DCNG Accessibility Conversation

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Agenda

Purpose: to give general intro to WA, overview of our campus-wide initiatives, and provide some tips & tricks

• General Intro to Web Accessibility

• Campus-wide Initiatives
  – Top Sites
  – Vendors & Procurement

• Examples of Common Issues and How to Fix

• PDFs and Accessibility

• Open Q&A
CELEBRATE
GAAD
GLOBAL ACCESSIBILITY AWARENESS DAY
Web Accessibility Introduction
Web accessibility...

- Making your **web content** available to as many people as possible.

- Requires a combination of **common sense, empathy, understanding**…

- And making it a **priority**.

- There can also be overlap between accessibility and overall usability of your site.

- **It benefits everyone**, not just those with disabilities.
Don’t Let WA be an Afterthought
Types of Disabilities

- **Auditory**
  - Mild to moderate hearing loss; deafness

- **Physical**
  - Arthritis, quadriplegia, muscular dystrophy

- **Speech**
  - Apraxia of speech, stuttering, muteness

- **Visual**
  - Color blindness, low vision, blindness

- **Cognitive**
  - Wide range: ADHD, autism, learning disabilities, seizure disorders, traumatic brain injuries
Assistive Technology for the Web

- Screen readers
- Screen magnification
- Speech input software
- Refreshable braille display
- Alternative input devices
  - Switch devices
  - Motion tracking or eye tracking software
Accessibility Benefits Everyone

Captions on video

• Helpful in loud environments
• Used when you cannot turn on sound
• People who are less fluent in a spoken language
• Better indexing for search engines

https://www.w3.org/WAI/perspective-videos/
WCAG Overview

WCAG, which is short for Web Content Accessibility Guidelines, is a set of guidelines put together by the W3C (World Wide Web Consortium).

W3C is a private organization made up of a cross section of stakeholders from government, industry, and consumer groups.

- WCAG 1.0 (1999)
- WCAG 2.0 (2008)
- WCAG 2.1 (05 June 2018)

WCAG 2.1 is now the official recommendation of the World Wide Web Consortium (W3C).
Two Sides of Assessment & Remediation

Content Contributors

Design & Development
Testing Process

Ensuring accessibility (and/or meeting compliance) requires a mixture of automated & manual testing

- Siteimprove & Blackboard Ally are examples of automated tools

- Manual testing includes keyboard and screen reader testing
  - As well as manual verification of things like alternative text quality and caption quality
Campus Initiatives
2018-'19 Initiative – 32 Top Sites

- Cornell.edu
- Financial Aid
- Admissions
- Registrar
- Bursar
- Dean of Students
- Cornell Health
- SDS
- Emergency
- Student Essentials
- New Students
- Living
- Student & Campus Life
- Online Learning
- Library
- Grad School
- Law School
- Veterinary Medicine
- Cornell Tech
- AAP
- Arts & Sciences
- CALS
- CIS
- Dyson
- Johnson Grad
- SHA
- JCB College
- ILR
- Engineering
- Human Ecology
- Weill Medicine
- Weill Patient Care
Current Initiative – Top 22

- Athletics
- Human Resources
- DFA
- CIT
- CU Info
- Diversity
- Cornell Chronicle
- Continuing Ed
- Facilities & Campus Services
- Cornell Cast
- President’s Office
- University Statements
- Provost
- Trustees
- Alumni
- Lab of Ornithology
- Dean of Faculty
- eCommons
- Research
- eCornell
- Cornell Store
- Weill Medicine (5 sites)
Site Selection Rationale

- Traffic
- Perceived risk
- Focused on external audience
- Critical transactions/functions, and/or to find information
- Top level sites for administrative units (as determined by VP ownership)
Scope, Timeline & Next Steps

• Primary Sites
  – And sub-sites linked to within main navigation or prominently linked to from the main site

• Timeline: 18 Months
  – May 2021 – November 1st, 2022

• Updates to Siteimprove and moving to WCAG 2.1
Top Sites Process

• CIT assesses all sites and provides consultation on what needs to be done to bring the sites into WCAG 2.1 AA compliance

• If units have the resources to fix the site, they do it on their own
  – Lab of O, eCornell, etc.

• If not, CIT can help with development & design fixes

• Content fixes are always up to the unit to remediate
Vended Products

• Web accessibility has been integrated into the IT Governance process for vended applications, software, and services.

• As part of Statement of Need, if there’s a web front end then submitters are directed to the “WA Triage Request”
When is a WA review needed?

- Primary areas of concern:
  - Student-facing
  - General public
  - Available to all staff
  - Available to an entire population of staff (e.g., all Cornell researchers)
Process for Reviews of Applications

- Reviews typically take 1-2 weeks (depends on queue)

- Most products are not fully compliant, and that’s okay
  - We share the results with the vendor and…
  - Request a roadmap to address areas of concern

- Units should be prepared to provide alternative accommodations for users who have difficulty with an application
Examples of Web Accessibility
Alternative Text Example

alt="Cornell President Martha Pollack"

But context is important when considering proper alt text
Context is Important

- Alt = “George Washington”

- Alt = "Painting of George Washington crossing the Delaware River. Swirling waves surround the boat where the majestic George Washington looks forward out of the storm and into the rays of light across the river as he leads his wary troops to battle."
Headings

Act as an outline for your content
• Primary way that screen reader users navigate content
• But also important for those without disabilities

Quick tips:
• Don’t just use bold
• Don’t leave headings blank
Links

• Example of generic and/or repeated link text:
  For more information on the program, Click Here

• Descriptive link text:
  See the 2021 Name Our Links page for more information
Color Contrast and Images of Text

COLOR CONTRAST / VISIBILITY CHART

HARRY POTTER
AND THE SACRED TEXT
Images of Text

For images of text, the alternative text should be identical to the text presented.

In some cases, there may be a lot of text. In those occasions, just present the critical content in the alt text.
Accessibility & Readability

• Grade level - High School Level
  – Important for those with cognitive disabilities, non-english speaking users, etc.

• Shorter is better!
  – Not only for attention span, but also to reduce eye strain
  – Chunks of content for easy scanning
Videos

• Captions
  – Be sure to edit auto-captions!

• Transcript file
  – A text-only alternative

• Audio descriptions
  – Not always needed
  – Design content to avoid it
  – Usually needs outsourcing
PDFs
Before Fixing a PDF

1. Is it needed?
2. Can the content just be added as HTML?
3. Can you provide an accessible alternative?
4. Keep as PDF if…
   1. It needs to be printed
   2. Needs to be used offline
   3. Needs to be emailed
   4. Or needs to be archived
Additional PDF Trainings

- Two recommended courses available on Cornell LinkedIn Learning for PDF remediation by Chad Chelius:
  - Creating Accessible PDFs
  - Advanced Accessible PDFs
Web Accessibility Tools

- WAVE Accessibility Checker
- SiteImprove Browser Plugin
- Color Contrast Analyzer
- ANDI – tool developed by SSA

Don’t forget about Screen Readers & your Keyboard
Other Resources

- https://it.cornell.edu/accessibility
- The A11Y Project
- W3C’s Web Accessibility Initiative
- Siteimprove’s Help Center & Academy
- Deque University for more in-depth training ($)
- WebAIM
Q&A
Thank you for your commitment to making Cornell a more accessible and inclusive space!

Accessibility Questions - webaccessibility@cornell.edu