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Training Tuesday

Introduction to Accessibility for Content Editors

Presented by:

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Overview

1. Understanding Accessibility
2. Accessibility Guidelines and Standards
3. Common Accessibility Barriers
4. Creating Accessible Content
5. Tools in CMS
 - Page Checks
 - Insights



Understanding Accessibility

What is Web Accessibility?

<https://www.w3.org/mission/accessibility/>



Definition

Designing web sites, applications, technologies, tools, products and services in an inclusive manner, and thus **lifting barriers** to communication and interaction that many people face in the physical world



Importance

It enables equal access to information and services for all users, regardless of their abilities or disabilities.



Benefits

Facilitates inclusivity among students, faculty, staff, and visitors. Enhances the overall user experience and engagement.

Understanding Accessibility

Why is Accessibility Important in Higher Education Websites?

Legal Compliance

- Americans with Disabilities Act (ADA)
- Electronic information and technology, such as websites, must be accessible to those with disabilities

Ethical Responsibility

- Promotes equity and diversity
- Ensures that all individuals have equal opportunities to access educational resources

Enhanced Reputation

- Demonstrates commitment to inclusivity, fostering a positive reputation among current and prospective students, faculty, donors, and the broader community

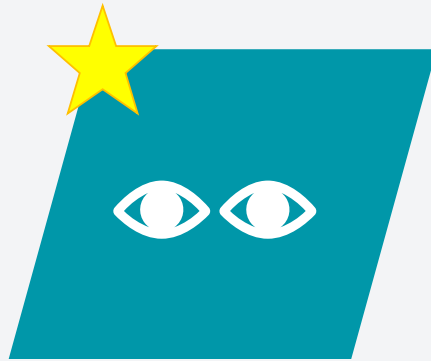
Accessibility Guidelines and Standards

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- Introduction to WCAG
 - Web Content Accessibility Guidelines (WCAG)
 - Developed by the World Wide Web Consortium (W3C)
 - WCAG provides a set of guidelines for making web content more accessible to people with disabilities
 - The WCAG guidelines are organized according to four high level principles
 - Perceivable, Operable, Understandable, Robust (POUR)
 - If any of these are not true, there will be users who will not be able to use your website

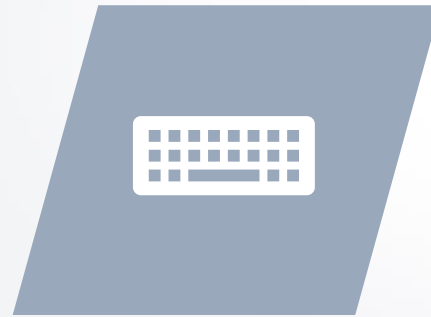
Accessibility Guidelines and Standards



Perceivable

Users can recognize the presented information

Example: Text alternatives for any non-text content



Operable

Users can navigate the content and operate the interface

Example: Functionality available from the keyboard



Understandable

Users can make sense of the content and the interface

Example: Provide the expansion or explanation of an abbreviation



Robust

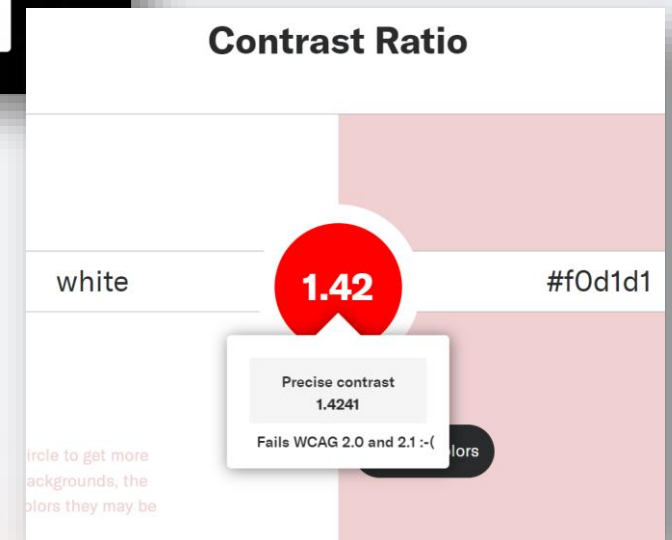
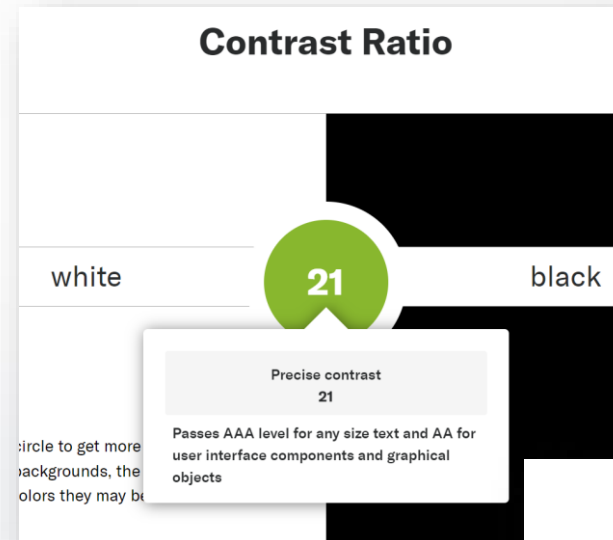
Works with assistive technology and a wide range of people can access it

Example: Use proper HTML structure

Common Accessibility Barriers

- Visual impairments
 - Low vision:
 - Individuals with low vision may use **screen magnifiers** or **screen readers** that enlarge text
 - Websites should ensure text is **resizable** without losing functionality or readability.
 - Using **high contrast colors** and avoiding busy backgrounds can also help.

<https://www.siegemedia.com/contrast-ratio>



Common Accessibility Barriers

- Visual impairments

- Color blindness:

- Designing with color-blindness in mind means avoiding information conveyed solely through color
 - Use patterns or different symbols in addition to colors to convey information.

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Example

First Name*	Last Name*
<input type="text" value="Frodo"/>	<input type="text" value="Baggins"/>
Email* Please provide a valid email.	
<input type="text"/>	



Non - Example

First Name*	Last Name*
<input type="text" value="Frodo"/>	<input type="text" value="Baggins"/>
Email*	
<input style="border: 2px solid #c00000;" type="text"/>	

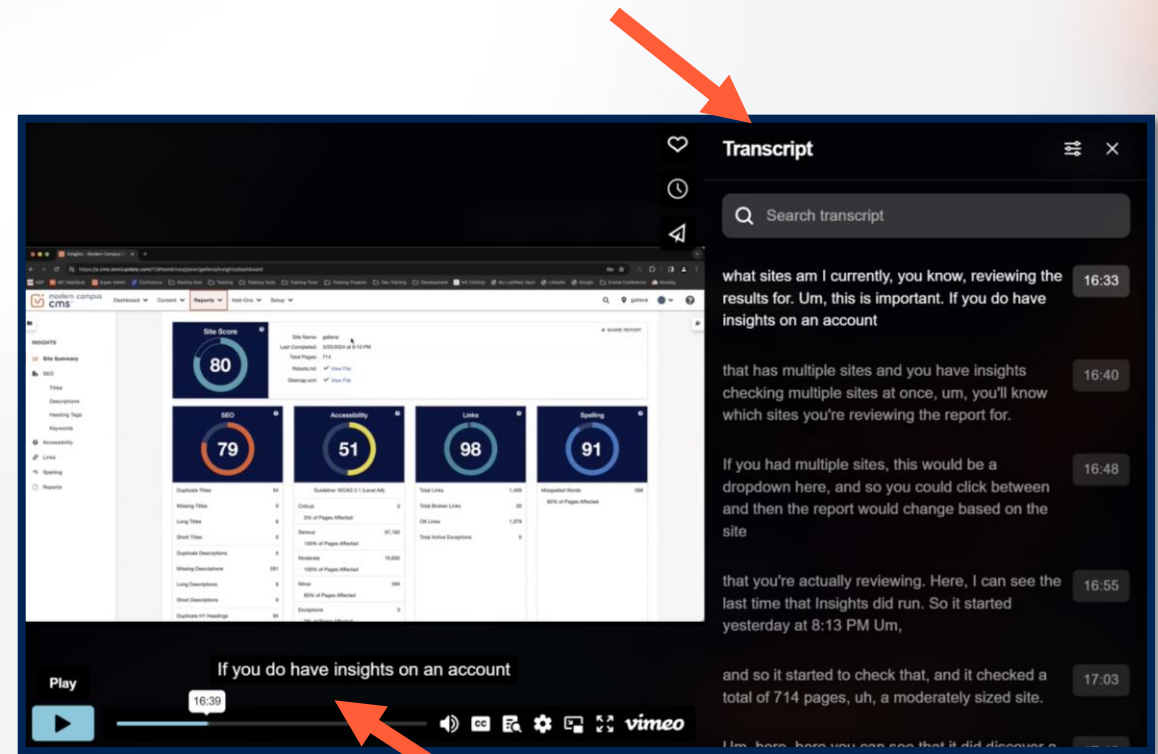
Common Accessibility Barriers

- Visual impairments
 - Other Considerations
 - Avoid using descriptions or instructions that rely only on sight.
 - **Visual-Only Descriptions:**
 - Click on the menu on the left side.
 - To move to the next section of the survey, click the green button.
 - **Inclusive Description:**
 - Make your selection from the options drop down
 - To move to the next section of the survey, select the green arrow icon labeled 'Next' in the lower right corner below the last survey question.

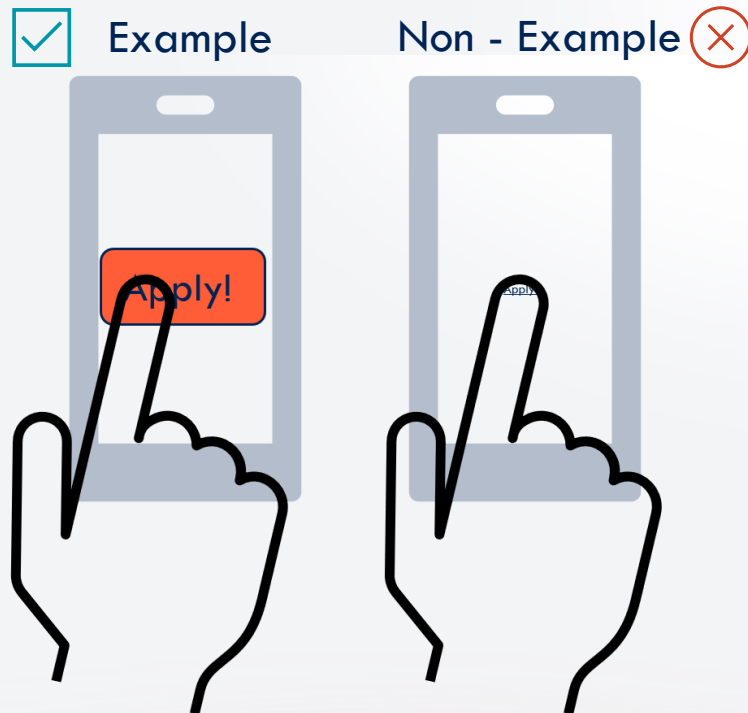
Common Accessibility Barriers

- Hearing impairments:
 - Captioning:
 - Videos should include captions to ensure content is accessible to those who are deaf or hard of hearing.
- Audio considerations:
 - Providing transcripts for audio content allows users who are deaf to access the information.
 - It's also helpful for those with cognitive disabilities who may prefer reading over listening.

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Common Accessibility Barriers



- Motor impairments
 - Keyboard navigation:
 - Users with motor impairments rely on keyboard navigation instead of a mouse.
 - Websites should ensure all functionality can be accessed and used through keyboard commands alone.
 - *Tip: Tab through your page to make sure everything in is the correct tab order*
 - Other considerations:
 - Design forms and interactive elements with large clickable areas to accommodate users with limited dexterity.

Common Accessibility Barriers

- **Cognitive impairments:**
 - **Language and structure:**
 - Simplifying language and using clear, concise sentences benefit users with cognitive disabilities, as well as those with English as a second language.
 - **Other considerations:**
 - Provide consistent navigation and avoid cluttered layouts to reduce cognitive load.

“Gallena endeavors to foster a comprehensive and inclusive learning environment that is conducive to the holistic development and academic success of all enrolled students.”

vs

“Gallena strives to create an inclusive learning environment where all students can thrive academically and personally.”

Benefits to Others

- Web accessibility also benefits people without disabilities
 - People using cell phones, smart watches, smart TVs, and other devices with small screens, different input modes, etc.
 - Older people with changing abilities due to aging
 - People with “temporary disabilities” such as a broken arm
 - People with “situational limitations” such as in bright sunlight or a noisy environment
 - People using a slow Internet connection
- Poll: What accessibility features have you found particularly useful? (You may select more than one.)



Creating Accessible Content

- Demo
 - Write Clearly
 - Headings Structure
 - True List Markup
 - Creating Accessible Links
 - Alternative Text for Images
 - Page Checks
 - Insights

LET'S SEE IT

Links to Other Resources

- [Alternative Text](https://webaim.org/techniques/alttext/) by WebAim (https://webaim.org/techniques/alttext/)
- [Axe Accessibility Testing Tool](https://www.deque.com/axe/) by Deque (https://www.deque.com/axe/)
- [Digital Accessibility Foundations Free Online Course](https://www.w3.org/WAI/courses/) from W3C WAI (Web Accessibility Initiative) (https://www.w3.org/WAI/courses/)
- [How to Improve Web Accessibility in Higher Education?](https://moderncampus.com/blog/website-accessibility-checker.html) By Modern Campus (https://moderncampus.com/blog/website-accessibility-checker.html)
- [How to Meet WCAG \(Quick Reference\)](https://www.w3.org/WAI/WCAG22/quickref/) by W3C (https://www.w3.org/WAI/WCAG22/quickref/)
- [Insights Training Tuesday](https://vimeo.com/927704627) by Modern Campus Training (https://vimeo.com/927704627)

Questions?

- Email us at training@moderncampus.com
- Visit our [support site](https://support.moderncampus.com/cms/) (https://support.moderncampus.com/cms/)
- View all past [Training Tuesdays](https://support.moderncampus.com/cms/webcasts/training-tuesday.html) (https://support.moderncampus.com/cms/webcasts/training-tuesday.html)

The next Training Tuesday will be on

August 27th

**Hear Ye, Hear Ye - Hear Directly From Our Product
Team**

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