




A COLLECTIVE  
 **VISION**  
FOR DENVER

A faint, stylized line drawing of a person's head in profile, facing right. From the top of the head, several small squares containing various icons (a question mark, a person, a heart, a lightbulb, a sun, and a gear) are floating out, representing thoughts or ideas.

# IMAGINE 2020 Speaker Series

## Part 2: Keeping Your Website Accessible



## The IMAGINE 2020 Speaker Series is intended to:

- 1 Continue the conversations that began with IMAGINE 2020
- 2 Keep the Cultural Plan at the forefront of our thinking as a community
- 3 Inspire implementation by all of our cultural partners
- 4 Find opportunities for professional development to learn and grow collectively



## Share Your Experience With Us!

Post pictures, quotes or thoughts about this workshop using **#IMAGINE2020**



@denverarts



@denverarts



@denverartsvenues



# Explore [ArtsandVenues.com](https://artsandvenues.com)

## **SIGN UP FOR THE SPOTLIGHT**

A&V's e-newsletter goes out weekly

Get the latest information about events, programming, public art calls, grants and more.

## **REVIEW CONTENT FROM PAST SPEAKER SERIES EVENTS**

We will be adding our recent IMAGINE 2020 virtual events to  
[artsandvenues.com/imagine2020](https://artsandvenues.com/imagine2020)

Continue to check back here for uploads



# OUR COLLECTIVE VISION



## 1 INTEGRATION

Increasing Art, Culture & Creativity in Daily Life

## 2 AMPLIFICATION

Amplifying Arts, Culture & Creativity to Residents & the World

## 3 ACCESSIBILITY

Achieving Access & Inclusivity to Arts, Culture & Creativity

## 4 LIFELONG LEARNING

Filling Our Lifetimes with Learning

## 5 LOCAL TALENT

Building Careers & Businesses by Nurturing Local Talent

## 6 ECONOMIC VITALITY

Fueling Our Economic Engine

## 7 COLLECTIVE LEADERSHIP

Leading Cultural Development to 2020 and Beyond



# Fen Slattery Clique Studios

# CLIQUE

**Keeping Your  
Website Accessible**

# Hi, I'm Fen Slattery!

---

they/them


Accessibility Lead @ Clique Studios

IAAP member, CPACC certified

Co-org of A11yChi







Our goal is to give you concrete ways to improve the accessibility of your website and give you systems for keeping it accessible.

# Agenda

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1. What do we know so far?
2. How do we create an accessibility process?
3. How do I ask for help?
4. How do I create accessible content?

# A few notes

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- Live captions are available.
- Feel free to ask questions in chat as we go.

# Who are you?



Let's use the chat and poll features we have.  
Check out the “Chat” sidebar to the right!

ANSWER VIA POLL

# What is your role?

ANSWER VIA POLL

**Have you built  
something with  
accessibility in mind?**

ANSWER VIA POLL

**Do you know how  
accessible your  
website is?**

KEEPING YOUR SITE ACCESSIBLE

# Let's recap!



# Last time on “accessibility with Fen”

---

1. What is accessibility?
2. What is disability?
3. How do people with disabilities use the web?
4. Why would you make a website accessible?
5. How do we know if a website is accessible?

ANSWER VIA CHAT

**What's something you  
took away from last  
week's session?**

# Last time on “accessibility with Fen”

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1. What is accessibility?

2. What is disability?

3. How do people experience disability?

4. Why would you want to be accessible?

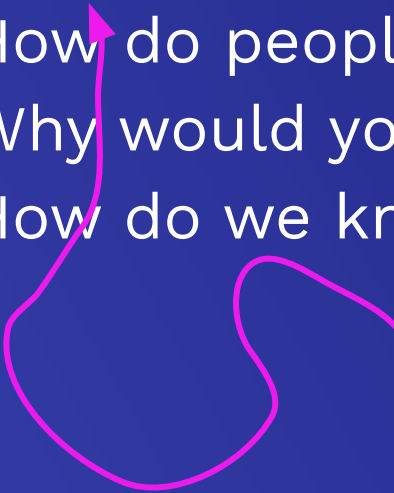
5. How do we know if we're accessible?

Designing things for people with disabilities, removing barriers, and supporting inclusion.

# Last time on “accessibility with Fen”

---

1. What is accessibility?
2. What is disability?
3. How do people with disabilities use the web?
4. Why would you?
5. How do we know?



Permanent, temporary, or situational. Impacts how you interact with, perceive, or think about the world.

# Last time on “accessibility with Fen”

---

1. What is accessibility?
2. What is disability?
3. How do people with disabilities use the web?
4. Why would you use assistive technology?
5. How do we know if it's working?

Assistive technology!  
Hardware, software, changing  
settings, content.

## Last time on “a

Ethics, \$\$\$, legal compliance,  
it helps everyone, better SEO,  
& more!

1. What is accessible?
2. What is disability?
3. How do people with disabilities use the web?
4. Why would you make a website accessible?
5. How do we know if a website is accessible?

## Last time on “a

Involving people with disabilities, user testing, the WCAG. Conformance levels.

1. What is accessibility?
2. What is disability?
3. How do people with disabilities use the web?
4. Why would you make a website accessible?
5. How do we know if a website is accessible?

# Agenda

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1. What do we know so far?
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KEEPING YOUR SITE ACCESSIBLE

# Your accessibility process

ANSWER VIA POLL

**How much knowledge does  
your organization have  
about web accessibility?**

ANSWER VIA POLL

**How much does your  
organization support web  
accessibility currently?**

# How to create your accessibility process



1. Determine your motivations
2. Find your people
3. Collect baseline information
4. Build empathy and gather support
5. Define a standard
6. Educate your team
7. Monitor progress and conformance

# Step 1: Determine your motivations.



Ask yourself: why do I care about accessibility?

- It's the law.
- It's the right thing to do.
- It's my job description.
- I have a disability!
- It gets us more funding.
- Someone said I have to.
- I'm scared of being sued.

# Step 1: Determine your motivations.



Good news! There's no bad reason\* for building an accessible site, as long as your site ends up being accessible.

# Step 1: Determine your motivations.



\* Remember: accessibility work is an act of allyship. You're being an accomplice to those of us with disabilities, helping us in our work.



# Step 1: Determine your motivations.



Remember why you're doing this, you'll need it if/when things get tough.

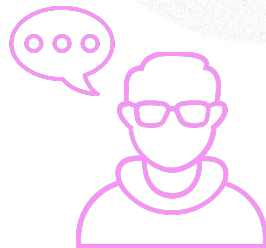


# Step 1: Determine your motivations.

---

My motivations:

- I have disabilities.
- It's the right thing to do.
- People I care about have disabilities.
- It's my job!



ANSWER IN CHAT

# Why do you want an accessible website?

# Step 1: Determine your motivations.



Next, if your organization already does accessibility work, determine *why*.

# Step 1: Determine your motivations.



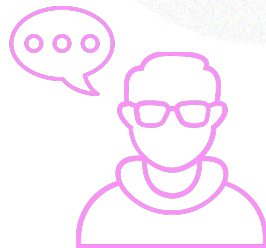
Again, there's no bad reason for making an accessible website. Understanding your organization's motivations will inform your work.

# Step 1: Determine your motivations.

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My organization's motivations:

- Accessibility is in line with our values.
- Inclusion is central to our work.
- We have staff with disabilities.
- Our clients *need* accessible sites.



ANSWER IN CHAT

**What might your  
organization's  
motivations be?**

## Step 2: Find your people.



You can't create organizational change alone.  
Luckily, you're not alone!



## Step 2: Find your people.



You're not the only one who cares about accessibility. Find the other people who do, both internally and externally.



## Step 2: Find your people.



There might be people doing accessibility work that you aren't aware of! And they might not realize it's accessibility work!

- Event planners
- Customer support
- Designers
- Diversity and inclusion groups
- Project managers

## Step 2: Find your people.



If you're the only person at your org doing accessibility work, you especially need to look externally.

- Local meetups
- LinkedIn
- Professional network or organization
- Disability rights organizations
- Social media, especially Twitter

## Step 2: Find your people.



However you find them, listen and learn from these people.

Be a student and a teacher.

## Step 2: Find your people.



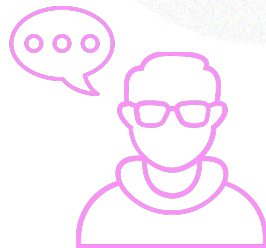
There's no such thing as "self taught."

## Step 2: Find your people.

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How I found my people:

- Local meetup
- Twitter
- Youtube
- Conferences
- At work!



ANSWER IN CHAT

**Where are other  
places you can find  
your people?**

## Step 3: Collect baseline information.



Figure out what's going on in your organization right now.

- The website itself
- Internal documentation and guides
- Training materials
- Current and historical visitor feedback



## Step 3: Collect baseline information.



Look at how you've gotten here.

- Is accessibility mentioned in meetings?
- Do designers consider accessibility?
- Do you have an existing accessibility/inclusion statement?
- Do partners ask about accessibility?
- Have you talked with vendors about accessibility?
- Do existing contracts mention accessibility?



## Step 3: Collect baseline information.



Your website needs to be audited. Ideally, bring in an external expert for this.

## Step 3: Collect baseline information.



Until you're able to bring in an expert, you can do a lot yourself! Learn to do a basic accessibility audit.

[accessibilityinsights.io](https://accessibilityinsights.io)

## Step 3: Collect baseline information.



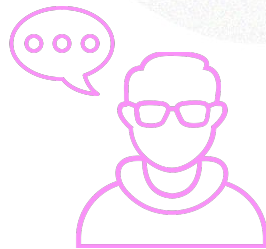
Your own audit is like taking your temperature. It isn't a diagnosis, and it's not the same as going to your doctor. But it gives you an idea of how urgently you should be seen!

## Step 3: Collect baseline information.

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How I collected a baseline:

- Talking with team leads
- Auditing recent website launches
- Sitting in on other team's meetings
- Sending out a survey to everyone

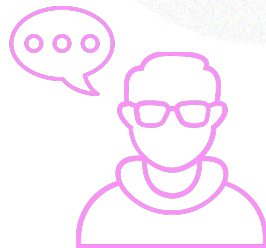


## Step 3: Collect baseline information.

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Some of those survey questions:

- What's your comfort level now with accessibility? [rank 1-5]
- Have you worked on a project that had specific accessibility requirements?
- What resources do you use right now to learn more about accessibility?
- What do you do right now to make projects you work on accessible?
- What questions do you have about accessibility?



ANSWER IN CHAT

**How do you think  
you'll determine  
your baseline?**



## **Step 4: Build empathy and gather support.**



You'll need to increase your empathy for people with disabilities, and increase empathy across your organization.

## **Step 4: Build empathy and gather support.**



Please note: this is the hardest step!



## Step 4: Build empathy and gather support.



Better understand the people with disabilities that use your site now. Consider user interviews, and review past feedback.

## Step 4: Build empathy and gather support.



Learn why specific WCAG guidelines are written the way they are.

## **Step 4: Build empathy and gather support.**



Follow disability rights activists, read their work.

# Accessible America

A HISTORY OF  
Disability  
and Design

Bess Williamson



## THE DISABILITY RIGHTS MOVEMENT

From Charity to Confrontation

Updated  
Edition

DORIS ZAMES FLEISCHER and FRIEDA ZAMES

Copyrighted Material

A BOOK APART  
*Brief books for people who make websites*

NO  
23

Laura Kalbag

## ACCESSIBILITY FOR EVERYONE

FOREWORD BY Heydon Pickering

ANSWER IN CHAT

**What are ways you  
might build  
empathy?**

## Step 4: Build empathy and gather support.



But, empathy doesn't always pay the bills.  
Luckily, it isn't the only argument for  
accessibility.

(see last week's webinar!)



## Step 4: Build empathy and gather support.



You need both individuals and your organization to care about accessibility, otherwise it won't happen.

## **Step 4: Build empathy and gather support.**



Remember: there are many reasons for an individual and an organization to care about accessibility. Help them find their reason.



ANSWER VIA CHAT

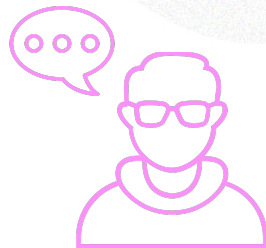
**What objections to accessibility have you encountered, or do you anticipate?**

## Step 4: Build empathy and gather support.

---

How I did it:

- Created a Slack channel
- Lots of conference talks
- Sharing articles and research
- Meeting with team leadership
- Being very loud about accessibility
- Sharing my own experiences



## Step 5: Define a standard.



Although goals are great, you first need to set the minimum standard for your website. This should be achievable and measurable.

ANSWER IN CHAT

**Does your  
organization have  
a11y standards?**

## Step 5: Define a standard.

---

Look at the laws of your state, country, and industry.

(Don't forget the Rehabilitation Act and the ADA, see last week's webinar!)

## Step 5: Define a standard.



Research: Are there grants or other funding sources we rely on that have accessibility requirements? Are there grants we'd like to get with stricter ones?

## Step 5: Define a standard.



Consider the WCAG and which conformance level you'll comply with.

Usually, this is AA.



## Step 5: Define a standard.



Consider your audience and their specific needs. Are certain kinds of disabilities more prevalent in that population? How does disability intersect with other identities they have?



ANSWER IN CHAT

**Do you have an  
audience with  
specific a11y needs?**

## Step 5: Define a standard.



Once you've developed your standard, write it down! We want it to be easy and painless to follow, which makes it more likely to be followed.

## Step 5: Define a standard.



Create checklists for adding content, updating content, adding new pages, etc. Make it easy for folks to find and complete.

## Step 5: Define a standard.



Integrate accessibility into current processes and documentation. Make it easy for people to remember accessibility.

## Step 5: Define a standard.



Determine who's accountable to accessibility. Make it easy to contact that person with questions, and easy to understand how they'll evaluate accessibility.

## Step 5: Define a standard.



Identify accessibility-related performance metrics and key performance indicators (KPIs). For example, a decrease in phone calls/emails asking for help, or fewer paper maps picked up on-grounds.

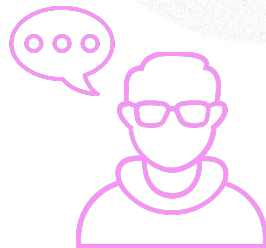


## Step 5: Define a standard.

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How I did it:

- Picked a test project
- Talking with clients
- Researching established standards
- Gathering members of every team
- Lots and lots of writing and documentation.





## Step 6: Educate your team.



You need to bridge the gap between your current baseline and your standard.

## Step 6: Educate your team.



You have lots of options for doing this!

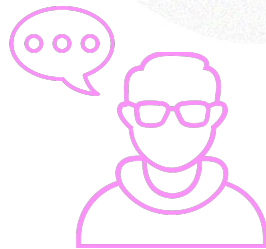
- Online courses
- External trainers
- Books
- Meetups, conferences, webinars
- 1:1 meetings
- Team meetings

## Step 6: Educate your team.

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How I started educating the team:

- I started small: the engineering team.
- It's my team, and they had the most working knowledge.
- I could also easily wrangle them all into a meeting.



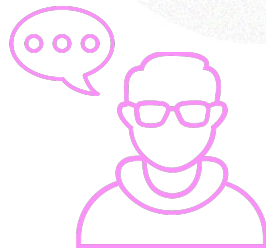


## Step 6: Educate your team.

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From one of our junior engineers:

“Fen put a magnifying gla- no, a telescope on the issue of web accessibility. [Accessibility is] never taught in web development courses. It’s shocking how much this subject is unknown to aspiring devs and how many websites are being made without accessibility in mind.”

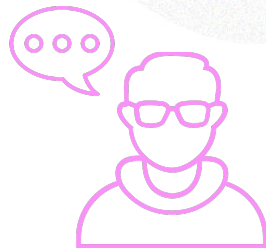


## Step 6: Educate your team.

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How I continue education:

- Monthly accessibility check-ins
- Slack channels
- Meetup events
- Empowering accessibility champions
- Shadowing my work
- Encouraging others to answer instead of me





ANSWER IN CHAT

# How might you educate your team?



## Step 6: Educate your team.



A note: If you'll be leading the accessibility effort, especially long-term, you need to educate yourself too! Consider a certification.

## Step 7: Monitor conformance.



Compare your progress to your standard! How's it going?

## Step 7: Monitor conformance.



Audit deliverables, such as new pages, content, or documentation, whenever possible.

## Step 7: Monitor conformance.



Integrate accessibility into your QA process.

## Step 7: Monitor conformance.



Be present in meetings and wherever people ask questions online. Take note: what's being mentioned? How is it being talked about?

## Step 7: Monitor conformance.



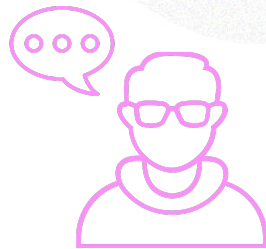
Pay attention to what's being create, but also how people create things. The process and the results both matter.

# Step 7: Monitor conformance.

---

How I monitor conformance:

- Check-ins with team leads
- Slack channel
- QA for designs, wireframes, and sites
- Quarterly audit of our site
- Post-launch audits
- Progress check-ins with engineers





ANSWER IN CHAT

# What other ways can we monitor a11y?

# Agenda

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1. What do we know so far?
2. How do we create an accessibility process?
- 3. How do I ask for help?
4. How do I create accessible content?

KEEPING YOUR SITE ACCESSIBLE

# How do I ask for help?

# Why would you ask for help?

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Remember step 3: collect baseline information? You should ideally get some help with that!

# Why would you ask for help?



Maybe you have some of the skills to fix accessibility problems on the site, but not all of them.

# Why would you ask for help?



You might have an existing website vendor, or be looking for a new one.

(Don't worry, this isn't a sales pitch.)

# Why would you ask for help?



Or maybe you just want some training for your organization!



ANSWER VIA POLL

**Have you sought  
accessibility help  
before?**

# If you're looking for a new site, ask:



- Do you have experience in building accessible websites? Ask for examples and references.
- What standards do you follow for accessibility? Which ones do you recommend we follow?
- What kinds of training and certifications do your engineers/designers have in web accessibility?
- How do you ensure that our website is accessible?
- What questions do you have for us about accessibility and our website?

# For an existing site:

---

- What are some of the types of accessibility issues you see on our website currently?
- What kinds of training and certifications do your engineers/designers have in web accessibility?
- What is your QA process?
- Are you able to make design changes? Code changes?
- Who will be responsible for editing and adding content such as video captions and alt text?
- Have you done an accessibility remediation before?
- What questions do you have for us about accessibility and our website?

# If you're looking for training:



- What are some of the types of accessibility issues you see on our website currently?
- What is your background and experience in accessibility training?
- Will there be a recording, or other documents we can refer to afterwards?
- Will we be able to ask follow-up questions in the weeks after?
- Will the training be custom to our circumstances?
- What questions do you have for us about accessibility and our organization?

# If you're looking for an audit:



- What standards will you evaluate our website against?
- What is your background and experience in auditing websites? Certifications?
- Will you be using the WCAG 2.1, or 2.0?
- What assistive technology will you use as part of the audit?
- Will people with disabilities be involved in testing?
- How will the audit results be shared?
- Will we be able to ask follow-up questions in the weeks after?
- Will you be making recommendations, or only identifying issues?
- What questions do you have for us about accessibility and our organization?

# Agenda

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KEEPING YOUR SITE ACCESSIBLE

# How do I create accessible content?



# Some general resources



- The WCAG itself: [www.w3.org/WAI/WCAG21/quickref](http://www.w3.org/WAI/WCAG21/quickref)
- WebAIM: [webaim.org](http://webaim.org)
- The A11Y Project: [www.a11yproject.com](http://www.a11yproject.com)
- Deque University: [dequeuniversity.com](http://dequeuniversity.com)
- Our “accessibility advice by role”:  
[cliquestudios.com/accessibility](http://cliquestudios.com/accessibility)

# I've scoped this to:



- WCAG 2.1 AA standards,
- Related to content creation,
- Which are common issues,
- That don't require changing much code,
- That don't require updating designs,
- ... and easy for me to explain in a short period of time.

## As a note:

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- I'm not covering any specific content management system. Some CMSES are more accessible out-of-the-box than others.
- Some CMSES give you significantly more control than others. I'm assuming flexibility.
- This is not an exhaustive list! Just a jumping off point.

ANSWER VIA CHAT

# What CMS does your site use currently?

# Alternative text for images (WCAG 1.1.1)



- What: Alternative text describes the content and function of a non-text element.
- Who it's for: Screen reader users, blind and visually impaired users, people with cognitive/emotional disabilities
- Also benefits: users bad internet connection, SEO for your site
- Difficulty: easy when you know the rules, quick when you add it as you add images.

# Alternative text for images (WCAG 1.1.1)



- Alt text is added as an “alt” attribute in the HTML. Most CMSes have the option to add it when you add an image.
- Our full guide to alt text: [cliquestudios.com/alt-text/](https://cliquestudios.com/alt-text/)



# Video Captions (WCAG 1.2.2)

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- What: Synchronized text with videos
- Who it's for: Deaf users and people with hearing loss, auditory processing symptoms
- Also benefits: Users without speakers/headphones, language learners
- Difficulty: medium, very time consuming to do yourself



# Video Captions (WCAG 1.2.2)



- Youtube has mediocre auto-captions that are *usually* better than nothing, but aren't really sufficient.
- Youtube's caption authoring tool is great, though!
- Use a service like rev.com to create captions for you at \$1/minute of video.

# Sensory Characteristics (WCAG 1.3.3)

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- What: Don't describe elements using shape, color, size, visual location, etc.
- Who it's for: Blind and low-vision users, colorblind users, sensory processing symptoms
- Also benefits: mobile users, users reading in an unintended way such as an RSS feed
- Difficulty: easy

# Sensory Characteristics (WCAG 1.3.3)



- This doesn't mean you *can't* describe things using sensory characteristics, but rather that they shouldn't be the only thing you use.
- Describing things with order is completely fine, as that's not only perceivable with certain senses.

# Use of Color (WCAG 1.4.1)



- What: Don't use color as the only way of communicating meaning.
- Who it's for: Blind and low-vision users, colorblind users
- Also benefits: Users with a different primary language than the language of your site
- Difficulty: easy to medium

# Use of Color (WCAG 1.4.1)



- Often, we use green to mean “good, yes, correct” and error to mean “no, bad, error.” This color pairing is especially inaccessible.
- Instead, use a pattern, icon, or words to indicate your meaning.
- Again, this doesn’t mean that you can’t use color, but rather that it can’t be the only way of imparting information.

# Minimum Contrast (WCAG 1.4.3)



- What: A minimum contrast ratio of 4.5:1 for text between its background color
- Who it's for: Low vision and colorblind users
- Also benefits: Devices with a low brightness setting, low-quality monitors
- Difficulty: easy, but hard if you have strict brand colors



# Minimum Contrast (WCAG 1.4.3)



- The Paciello Group's Colour Contrast Analyser, which allows you to color pick anything on your screen:  
[www.paciellogroup.com/color-contrast-checker/](http://www.paciellogroup.com/color-contrast-checker/)
- Color's web-based contrast checker, which gives suggestions for changing your colors:  
[colors.co/contrast-checker](http://colors.co/contrast-checker)



# Images of Text (WCAG 1.4.5)



- What: No text in images, unless it's essential to presentation (such as a logo).
- Who it's for: Low vision users, people with visual tracking problems, reading disabilities
- Also benefits: People with a small screen, bad Internet connection
- Difficulty: easy, unless your site design requires images with text

# Images of Text (WCAG 1.4.5)



- If you can use text to have the same visual effect, do it.
- If you *must* have text in an image for some reason, that text must be in alt text or visually as a caption on the page.
- Text in images that's part of other visual content, such as graphs, screenshots, or diagrams, is acceptable.

# Pause, Stop, Hide (WCAG 2.2.2)



- What: Moving content must be pausable.
- Who it's for: Reading and cognitive disabilities, attention disabilities
- Also benefits: People with low literacy
- Difficulty: medium

# Pause, Stop, Hide (WCAG 2.2.2)



- Applies to content that moves, blinks, scrolls, or auto-updates. For example, videos or animations.
- Applies to all motion that starts automatically, but a user should be able to pause any motion they begin, as well.
- Applies to all motion that lasts for more than five seconds. This does not apply, for example, to a hover effect on a button.
- Solvable with individual pause buttons or a sitewide pause.

# Error Identification (WCAG 3.3.1)



- What: Input errors must be identified to the user and described in text.
- Who it's for: Blind and low vision users, users with cognitive, language, and learning disabilities
- Also benefits: People with low digital literacy
- Difficulty: easy

# Error Identification (WCAG 3.3.1)



- You can't mark form errors with just a \*.
- Errors should be informative and help a user to correct their error.
- Make a point to test your website's error states!



# Labels or Instructions (WCAG 3.3.2)

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- What: Labels or instructions are provided when the user must give input.
- Who it's for: Users with cognitive, language, and learning disabilities
- Also benefits: Users who pause and come back to finish
- Difficulty: medium



# Labels or Instructions (WCAG 3.3.2)



- Form inputs must have clear and visible labels that are still present while a user types.
- Labels that disappear as a user types are not sufficient.
- Labels must be clear and helpful.

# Agenda

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**Thank you!**

ANSWER IN CHAT

# What questions do you have?