

Opening Doors to Accessibility

How and Where to Share the Work and
Make Accessibility Happen

Challenges and Frustrations

- Technology accessibility is unknown/misunderstood
- Spotty support
- Hit-or-miss research base
 - Costs?
 - UX?
- Hard to find apples to compare to apples
- Misunderstood constituents in the organization

It's Big

- Not easy to put boundaries on technology accessibility
 - Where does it live?
 - Who owns it?
 - Who implements it?
 - Where, again, does it live???

Paradigm

- Build it in, don't bolt it on
 - Remove bottlenecks
 - Create efficiency
 - Build redundancy
 - Create sustainability
 - Change organizational culture

Find or Make a Champion

- Standard bearer
- Advocate
- Evangelist
- Un-silo'd
- Subject matter expert
- Firefighter over cop* ...more often than not

*Credit: John Foliot

Can you...

- ...talk to people easily?
- ...listen to people and relate?
- ...stay even-keeled?
- ...talk about accessibility so that it relates to roles?
- ...think short and long term?
- ...handle rejection?
- ...dedicate the time to it?

Co-headlining Tours

- It might take two to tango to this one.
 - Information
 - Resources
 - Moral support
- Be the subject matter expert.

Assemble your team

- Team will create or oversee
 - Policy and standards
 - Implementation and integration planning
 - Timeline, approach
 - Implementation
 - Therapy, encouragement and support

Identify Who Needs to be on Board

- Start with your boss
- Leadership is absolutely key, at every level
 - But not every leader...
- People that do the work
 - But not every employee...
- Look for team/committee members and stakeholders

Committee Member or Stakeholder?

- Committee: does the work, meets regularly
- Stakeholders: Provide support, guidance, information
- Committee: Small
- Stakeholders: Big(-ger), stays updated
- Create a bunch of advocates

Start The Conversation



Who's Next?

- Close proximity
- Follow critical pathways and find where technology has a role
 - Job applicants, for example
 - Find the job listing
 - Apply
 - Interview scheduling
 - Required materials submission
 - Interview
 - Offer/reject
- Who owns the tech? Who manages them?

- Purchasing officers
- Content authors
- Content managers
- Developers
- Web/UX designers
- Student Disability Services Academic Technology Specialists
- Instructional Designers
- Print designers
- Project Managers
- Business Analysts
- Information Architects
- Human Relations
- Legal Counsel
- Internal Auditors
- Sports Information Directors

Roles and Accessibility

Move Deliberately

- It's OK to start small
 - A small group can grow
 - Too big of a group is hard to shrink without political fallout
- Your core group will fluctuate
 - Clarity of understanding
 - Job changes
- Spin off focused functions

How do I Engage?

- Tailor your message
 - Provost
 - Instructional designer
 - Document author
 - Chief information officer
 - Technical writer
 - Department director
- Refine and repeat as needed

Message Themes

- Solve problems
- Enhance skill sets
- Say “please” and “thank you”
- Get past “right thing to do” and “Section 508”
- Risks to the organization

Carrots

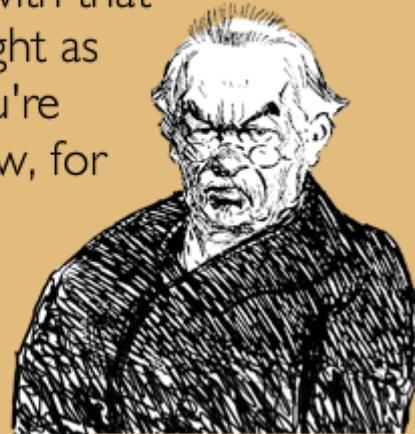


Pulls

- Lower risk profile
 - Americans with Disabilities Act changes
- Better student outcomes
- Better employment opportunities
- Content that's easier to use and maintain
- Easier on select authors
- SEO
- Code base improvement

Sticks

Speak softly and carry a big stick.
Then hit people with that
stick. And you might as
well yell while you're
doing it. You know, for
effect.



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Pushes

- Complaints
 - Americans with Disabilities Act
 - State laws
- Look for settlements announced by National Federation of the Blind
- Look for cost information
 - National Center on Disability and Access to Education (NCDAAE)
- Department of Justice tends to look at a lot if the door opens
- Policy and/or administrative consequences

Sell These Folks...

- Provost
- Instructional designer
- Document author
- Chief information officer
- Technical writer
- Department director
- Print designer

In Sum

- You and your organization can do this
- Find a banner carrier
- It takes a village
- Speak the right language

Questions?

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