



**INFORMATION
TECHNOLOGY SERVICES**

DIGITAL ACCESSIBILITY

IE Summer Symposium



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DIGITAL ACCESSIBILITY OFFICE

5-23-2023

What we will cover today

- Introductions
- Assistive Technology
- Accessibility Wins
- Better Together
- What Can *You* Do?
- Q&A

Slides available for download at
<https://go.unc.edu/DAO-IES-2023>

Digital Accessibility Office (DAO)



Chelsea Porter, Head of Digital Accessibility

- Background in instruction and digital accessibility



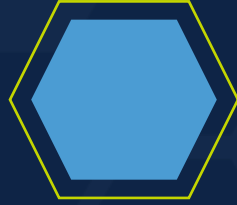
Lane Fields, Digital Accessibility Consultant

- Background in e-learning and system administration



Sherose Badruddin, Digital Accessibility Consultant

- Background in Diversity & Inclusion, Education, and Public Service



ASSISTIVE TECHNOLOGY

Digging into the Complexity of Assistive Technology (AT)

Surprising examples of assistive technology



- Notifications
 - Vibration
 - LED/Flashlight
- Alexa/Siri/Google Assistant
- Live captions and call transcripts
- Focus and screen time
- Volume loudness warnings
- Face/Touch ID

Screen reader demo

UC Women's Initiative
for Professional Development

2020 UC Women's Initiative for Professional Development (UC Wi)
Program Information and Nomination Process

UC Wi is a unique, experiential professional development program offered to mid-career women, faculty, academic personnel and staff who demonstrate the potential to advance their careers at UC.

Purpose
To help women advance in their UC Careers and retain women who have demonstrated potential for advancement

Sponsors and Management

- UC Wi is sponsored by the President's Office and the **Systemwide Initiatives Committee on the Status of Women (SACISW)**
- Systemwide Talent Management administers the program and coordinates connections with locations

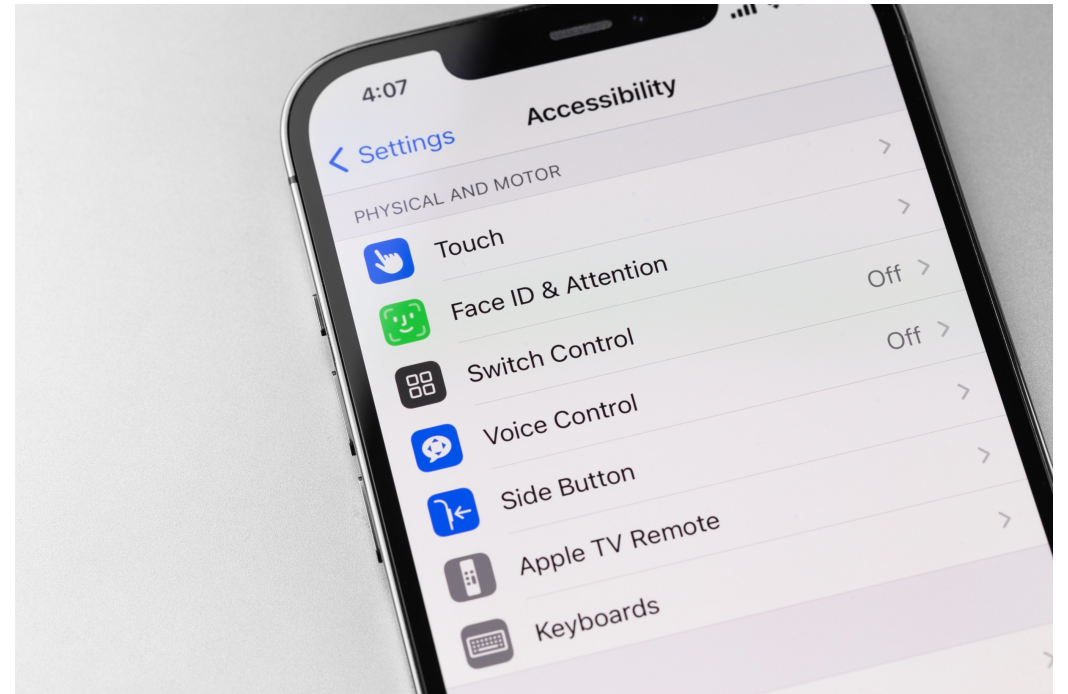
Target Audience

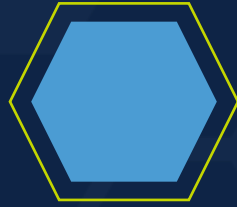
- Mid-career faculty, academic personnel and staff from campuses, health centers, Division of Agriculture and Natural Resources, Lawrence Berkeley National Laboratory and Office of the President
- Someone who has demonstrated potential for advancement

Participant Outcomes

- Build strategic relationships

Common assistive technology





ACCESSIBILITY WINS

How accessible digital content and assistive technology work together.

How accessible content enhances usability for all

- An accessible PDF with correct Optical Character Recognition (OCR)
 - **Blindness** - *permanent/long-term disability*
 - Full screen reader functionality with an accessible PDF
 - **Dilated eyes** – *temporary disability*
 - Ability to zoom in on text without pixelation
 - **Migraines** – *intermittent disability*
 - Users could close their eyes and listen to the content read out by text to speech



Closed captions benefit all students

- Survey asked students to describe why closed captions are helpful
- Only 6% used captions because of a learning or physical disability
- Plenty of people have invisible or undiagnosed disabilities – they might even be unknown to themselves

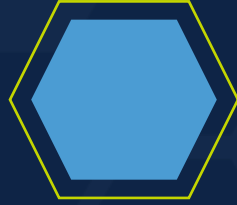


Benefit	Frequency
Learning aid (comprehension, terminology, focus, and retain info)	75.5%
Remedy for poor audio quality	22.4%
Clarification for instructors who are difficult to understand	8.3%
Environment (library, bus, etc.)	6.7%
Disability accommodation	6.0%
Convenience (note taking, reading along)	5.1%

Source: [A Rising Tide: How Closed Captions Can Benefit All Students](#) from EDUCAUSE

Working in partnership with users

- Assistive technology can be difficult to scale or implement
- Learning new assistive technology can be challenging
- Anticipating how a person might react to a form of assistive technology is individualized
- Importance of including the voice of the individual who needs the accommodation



BETTER TOGETHER

Collaborating to Make Content Accessible

The human element to accessibility

- Creating accessible content
 - Remember the screen reader demo from earlier?
- Support from administration/department
 - Purchasing tools and resources for everyone to benefit from
- Understanding the variety of user backgrounds
- Culture of inclusivity and timely response to issues that come up
 - EOC can assist with faculty/staff accommodations
 - ARS can assist with student accommodations

Cost of making content accessible vs. not

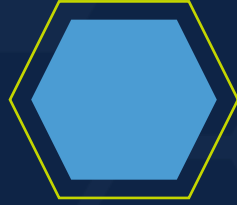
- Time
 - Creating accessible content is quicker and easier than fixing inaccessible content
- Stress
 - In the event of an accommodation need, fewer fixes will be required if steps towards accessibility have already been taken
- Financial
 - Lowers risk of complaints, lawsuits, etc. while making a more welcoming environment for all

Compliance challenges

- Assistive Technology (AT) does not compensate for an inaccessible learning environment or ableist bias
- There must be "buy in" and agreement that accessible digital content is important (from peers (students or other colleagues) to rest of staff and admin)
- Keeping up with changes in regulations, standards, and new tech can be overwhelming.
 - That's DAO's job! We are here to help.

The Rules that Guide Us

- Americans with Disabilities Act (ADA)
 - US civil rights law passed in 1990
 - Prohibits discrimination against people with disabilities in public and private sectors
- Rehabilitation Act of 1973
 - **Section 508** prevents agencies from providing technology that isn't accessible to people with disabilities
 - **Updated in 2017** to include Web Content Accessibility Guidelines (WCAG) 2.0 Level AA as the standard
- UNC Policy and Standards on Digital Accessibility
 - References section 508 and WCAG
- [WCAG Quick Reference](#)



WHAT CAN *YOU* DO?

Quick tips to make your content accessible to the broadest audience.

Accessibility is a process, not a project

- A way of thinking and an ongoing commitment
 - Set goals and deadlines
 - Break it down into chunks
 - Design with accessibility in mind for new projects
 - Audit and fix existing content
- End goal is increased usability for everyone.



Top 10 Tips

- Headings
- Consistent layout
- Keep it text
- Text spacing
- Plain language
- Descriptive link text
- Color contrast
- Alternative text
- Captioning
- Ask the DAO

[DAO Website on Top 10 Tips](#)

Keeping up with accessibility

- Changes in regulations, standards, and new tech can be overwhelming.
- Ask the DAO for assistance or advice
- Attend DAO trainings
 - Digital Accessibility Awareness
 - Captioning
 - Web Accessibility Basics
 - Document Remediation
 - Procuring Accessible Technology
 - Accessibility in Course Design
- Join the [Digital Accessibility Liaison group](#) to stay up-to-date!



You're NOT alone – Reach out to DAO!

- Consulting
- Website assessments
- Course reviews
- Procurement support
- Classroom presentations
- Tools

Request [DAO Services](#) or email us at digital_Accessibility@unc.edu



Links to policy and standards

- [Digital Accessibility Policy](#)
- [Accessibility of Digital Content, Resources, and Technology Standard](#)
- [Accessibility Standards for Procurement of Digital Content, Resources, and Technology](#)



Q&A

Email us at
digital_accessibility@unc.edu

