

Embracing Accessibility in the Whole Organization: New Approaches and Resources

will begin at 12:30 pm ET

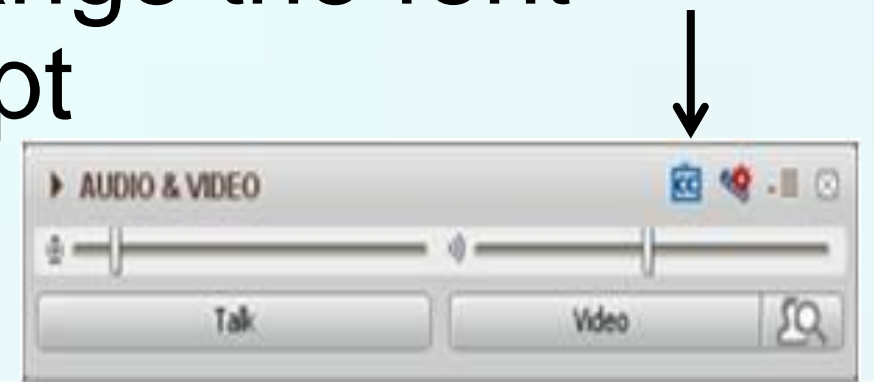
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Captioning

Real-time captioning is provided; open the window by selecting the “CC” icon in the AUDIO & VIDEO panel

- You can move and re-size the captioning window.
- Within the window you change the font size, and save the transcript



About Your Hosts...

- TransCen, Inc.
 - Mission Statement: Improving lives of people with disabilities through meaningful work and community inclusion
- Mid-Atlantic ADA Center, a project of TransCen, Inc.
 - Funded by National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR), Administration for Community Living, U.S. Department of Health and Human Services



Listening to the Webinar

Online:

- Please make sure your computer speakers are turned on or your headphones are plugged in
- Control the audio broadcast via the AUDIO & VIDEO panel
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Listening to the Webinar (cont.)

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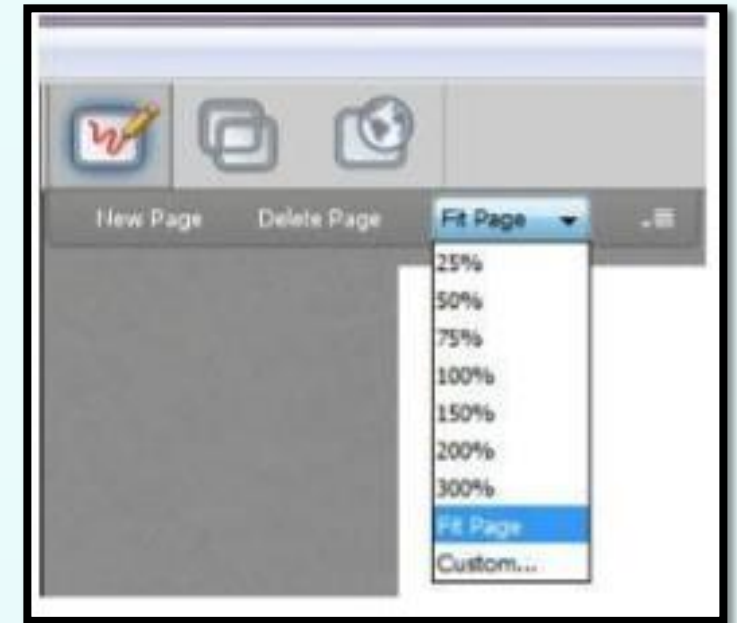
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Customizing Your View

- Resize the whiteboard where the presentation slides are shown to make it smaller or larger by choosing from the drop down menu located above and to the left of the whiteboard; the default is “fit page”



Customize Your View continued

- Resize/Reposition the CHAT, PARTICIPANT, and AUDIO & VIDEO panels by “detaching” and using your mouse to reposition or “stretch/shrink”
 - Each panel may be detached using the  icon in the upper right corner of each panel

Technical Assistance

If you experience technical difficulties

- Use the CHAT panel to let us know
- E-mail ADAtraining@transcen.org
- Call 301-217-0124

Archive

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

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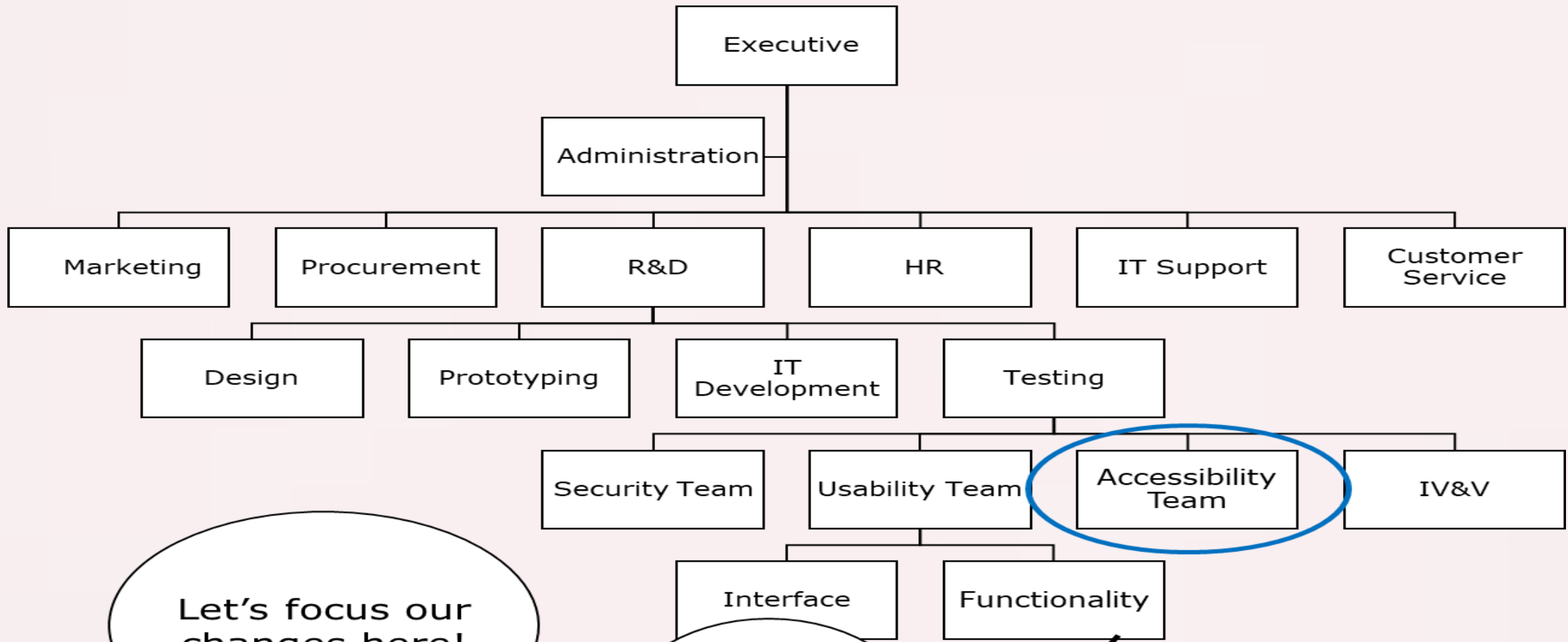
Dr. Chris M. Law

Employees

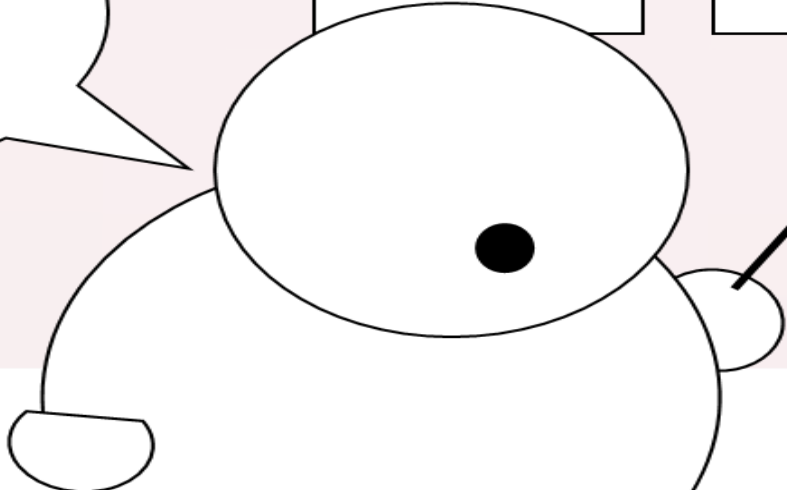
Customers

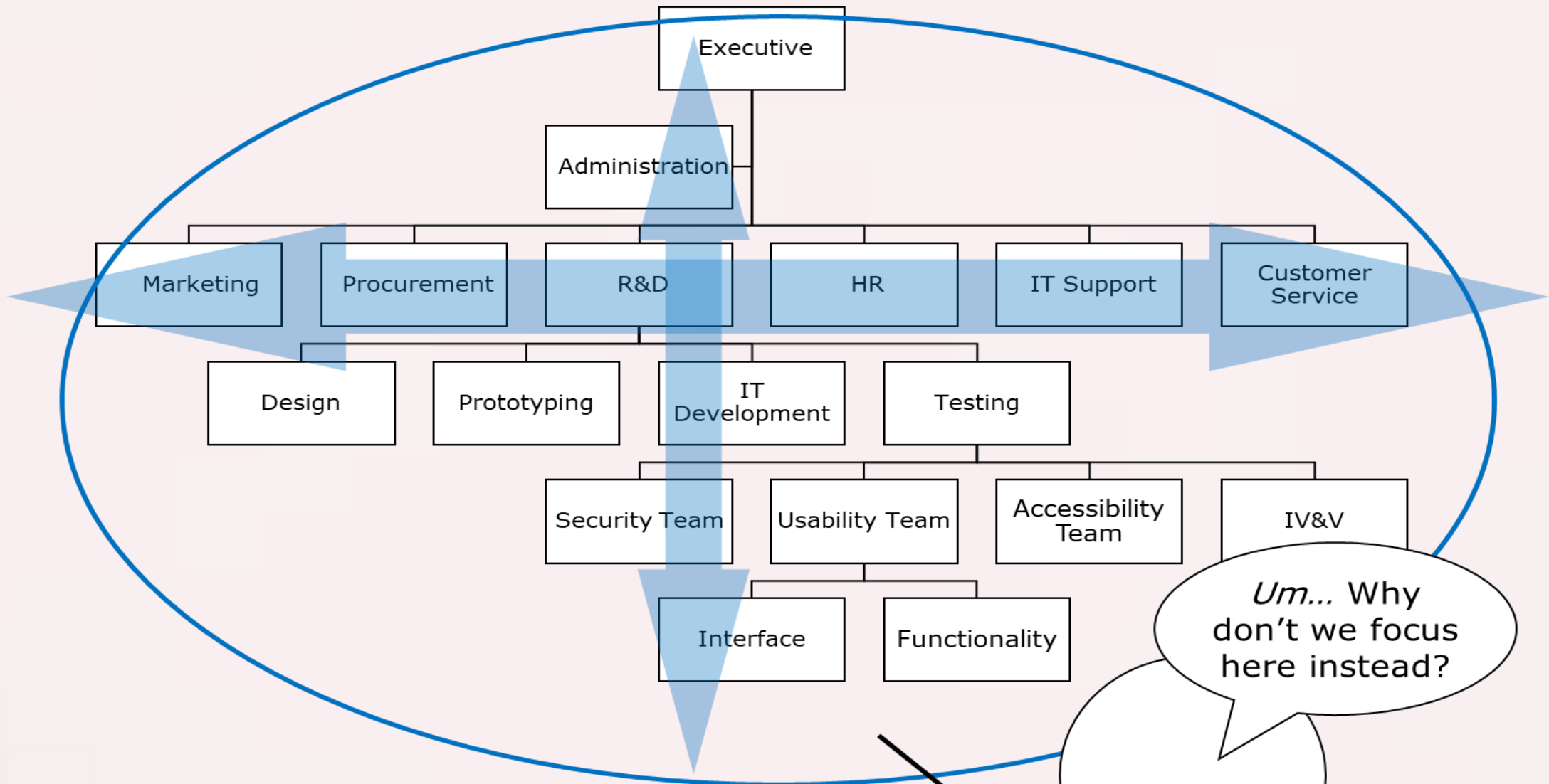
Human Resources

Technology

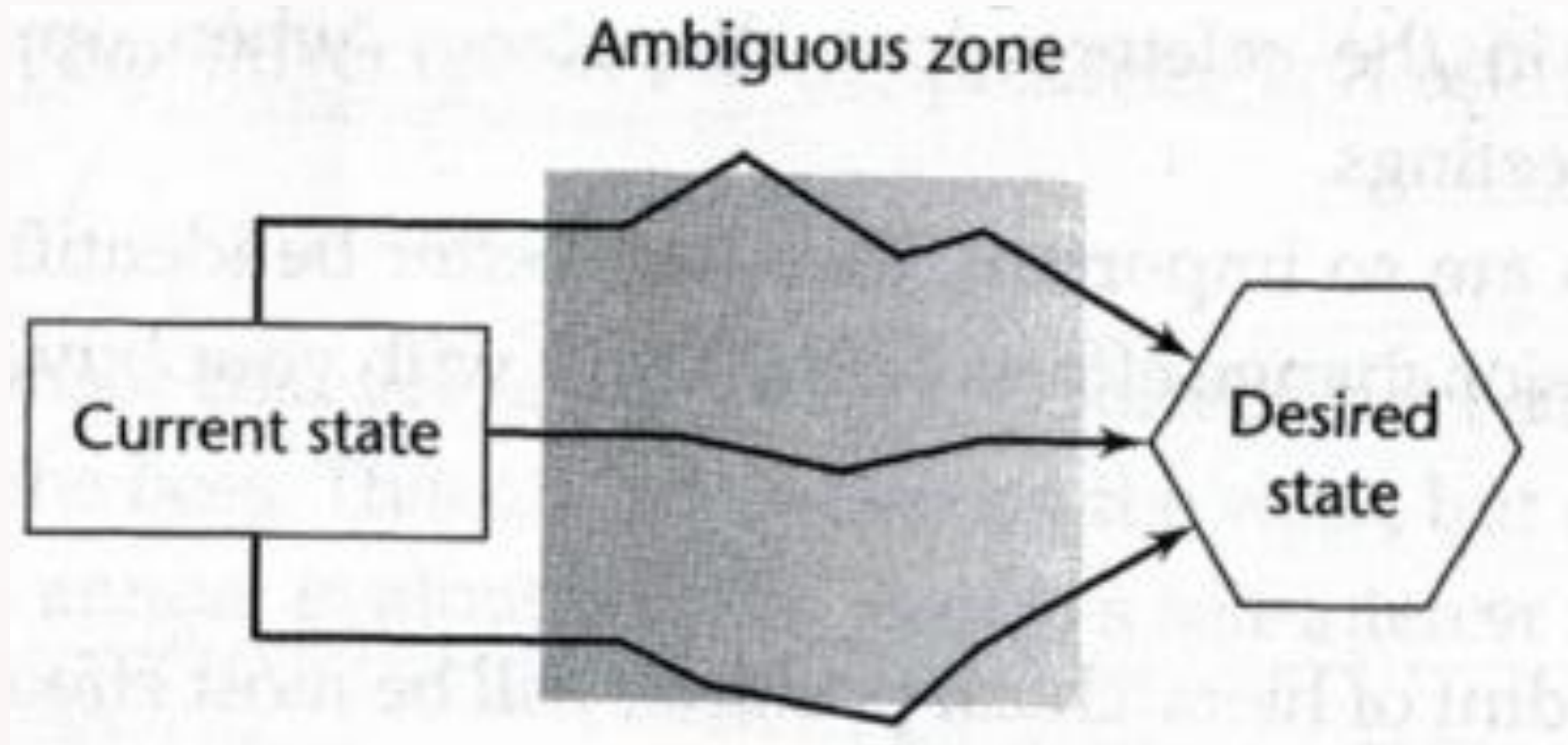


Let's focus our changes here!

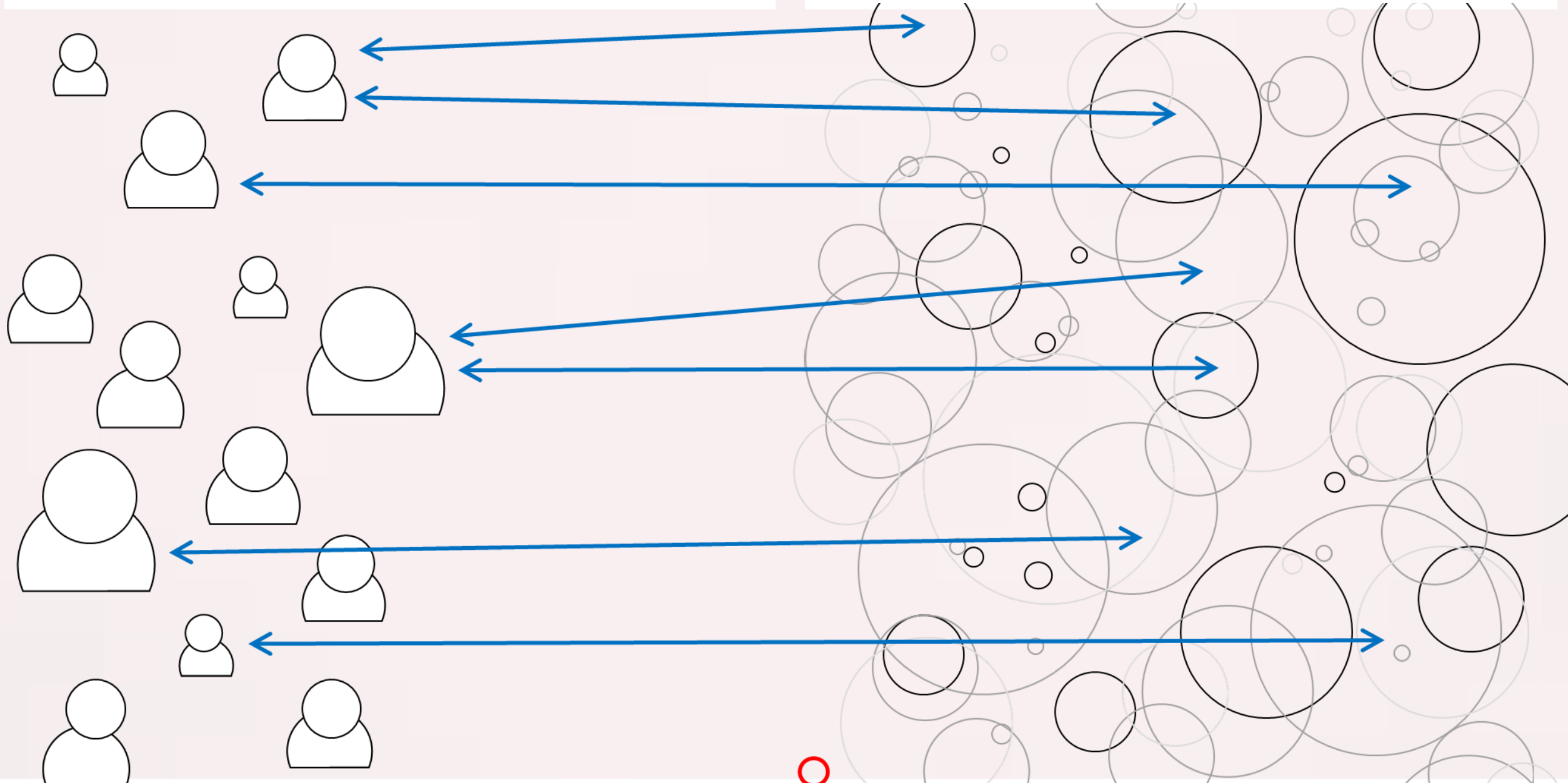




Um... Why don't we focus here instead?



(Alan Weiss, Process Consulting (2002), p.75)



Accessibility Consultant Community Of Practice Members



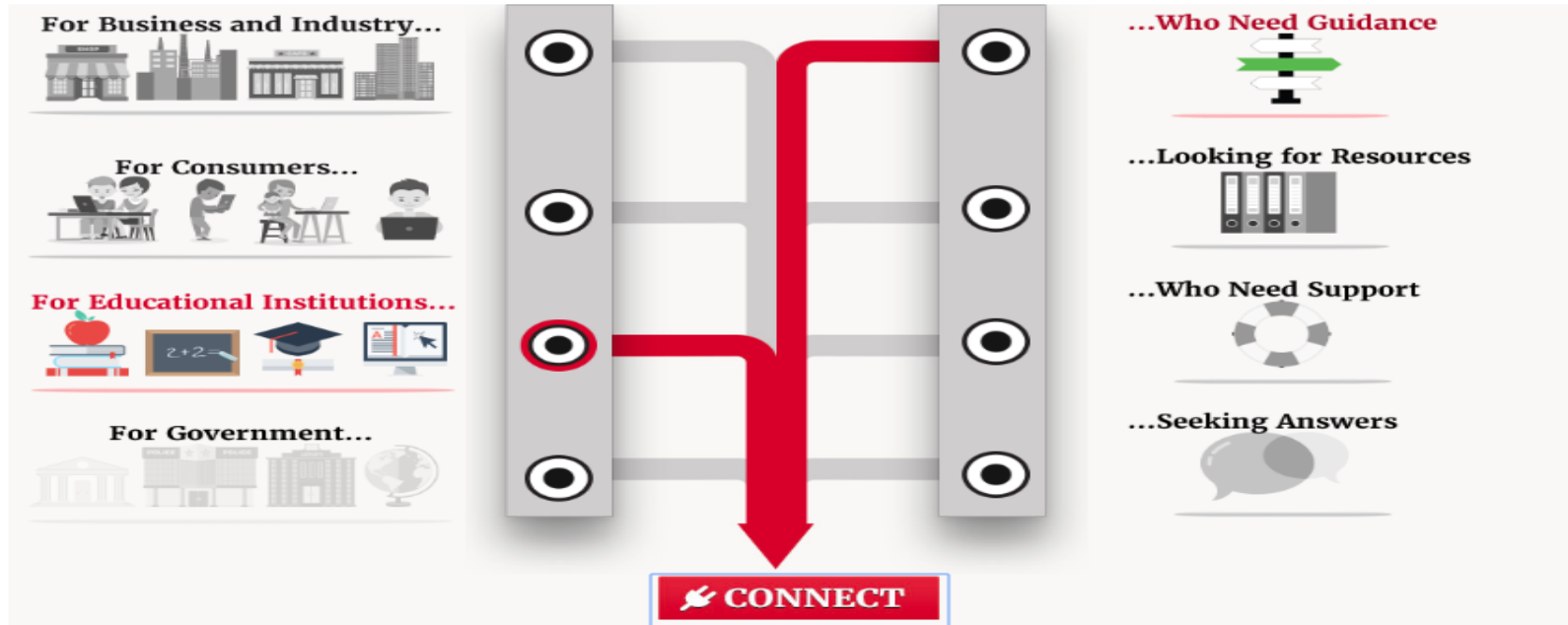
Other Subject Matter Expert Community Of Practice Members



Accessibility Switchboard



The Accessibility Switchboard



Guides for Educational Institutions



- [\(NEW Guide\) Starting an organization-wide accessibility program: A guide for Higher Education Institutions](#)
- [\(NEW Guide\) Revamping an organization-wide accessibility program: A guide for Higher Education Institutions](#)
- [Introducing organization-wide accessibility approaches: a guide to making a successful pitch](#)
- [\(NEW Guide\) Ensuring that digital content is accessible: a guide to current best practices for higher education campus staff](#)
- [How can I provide an accessible work environment?](#)
- [Beyond offering employees a complaint process: proactive measures to tackle accessibility issues](#)

Example Guide: Starting an organization-wide accessibility program: A guide for Higher Education Institutions

- Introduction and background
- Multi-step process:
 1. A systematic appraisal of the current situation
 2. Considerations of alternatives for technology compliance and organizational culture
 3. Gaining executive support
 4. Establishing stakeholders and goals
 5. Designing, planning and implementing a new system
 6. Periodic updates based on monitoring of progress.
- + Contingency planning.

Links to other switchboard articles

- **CHANGE:** One of the most common reactions to having responsibility and accountability formalized by executives is to regard it as something new and *additional* in terms of duties. While it may be new, it should not be seen as an *additional* responsibility. Instead, this should be viewed as clarifying that a previously overlooked responsibility is now being addressed. After all, *people* includes *people with disabilities*. If the budget was previously being used to serve only the 80% or so of the population that don't have disabilities, that oversight needs correction. Will everyone see it this way? Some may not. They may see it as change that is not in their best interest. They may resist because they feel it is 'extra work'. Applying the lessons of *change management* can help ease transitions to newly apportioned responsibility and accountability assignments.

🔗 [How can I overcome resistance to change in an organization-wide accessibility project?](#)

Links to published resources (one per topic)

A resource for identifying stakeholders for organizational accessibility initiatives...

[Strategic IT Accessibility: Enabling the Organization](#) by Jeff Kline. This book provides background information and guidance for anyone wanting to make a start in organization-wide change. One chapter is devoted to identifying relevant stakeholders across the whole organization.



Links to published case studies

CASE STUDY

Six Case Studies: Costs of web accessibility in higher education

"A significant barrier to increasing web accessibility in higher education is concern about what these efforts cost. [...] They continue to ask questions about the higher education "business case", the "return on investment", and in general they want to understand how the cost of making content accessible from the beginning is in their best interest. If we are going to make headway with many postsecondary administrators, the field must address the issues surrounding cost. [...]"

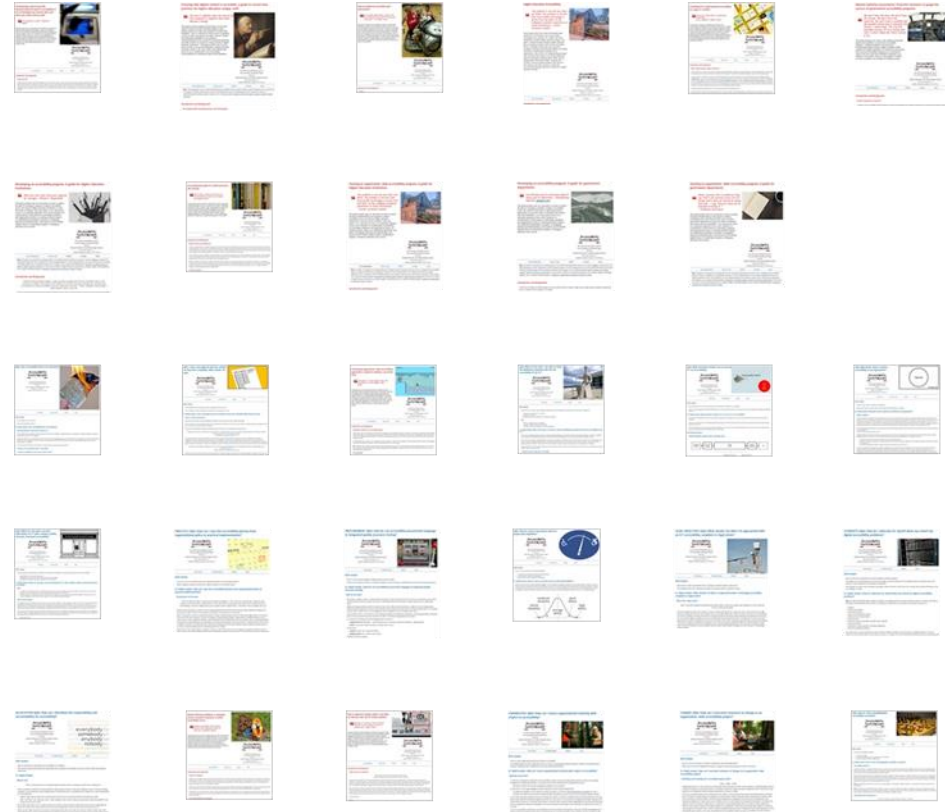
"We were able to detail a number of costs in higher education given specific contexts. This report provides the experiences of 6 institutions of higher education and some of the costs they incurred as they worked to improve accessibility on their campus."

From 'GOALS Cost Case Study' (2014) by Rowland, Goetze & Whiting.

Switchboard Information Portal Content

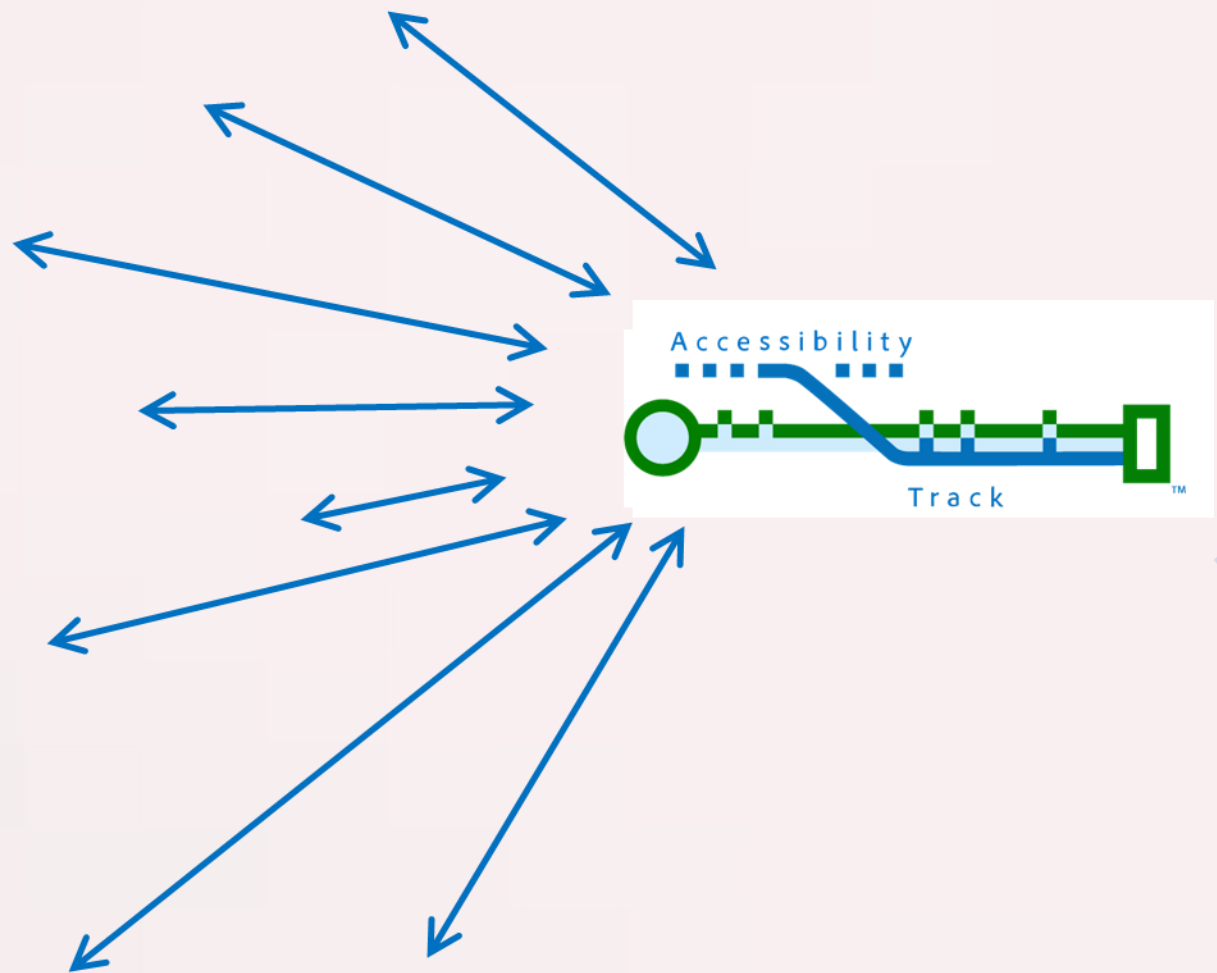
- Currently
 - 13 guides;
 - 15 Q&A articles,
 - plus other resource links

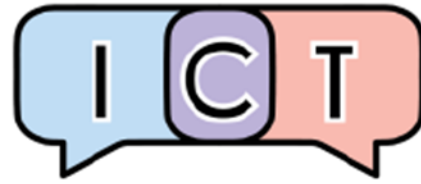
- And still growing...



Expertise (Consultants, other SMEs)

Business, Industry, Education, Government etc.





Accessibility Testing Symposium

The 2018 ICT Accessibility Testing Symposium: Mobile Testing, 508 Revision, and Beyond

PEER REVIEWED · PUBLISHED · OPEN · INTERACTIVE · ORIGINAL

The 3rd annual ICT Accessibility Testing Symposium will take place on

Wednesday & Thursday, November 7-8, 2018. Arlington, Virginia, USA

Pre-event workshops:
Tuesday, November 6

Pre-Event "Accessibility Testing 101" two-day introductory course for testing beginners
Monday & Tuesday, November 5-6

Featuring papers, workshops and panels from

Accessibility Track · AccessibilityOz · Aequum Access · Albertsons · Department of Homeland Security · Educational Testing Service · Gallaudet University · General Services Administration · HP · ICF · The Law Office of Lainey Feingold · Level Access · Optum · Paltech · RedShelf · Renfro Consulting · Simple-theory · State Farm · Tenon.io · The Sustainable Change · Towson University · University of Connecticut · University of Illinois · University of Massachusetts · W3C Web Accessibility Initiative · WebAIM (Utah State University)



The Digital Accessibility Legal Summit 2018-19

Accessibility Lawsuits, How to Handle Them; How to Avoid Them:

Understand your accessibility legal obligations
and risk management options...
with the best minds in the field

2018 East Event

Monday & Tuesday October 1 & 2

Partnership for Public Service Conference Center,
Washington, DC

2019 West Event

Monday & Tuesday March 11 & 12

Sheraton Park Hotel at the Anaheim Resort,
Anaheim, CA

Speakers

East



Kristin Fleschner



Mike Paciello
Open Access
Technologies



Dr. Chris M. Law
Accessibility Track



Debra Ruh
Ruh Global
Communications



Pina D'Intino
Cognizant &
Aequum Global Access



Eve Hill
Brown, Goldstein & Levy
LLP



Minh. N. Vu
Seyfarth Shaw, LLP



Caroline Jackson
National Association of
the Deaf



Dr. Jonathan Lazar
Towson University

West



Lainey Feingold
The Law office of Lainey
Feingold



Jack McElaney
Microassist



Jared Smith
WebAIM



Timothy Elder
TRE Legal Practice



Dan Goldstein



Howard A. Rosenblum
National Association of
the Deaf



Kristina M. Launey
Seyfarth Shaw, LLP



Joshua A. Stein
Epstein Becker & Gre
P.C.

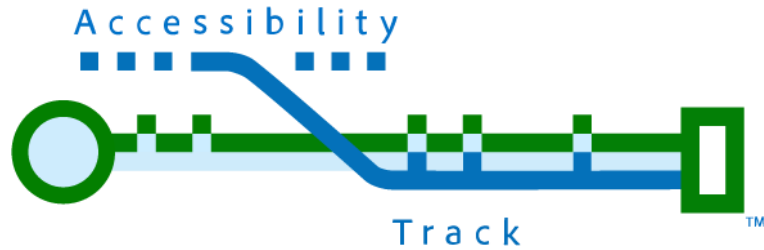


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Dardarian & Ho



Kathy Martinez
Wells Fargo
(Tentative)

Contacts and URLs



www.accessibilitytrack.com

[The Accessibility Switchboard: www.accessibilityswitchboard.org](http://www.accessibilityswitchboard.org)

[The ICT Accessibility Testing Symposium: www.ict2018.org](http://www.ict2018.org)

[The Digital Accessibility Legal Summit: www.accessibility.legal](http://www.accessibility.legal)

Thank You!

Mid-Atlantic ADA Center

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Telephone: **301-217-0124**

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