambassadors influence change
- Sought feedback from ambassadors

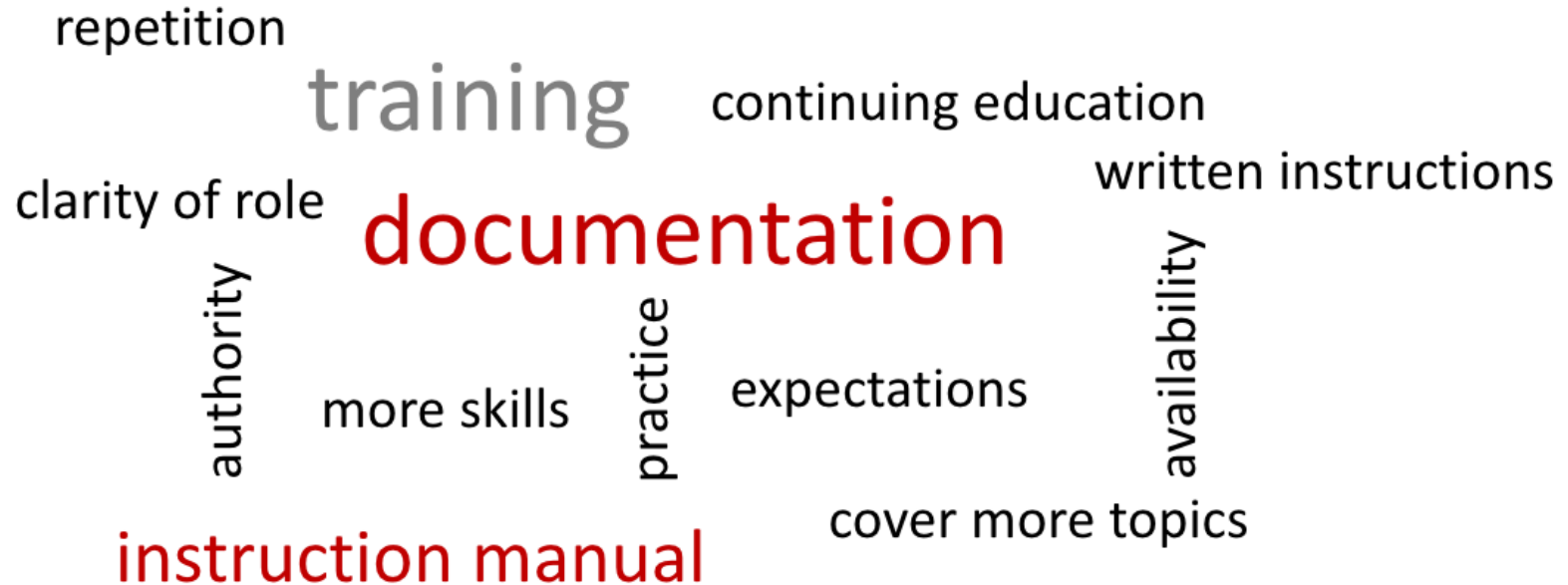# Highlight Reel: Accessibility Ambassadors

What inspires you to be an accessibility ally?

access to information

boss

equity for all

making an impact

user experience

helping others

inclusive

readable documents

fairness

interaction

my evaluation

How can we better prepare you to be successful in your role?

repetition

training

continuing education

clarity of role

written instructions

documentation

authority

availability

more skills

practice

expectations

instruction manual

cover more topics

Addressing Feedback

- Web accessibility tips series

- Tips for speaking to your colleagues about accessibility

- Delivered training on suggested topics

- Clarified role at division-wide meeting

Successes and Challenges

Successes

- Engagement

- Impact

- Improved web content

- New skills

Challenges

- Turnover

- Volunteer role

- Clarity in responsibilities

- Spreading knowledge

Opportunities

- Re-opening registration, recruit more ambassadors

- Find out how this halos out to division-wide culture

- Use this as a model for other units (i.e. colleges), accessibility initiatives come with common concerns

Lessons Learned

- Change doesn't happen overnight

- Incorporate accessibility early on in your process

- Set clear expectations

- Don't be afraid of repetition

- Administrative buy-in is key

W3C Maturity Model (reactive to proactive)

- Tool used to measure an accessibility program across six dimensions of business practice

  - Communications

  - Knowledge and Skills (Training)

  - Support

  - ICT (Information and Communication Technology) Development Life Cycle

  - Personnel

  - Procurement

  - Culture

- [Maturity Model Website](https://www.w3.org/TR/maturity-model/) https://www.w3.org/TR/maturity-model/

What can you do?

- Share this information

- Investigate the resources

- Be a digital accessibility advocate

- Consider what will work at your organization

- Lead up - obtain executive support and sponsorship

- Be the change!

Resources

Free Courses

- W3C Introduction to Web Accessibility - A free course for web professionals and developers
- Accessibility: Designing and Teaching Courses for All Learners (HE) - A free course for Higher Ed educators
- W3C Accessibility Courses List - Filter by cost, language, and content
- Linkedin Learning Courses - Search "Accessibility" or "Accessible PDF", for example!

Tips/Resources

- WebAIM WCAG 2 Checklist - A simple list of all accessibility guidelines.
- Intopia's Accessibility Not-Checklist - Filter guidelines and recommendations by role
- UNLV Accessibility Tips - This page will be updated soon as a "hub" for accessibility tips and documentation from UNLV staff

Check with your university to see what resources are available for you!

Contacts

Heather Ortiz, heather.ortiz@unlv.edu

Jerra Strong, jerra.strong@unlv.edu