

Building An Accessibility Program will begin at 2 pm ET

1



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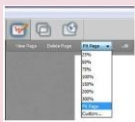
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7



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8



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- You will receive an email with information on accessing the archive

9





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- 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.
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10



ACCESSIBILITY ON DEMAND

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Building a Digital Accessibility Program

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ACCESSIBILITY ON DEMAND

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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



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 or party settlements) 	<ul style="list-style-type: none"> Central accessibility programs cheaper than chaotic activities Share the cost of common infrastructure (AUP, 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

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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



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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



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



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

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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



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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



Questions



Thank You

Contact Us

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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!
