

# Just What We Do

A Holistic Approach to Accessibility & Compliance

## Donna Bungard, CPACC

Donna has taken her years of experience, writing skills and her love of accessibility, and channeled her energies to help clients reach their customers. With a dual focus on accessibility and content strategy, she makes it her mission to empower clients to speak effectively to their entire target market.

Donna has earned her Certified Professional of Accessibility Core Competencies certification from the International Association of Accessibility Professionals, and leverages that knowledge to help businesses see how accessibility is practical, cost effective and can be “just what we do.” And, with the entire audience able to take in the content, her passion for the written word helps businesses optimize their content to speak to, not at, their audience (and to search engines too).

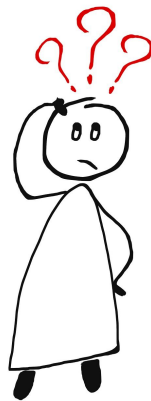




Accessibility is Practical

# But ahh... what were we here to talk about?

- I. Overview
- II. The Accessibility Lifecycle
- III. Common Stakeholder Concerns
- IV. Everyday Issues (& How to Address Them)
- V. Where do we go from here?



# Overview

**~20%**

of U.S. Adults  
self-identify as  
disabled

**~2.4m**

have Alzheimer's disease,  
senility or dementia

**~30.6m**

Americans have difficulty  
walking/climbing stairs,  
or used a wheelchair,  
cane, crutches  
or walker

**~7.6m**

Americans experienced  
difficulty hearing,  
including 1.1 m whose  
difficulty was  
severe

**~8%**

of males from northern  
European descent  
are colorblind

**~2m**

Americans  
are blind or unable  
to see

# Web Content Accessibility Guidelines (WCAG)

## WCAG 2.0

A collection of more than 40 guidelines that improve usability for those of different abilities. These are based on the P.O.U.R principals:

- **P**erceivable
- **O**perable
- **U**nderstandable
- **R**obust

## WCAG 2.1

WCAG 2.1 is everything that 2.0 has plus 17 new items! These include considerations for:

- line height
- orientation
- color contrast of non-text content
- timeouts
- pointer gestures

and so on...



ADA Section 508  
Compliance

WCAG 2.0 Level AA

# OCR Complaint

The Office of Civil Rights (OCR) is known as a neutral party that is tasked with the duties of following up on complaints of non compliance for various acts, including the American with Disabilities Act, Section 508 which we're all becoming much more familiar with.

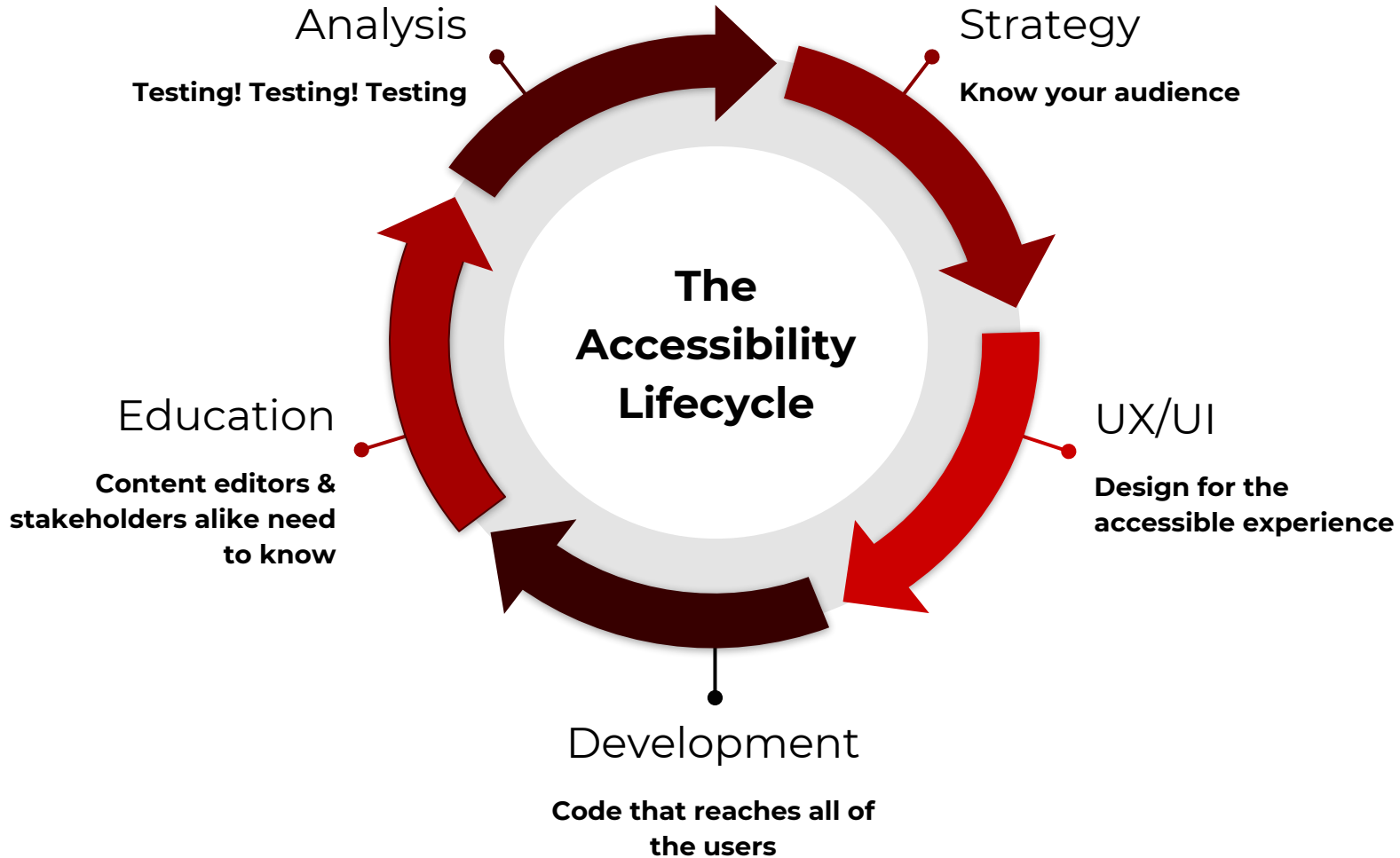
## **A few facts about an OCR complaint:**

- A complaint does not equal being found guilty of non-compliance, there will be an investigation
- If one is filed against an institution the goal of the OCR is to work with that company to ensure the website comes up to code
- This is different from a costly, legal suit however your legal team should be involved throughout every step of the process

So your stakeholders can relax (and do it right)



# The Accessibility Lifecycle



# Accessibility Analysis

## Analysis ≠ Audits

Because accessibility is ongoing, it's not a one-time audit. For a successful web presence this needs to become a part of a company's culture with regular check-in's to ensure long-term compliance.

# Strategy

Digital Strategy is all about the user; knowing who they are and why they are making the choices they make. As no user exists in an ideal world we need to be cognizant of the challenges they may face. A few simple add-ons to your existing strategic practices can set a project up for success. A few examples include:

- Build disability statistics into the persona research
- Consider user challenges when making navigation recommendations
- Bring to light how competitors are addressing accessibility on their sites
- Make the association between SEO and accessibility with on point technical SEO

# UX/UI

Give yourself a basic checklist!

- ❑ **Textual Color Contrast:** WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.
- ❑ **Non-Text Contrast (WCAG 2.1):** The visual presentation of the items have a contrast ratio of at least 3:1 against adjacent color(s)
- ❑ **Line Height & Spacing (WCAG 2.1):** Content should have a line height (line spacing) to at least 1.5 times the font size, spacing following paragraphs to at least 2 times the font size, letter spacing (tracking) to at least 0.12 times the font size, and word spacing to at least 0.16 times the font size.
- ❑ **Links:** All links need multiple ways of determining that they are links: More than one way is available to locate a Web page within a set of Web pages except where the Web Page is the result of, or a step in, a process. I.e. Bold + Underlined, Color + Bold, etc.
- ❑ **Fonts:** Avoid all capital letters as this makes it difficult for those with dyslexia (& some older screen readers or those in compact mode may read them as acronyms).
- ❑ **Known Development Issues:** In some cases modules/plugins/add-ons may not already be accessible and therefore will require custom code. If the contract's scope of work does not include budget for the custom coding than showing alternative functionality at the mockup stage may save many hours of development and improve the overall profitability of the project.

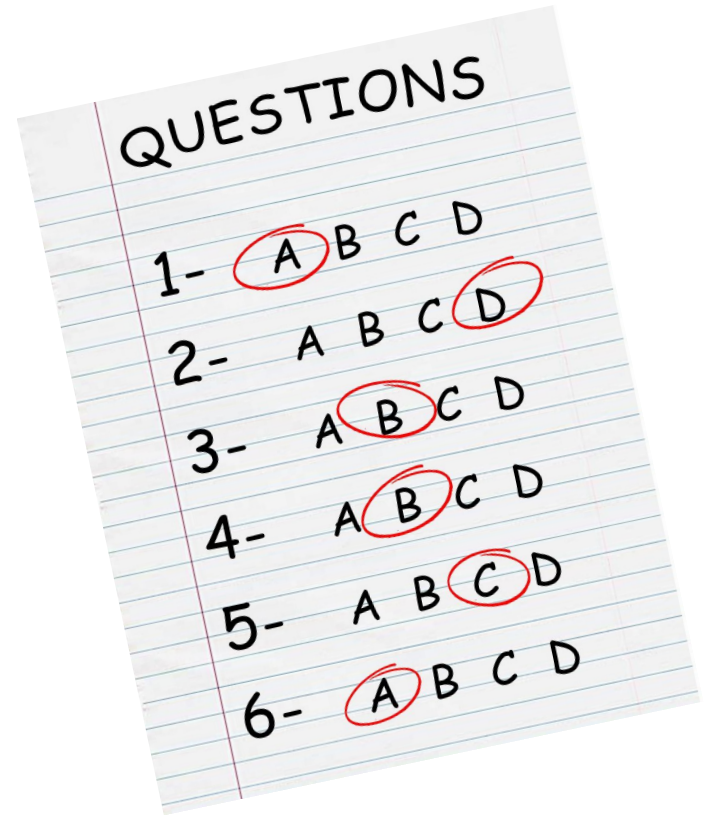


# Development

Here is where a LOT of the heavy lifting comes in.  
The overarching theme is to **Test Frequently!!**

## Quick Testing Methods:

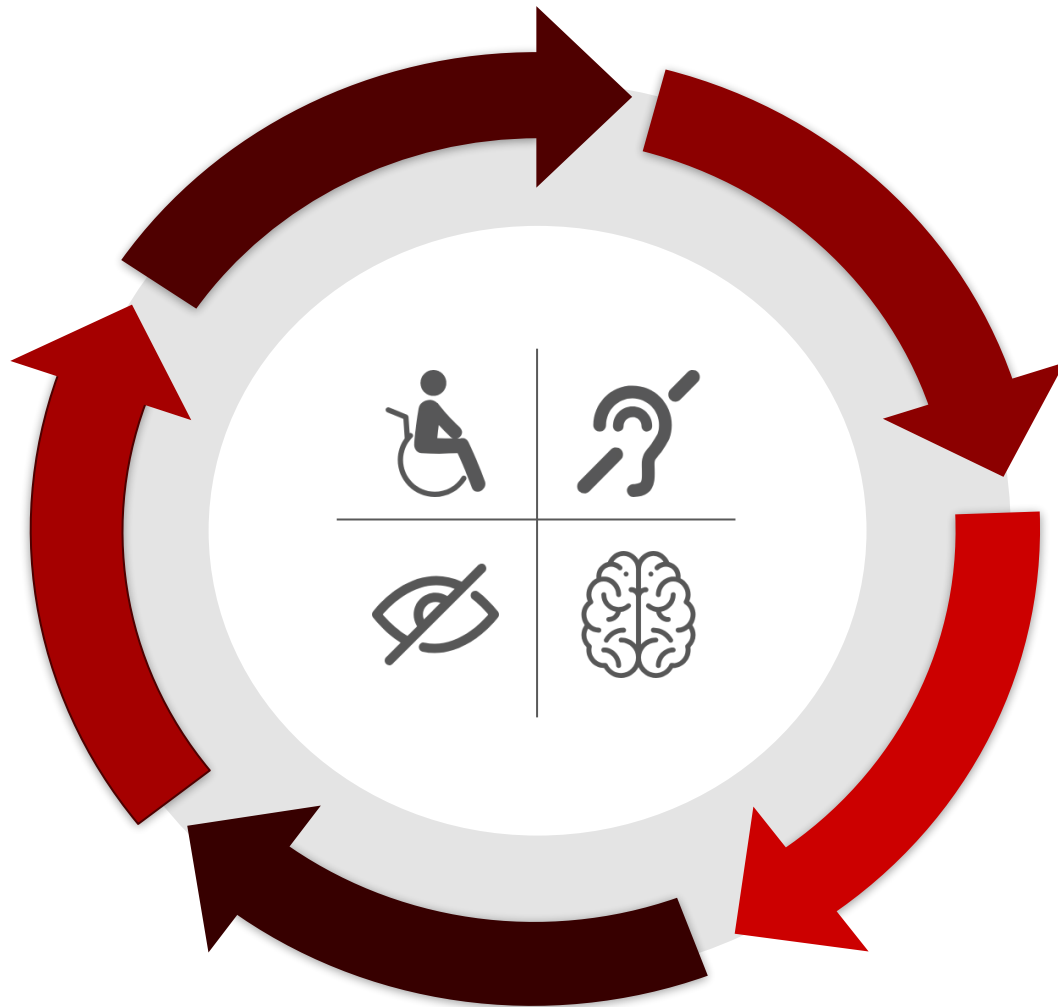
- Use a browser plugin - does it catch any code issues?
- Is it navigable with only your keyboard?
- Do a quick screen reader test: can you access the content?



# Education

# 100%

...of your team needs to be educated in accessibility! Different roles will have different needs but from developer to content editor each person has the power to create and maintain an accessible web presence  
... or break it.



# Common Stakeholder Concerns

But my audience  
isn't disabled...  
so why bother?

- **Legal Complaints:** it's not just higher Ed!
- **Bad User Experience:** accessibility helps those who are just having a temporary issue, from a broken wrist to a cracked screen, accessibility safeguards all users
- **Public Image:** in a viral world, do you want to be known as the company who wasn't?
- **New Technologies:** did you know Alexa uses some of the same code for voice recognition that screen readers use?

# If you fix it, it will stay compliant, right?

Websites are kinda like your carpet! You don't just vacuum it once and forget it - too much traffic and environmental changes. You stay on top of it! Same with accessibility! A few things you can do include:

- Train each new content editor
- Perform scheduled accessibility analysis and review to keep ahead of issues
- Update your accessibility statement and keep it current



We have an OCR  
complaint but no  
budget

## **Remember, it's a process!**

- Involve their legal team
- Perform Accessibility Analysis
- Write an Accessibility Statement
- Put your plan together and, with your legal team's guidance, work through the process in a more budget friendly way

# What about our PDFs

Each PDF may have its own set of issues to resolve but it's not impossible! Start by grabbing samples of each template the client uses (or at least the most popular ones - check your analytics!). Then look for common issues:

- Do the images have alt tags? Is the language set?
- Does the tab order make sense?
- How about color contrast - is that compliant?
- Is this saved as an image or as text?
- Is that title a header tag or is it just formatted like one?
- Make sure those headers and footers are running to avoid confusion!





# Everyday Issues (& How to Address Them)

# Common Problems & Solutions (from the dev-ish side)

1. Missing “Skip to Main Content” link > Add one
2. Illogical tab order > test and use Flexbox
3. Insufficient color contrast > ask marketing
4. Drop down menus are not accessible when only using a keyboard > jQuery
5. Video controls not accessible with keyboard > custom button elements allow your videos to function regardless how the user accesses it



# Problems & Solutions cont

6. Missing alternative text > build a list and present to content editors
7. Missing H1 tags > make the page title an H1, visible or not (and be sure it's the first one on the page too!)
8. H-tags out of sequential order > start each new component with an h2 tag to reset the order
9. Missing or orphaned form labels > only use labels as labels and ensure each form field has a corresponding one
10. Script to move back to top does not move focus > jQuery's `$("#LINK-ID").focus();` can bring the visual and the keyboard focus into alignment

# Approaches for Javascript-Heavy Sites

Some sites get heavy, it's a reality we deal with but a javascript-heavy site can still be accessible. In fact, you treat them pretty much as you would any other - except test more often and expect more edits.

- Is all functionality able to be used from a keyboard only interface?
  - Power users and assistive technologies alike use only a keyboard to access your site!
  - Have you tested with a screen reader?
- Are your onload animations compliant?
- In regards to dependant form elements:
  - If the screen is changing, did you alert the user in a non-visual way that something is going to change?
  - Are all elements labeled?



# Table Data & Similar Views

The keys to accessible table data, or any visually structured data, are **HEADINGS** and **CONTEXT**.

- Tables need
  - Table headings and/or captions
  - Column headings
  - Row headings
- All data needs context:
  - Why is this important?
  - How does it relate to the rest of the information provided?



# So Many Targets!

Legal pressure is especially high for Higher Education and Government *but* corporate/private institutions are not exempt.

In 2017, Winn-Dixie lost a precedent setting lawsuit when their site was deemed out of compliance with the ADA's section 508 because it was determined that the website was a gateway to a brick-and-mortar location. Since then several other businesses have encountered the same fate, including the Whisper Lounge restaurant in CA and Bags n' Baggage website; both in 2018.

Though more eyes are on Higher Education and Government, any institution is at risk of legal action!

# The Role of Content Editors

When discussing your website's accessibility with stakeholders make sure to take a moment to talk about your content editing team. Launching an accessible site is a great goal but it's unlikely to stay accessible without an educated and invested team. A few things they should keep in mind include:

- Header tag structure
- Alternative text on images
- Video captions and/or transcripts
- Background images (is the contrast sufficient)
- Descriptive link text
- Reading level



Get buy-in from stakeholders early to ensure that the site you're building today stays as accessible as possible.

Where do we go from here?





just keep  
SWIMMING

# Resources

# Tools

## Automated Testers

**WAVE**: browser plugin for automated testing, widely used (and my go-to!)

**Siteimprove**: automated testing service with free browser plugin

**Tenon.io**: an automated testing service with the ability to run a free (limited) test

## Color Contrast

**WebAIM Color Contrast Checker**: from a leader in online accessibility they have a great tool that educates as it tests

**ContrastChecker.com**: another online tool to check color contrast with the ability to upload an image and check from there

# More Tools & Resources

## Screen Readers

**Mac VoiceOver:** Mac's default screen reader, customizable to the non-native ear

**JAWS:** the leading screen reader, available for windows only (paid)

**NVDA:** a free windows based screen reader

## Code

**Allly Style Guide:** a compilation of what you need to know for front end development

**Slack:** Both Drupal Accessibility and the W3C Allly accessibility channels are filled with supportive professionals!

Training



# Training

Technologies and methodologies are changing all the time. Continual training is a must for all those who are invested in a sites success.

- **Stakeholders:** learning what is impacting their users at a high level
- **Design/Development team:** make best-in-class practices the priority
- **Content Editors:** they are the custodians of the site, without their educated investment a site can easily drift from compliance

## How to make this work?

- Conduct online trainings
- Use screen reader tutorial options
- Use checklists for common tasks (and troubleshooting)
- Practice, practice, practice
- Reach out to your community for support!

Let's Keep Talking





# Keep talking

There's a LOT to learn! Different challenges present different barriers but we can make a difference to a lot of people regardless of what role you play in the process. No role is unimportant.

When it's normal we won't need to keep advocating and educating on accessibility, but we're not there yet. Just keep talking about it and sharing resources, thoughts and practices until accessibility becomes...



...just what we do.