

Building An Accessibility Program will begin at 2 pm ET

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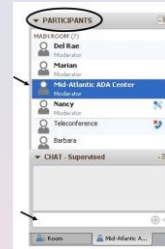
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Submitting Questions



- **In the webinar platform:**

- You may type and submit questions in the Chat Area Text Box or press Control-M and enter text in the Chat Area. You will not be able to see the question after you submit it but it will be viewable by the presenters
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- Questions may also be emailed to:
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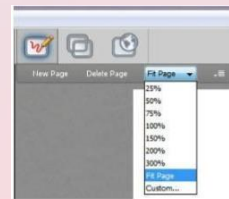
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Customizing Your View



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- Use the Chat panel to send a message to the Mid-Atlantic ADA Center
- E-mail ADAtraining@transcen.org
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Archive

- This webinar is being recorded and can be accessed within two weeks
- You will receive an email with information on accessing the archive

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Certificate of Participation

- Please consult the reminder email you received about this session for instructions on obtaining a certificate of participation for this webinar.
- You will need to listen for the continuing education code which will be announced at the conclusion of this session.
- Requests for continuing education credits must be received by 12:00 PM EDT **April 7, 2016**

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Building a Digital Accessibility Program

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Agenda

- Discuss Business Drivers for Policy and Program Services
- Share Client Case Study
- Review Accessibility Program Roadmap
 - Strategy
 - Policy
 - Implementation Plan
 - Pilot Implementation
 - Rollout Phase
- Q&A





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Business Drivers for Policy and Program Services



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Business Drivers for Accessibility Policy

Reduce Legal Risk	Manage Costs	User Satisfaction
<ul style="list-style-type: none"> • Enables a consistent implementation of accessibility activities • Demonstrates and quantifies best efforts to implement accessibility • Often required in legal settlements (e.g. standard part of DOJ, private 3rd party settlements) 	<ul style="list-style-type: none"> • Central accessibility programs cheaper than chaotic activities • Share the cost of common infrastructure (AMP, University) across teams • Apply organization wide learning 	<ul style="list-style-type: none"> • If we are going to do it, let's make our users happy • Potential exists for growing positive brand sentiment

A comprehensive, fully implemented accessibility program ensures an organization is successful at delivering accessible products and services



Key Benefits Achieved

Effective Accessibility Policies:

- Provide an objective reference
- Strengthen organizational capacity
- Create internal organizational alliances
- Cause shifts in internal organizational norms
- Create impact
- Are the first step in creating cultural change

BENEFITS



Provide an Objective Reference

- Accessibility policies provide an objective reference to consult when trying to determine:
 - If your ICT development / acquisition meets the minimum standards set in your policies
 - Where you are in the implementation process





Strengthen Organizational Capacity

- Refers to the skill set, staffing and leadership, structure and systems, finances and strategic planning of an organization
- Development of these core capacities is critical to implementing accessibility



Internal Organizational Alliances

- Departmental alliances vary in levels of mission alignment, coordination and collaboration
- Alliances are essential to:
 - Presenting common messages
 - Pursuing common goals
 - Enforcing policy changes
 - Protecting policy “wins”





Shifts in Internal Organizational Norms

- Knowledge, attitudes, values and behaviors that comprise the normative structure of an organization
- Norms should adapt to include accessibility into all applicable workplace processes



Create Impact By Improving Processes

- Impact is influenced by adopting the accessibility policy
- Improving processes ultimately results in long-term growth





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Cultural Change

- For success, accessibility must be integrated into corporate culture
- Change efforts frequently fail due to lack of definition and direction
- Accessibility policies provide those missing components



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Review Accessibility Program Roadmap



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Policy & Program Consulting

SSB BART Group has a 5 phased approach to developing and implementing digital accessibility policies and programs.



Phase 1
Kick Off/
Develop
Strategy



Phase 2
Develop
Policy



Phase 3
Plan for
Implementation



Phase 4
Pilot
Implementation



Phase 5
Rollout &
Support



Phase 1: Kick Off/Develop Strategy

Goals

- Define an overall digital accessibility strategy
- Get an inventory of all at risk systems the customer has
- Define and apply a prioritization model to the systems
- Work with the customer to define an overall approach

Artifact(s):

- Accessibility Questionnaire
- System Survey & Analysis
- Risk Prioritization Model
- Digital Accessibility Strategy
- Legal & Regulatory Calendar
- Baseline Project Plan





Phase 2: Develop Policy

Goals

- ✦ Considering the overall strategy and system profile define the organization approach
- ✦ Take the high level strategy and define the nuts and bolts

Artifact(s):

- ✦ Accessibility Policy
- ✦ Accessibility Issue Resolution Policy
- ✦ Accessibility Statement
- ✦ Accessibility Roles & Responsibilities
- ✦ Accessibility Quality Control Plan
- ✦ Accessibility Checklists
- ✦ Accessibility Procurement & Contracting Policy



Phase 3: Implementation Planning

Goals

- ✦ Define how to roll out the policy
- ✦ Define how much it will cost and how long it will take
- ✦ Understand how to communicate it and train the organization on it
- ✦ Understand what and how to change key workflows in the development and content lifecycles to support accessibility

Artifact(s):

- ✦ Accessibility Project Management Plan
- ✦ Communication Plan
- ✦ Workflow Change Report
- ✦ Training Plan





Phase 4: Pilot Implementation

Goals

- Roll out the policy to a few key systems
- See what works, what doesn't
- Iterate on the overall approach
- Provide a high degree of support for implementation
 - ◆ More responsibility on the central program office, less on the line of business

Artifact(s):

- Audit Report
- Updated Plan Documents
- Accessibility Style Guide



Phase 5: Rollout & Support

Goals

- Iteratively broaden the coverage of the policy to more systems
- Continue to iterate on the overall approach
- Gradually lower system specific level of support
 - ◆ More responsibility on the line of business, less on the central program office

Artifact(s):

- Accessibility Monitoring Plan





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Questions



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Thank You

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About SSB BART Group

- Unmatched Experience
- Focus on Accessibility
- Solutions That Manage Risk
- Real-World Strategy
- Organizational Strength and Continuity
- Dynamic, Forward-Thinking Intelligence
- Fourteen hundred organizations (1445)
- Fifteen hundred individual accessibility best practices (1595)
- Twenty-two core technology platforms (22)
- Fifty-five thousand audits (55,930)
- One hundred fifty million accessibility violations (152,351,725)
- Three hundred sixty-six thousand human validated accessibility violations (366,096)

Contact Us



- **ADA questions**
 - **ADA National Network**
 - 1-800-949-4232 V/TTY
 - www.adata.org
- **Questions about this presentation**
 - **Mid-Atlantic ADA Center**
 - 1-800-949-4232 V/TTY (DC, DE, MD, PA, VA, WV)
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Thank you for joining us!