

Opening Doors

Information Technology Accessibility, and
How You Can Help to Level the Playing Field.

Disclaimer

- Oklahoma statute authorizes ABLE Tech to coordinate with the Office of Management and Enterprise Services to provide technical assistance to agencies concerning the requirements of EITA in Oklahoma. This technical assistance is intended solely as informal guidance; it is not a determination of the legal rights or responsibilities of entities subject to Oklahoma statute or section 508.

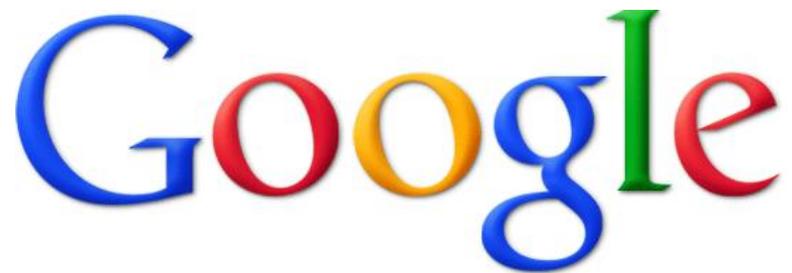
TECHNOLOGY ACCESSIBILITY

What is it? Why do we need to worry about it?

Accessibility is about...

- Technology compatibility
 - Make digital content as understandable to technology as possible.
- Fair and equal
 - Make the experience equivalent regardless of factors we cannot control.
- Universal access
 - Don't restrict anyone from getting where they want to go.

- Make content understandable to technology.
 - Searches
 - Assistive technology (AT)



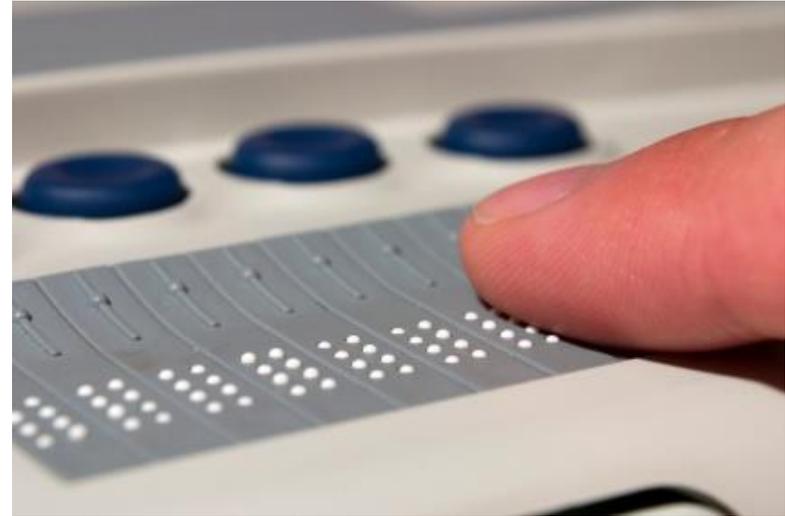
Technology Compatibility

Fair and equal availability

- Make the experience as equivalent as possible regardless of what we cannot control.
 - Computer type
 - Tablet size
 - Smart phone operating system
 - Disability and assistive technology
 - Visual
 - Hearing
 - Motor
 - Cognitive

ASSISTIVE TECHNOLOGY INTERLUDE

- Blindness, low vision, color blindness, etc.
 - Glasses
 - Operating system zoom features
 - Screen reading software
 - Braille readers



Visual disabilities



- Full/partial deafness
 - Captioned video
 - Transcribed audio

Hearing disabilities



Technology as AT

Motor disabilities

- Carpal Tunnel Syndrome, full/partial paralysis, fine motor
 - Keyboards
 - Adaptive switches
 - Breath controls



Wide spectrum of AT

- Be intentionally inclusive.
- Don't discriminate.



Universal access

Our Goal...



THE LEGAL STUFF

Some Clarification About What Applies to
What

Statute and policy

- Federal
 - Americans with Disabilities Act (ADA)
 - Title I, employment
 - Title II, public sector
 - Title III, private sector
 - Section 504 and Section 508 of the Federal Rehabilitation Act of 1973, 1998
- State
 - Oklahoma Electronic and Information Technology Accessibility (EITA) statute, effective 2005

Policy Changes

- Title II, Title III of ADA set to include information technology
- Section 508 standards refresh
 - Oklahoma will update its statute as well
- Department of Justice has been clear...

Complaints in Brief

- Experian, TransUnion, Equifax, 2008
 - <http://lflegal.com/2008/04/credit-report-agreement/>
- CVS, 2009
 - <http://lflegal.com/2009/07/cvs-agreement/>
- Penn State University, 2011
 - <https://nfb.org/node/958>
- Montgomery County, Maryland, 2011
 - <https://nfb.org/node/996>
- From karlgroves.com, <http://goo.gl/bGJwRJ>

Lots of Opportunities Here

- Take responsibility for civil rights
- Include more people in community, education, economy
- Improve employment
- Increase revenue
- Lower risk
- Create better experiences for all users
- Make sure that the message is clear to the largest audience

ACCESSIBILITY AND YOU

How Accessibility Fits and How You Can
Help to Put It On.

Accessibility Fits All Shapes and Sizes!

- Purchasing
- Product implementation
- Design
- Software development
- New products
- Enhancements to existing products

Roles and Accessibility

- Analyst
- Front end designer
- Application developer
- Content author/manager
- Quality assurance specialist
- Technical writer

Pigeonholing Accessibility

- Rely on one person in QA?
 - Add inefficiency
 - Delay rollout
 - Spotty accessibility
 - Invite sudden, late-game changes
 - Increase stress and job satisfaction fail
 - Lose sustainability

Roles and Accessibility

- Analyst
 - Account for dynamic elements, etc.
- Designer
 - Account for color, layout, etc.
- Developer
 - Make it happen, functionally
- Content author/owner
 - Make it happen, in content
- Quality Assurance
 - Check for barriers
- Technical Writer
 - Document for future reference

Development

- Your mileage may vary
 - Agile
 - Waterfall
 - Random
- Gather requirements (Accessibility, too)
- Design backend, layout (Accessibility, too)
- Write code (Accessibility, too)
- Testing
 - Internal (Accessibility, too)
 - External (UAT)
- Documentation (Accessibility, too)

Product Selection and Implementation

- Gather requirements (Accessibility, too)
- Identify candidate products (Accessibility, too)
- Vet products (Accessibility, too)
- Make selection (Accessibility, too)
- Plan implementation (Accessibility, too)
- Make it so (Accessibility, too)

Distributing Accessibility

- Spread accessibility throughout project roles
 - Create efficiency
 - Speed delivery
 - Create more accessibility
 - Avoid sudden, late-game changes
 - Lower stress of implementing accessibility
 - Create sustainability



- A closer look at how accessibility fits into project team roles
 - <http://goo.gl/WPh06t>
- Part of the valuable Web Experience Toolkit
- Matches roles with specific accessibility standards

Accessibility Responsibility Breakdown

Accessibility in Project Management

- Build it in, don't bolt it on
- Schedule time to learn it
- Motivate team to do it
 - Compete with another team or individual
- Speak to the players, movers and shakers
- Make it a priority in your projects
 - Pilot project?
- Embrace role as change agent

Questions?

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http://www.ok.gov/abletech/IT_Accessibility/index.html

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