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

Coming Up

How to be an AntiRacist Organization
August 3 | 1 p.m. – 2:30 p.m. MST | Register Online

Part 2: Keeping Your Website Accessible
August 4| 10 a.m. – 12 p.m. MST | Register Online

DENVER'S IMAGINE 2020 CULTURAL PLAN

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**

Hi, I'm Fen Slattery!

they/them

Accessibility Lead @ Clique Studios

IAAP member, CPACC certified

Co-org of A11yChi

Agenda

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?

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?

What comes to mind when you think about accessibility?

CLIQUE STUDIOS

Agenda

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

Accessibility is the design of products, environments, or services for people with disabilities.

What is accessibility?

Accessibility is the removal of barriers that prevent access to or interaction with a service.

What is accessibility?

Accessibility is about inclusion.

What is accessibility?

Web accessibility is applying the principles and methodology of accessibility to the Internet!

Unfortunately, accessibility is rarely a priority in digital work.

What is accessibility?

As of Feb 2020 98.1% of the one million most popular websites had significant accessibility failures on their homepage!

Source: https://webaim.org/projects/million/

Lawsuits against inaccessible website are becoming more and more common.

What is accessibility?

How do we break this trend of inaccessible websites?

What is accessibility?

ANSWER IN CHAT

What questions do you have about accessibility?

Agenda

1. What is accessibility?
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What is disability?

The Numbers

26% of people have a disability. 10% of people have a disability that significantly impacts how we use technology.

The Numbers

Disability is more common in some populations, for example:

The Numbers

2 in 5 adults 65 years or older have a disability in the US.

Source: CDC 2019 data.

The Numbers

2 in 5 Non-Hispanic American Indians / Alaskan Natives have a disability.

Source: CDC 2019 data.

What is disability?

Disability & Marginalization

And disability is a significant axis of marginalization, especially in the US. For example:

Disability & Marginalization

People with a disability are less likely to complete a bachelor's degree or higher.

Source: US Bureau of Labor Statistics, 2019 data.

What is disability?

Disability & Marginalization

Regardless of educational attainment, unemployment rates for people with disabilities are significantly higher than for those without a disability.

Source: US Bureau of Labor Statistics, 2019 data.

What is disability?

Disability & Marginalization

Disability intersects with race, especially in regards to unemployment.

Source: US Bureau of Labor Statistics, 2019 data.

What is disability?

Disability & Marginalization

32% of workers with a disability are employed part-time, compared to 17% for those without a disability.

Source: US Bureau of Labor Statistics, 2019 data.

Disability & Marginalization

And overall, 80% of people with a disability are not in the labor force, compared with 30% of people without a disability.

Source: US Bureau of Labor Statistics, 2019 data.

What is disability?

But these statistics seem to frame disability as an economic problem, and imply that one's value is in the work they provide to society. How else can we view disability?

Models of Disability

There are roughly a dozen common ways to model and understand disability, so let's highlight the viewpoints that are most common in web accessibility work.

Models of Disability

The medical model says that disability is a problem of the person, which has been caused by a trauma, disease, or other health condition. Under this model, one aims to "cure" disability, and health care is the solution.

Models of Disability

The social model of disability views disability as the friction between an individual and their environment, caused by social factors. Under this model, one aims to change social conditions such that individuals don't experience this friction, and thus aren't disabled.

What is disability?

Models of Disability

The identity model of disability agrees that disability is socially constructed, but also claims disability as a positive identity. Disability isn't something to be "solved", rather that society is what needs to be "solved."

What is disability?

What questions do you have about disability and marginalization?

Something we can take from the medical model, is the individual cause of disability.

Types of disability

Permanent - A condition you expect to have for the rest of your life. These can be congenital, or as a result of a condition or traumatic event. For example, having only one arm or being Autistic.

Types of disability

Temporary - A condition from which you expect to recover, such as an illness or injury. For example, a broken arm, or cognitive fog due to pneumonia.

What is disability?

Types of disability

Situational - A context impacts the way you interact with society, that isn't otherwise present. For example, being distracted, or holding a child with one arm.

Okay neat! But when are we going to talk about the different actual disabilities people have that affect how they use the web?

(Spoiler alert: right now.)

Categories of disability

Visual
Auditory
Motor
Cognitive
Seizure

What is disability?

ANSWER IN CHAT

What questions do you have about disability?

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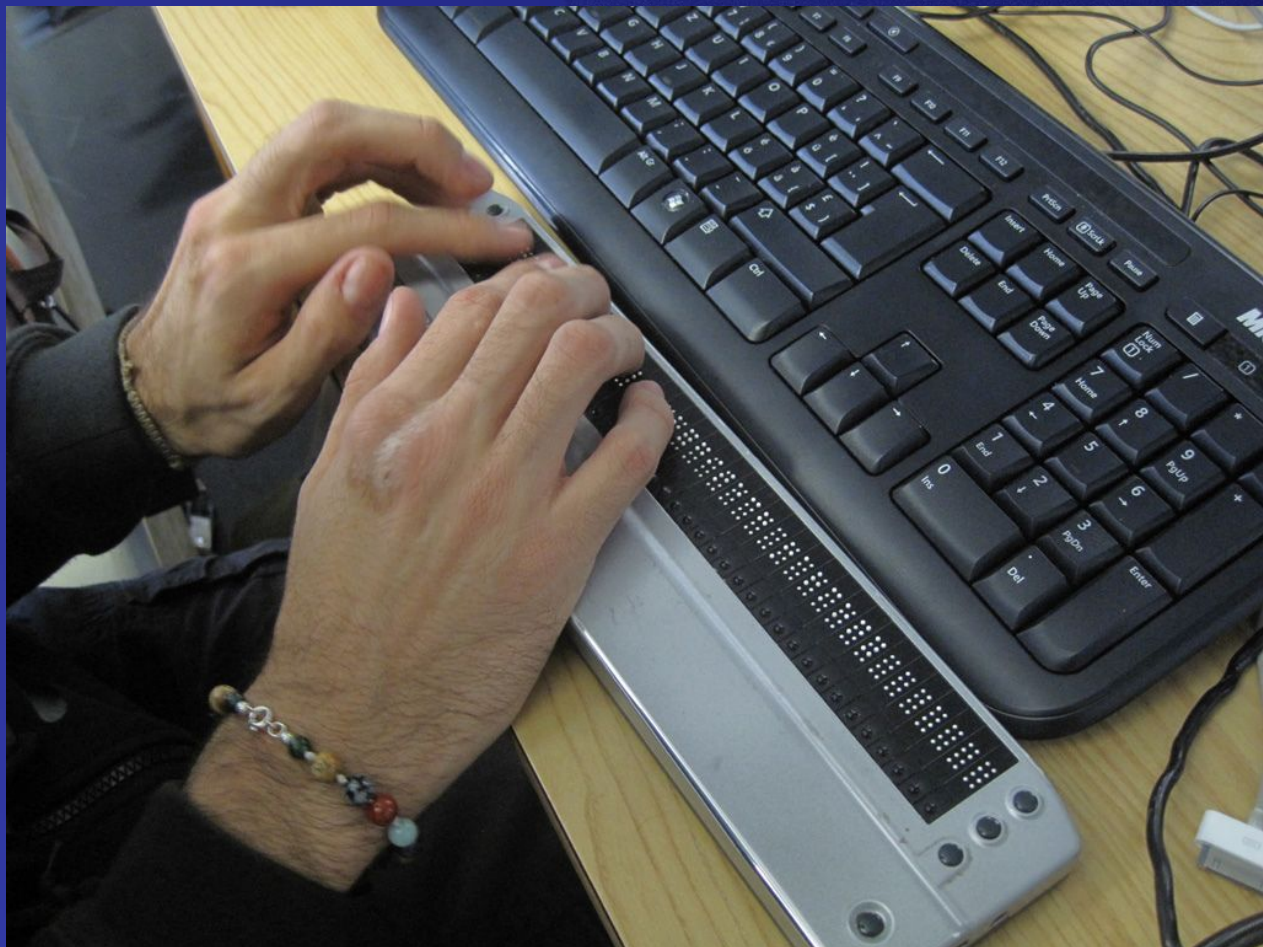5. How do we know if a website is accessible?

We use a huge variety of tech, and some of us don't use anything at all! Our proficiencies with assistive tech vary just as much as anyone else's. That is, don't assume that your disabled website visitors are pros!

Hardware assistive technology - magnifiers, large print and tactile keyboards, eye tracking systems, refreshable braille displays

How do people with disabilities use the web?

Your site needs to work with our hardware.

How do people with disabilities use the web?

Software assistive technology - screen readers, magnifiers, speech recognition

How do people with disabilities use the web?

Your site needs to work with our software.

How do people with disabilities use the web?

Changing settings, using other options - different fonts, text highlighting, keyboard only navigation, changing text spacing, high contrast mode, disabling motion

How do people with disabilities use the web?

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Your site needs to respect and properly implement our settings.

How do people with disabilities use the web?

Content itself - captions, content warnings, alternative text, transcripts, sign language

How do people with disabilities use the web?

Your site needs content that meets our needs.

How do people with disabilities use the web?

ANSWER VIA CHAT

What questions do you have about assistive technology?

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ACCESSIBILITY 101

Why make an accessible website?

There are plenty of reasons to build an accessible website. Some are stronger emotional arguments, and some are stronger financial arguments.

Why make an accessible website?

It's the right thing to do! We have an ethical duty to make our websites accessible.

Why make an accessible website?

Disability amplifies usability problems. Usability issues are far worse for people with disabilities, and small usability improvements can be a huge improvement for us.

Why make an accessible website?

Accessibility and usability correlate. Accessibility improvements benefit those with lower digital literacy, language learners, users of older technology.
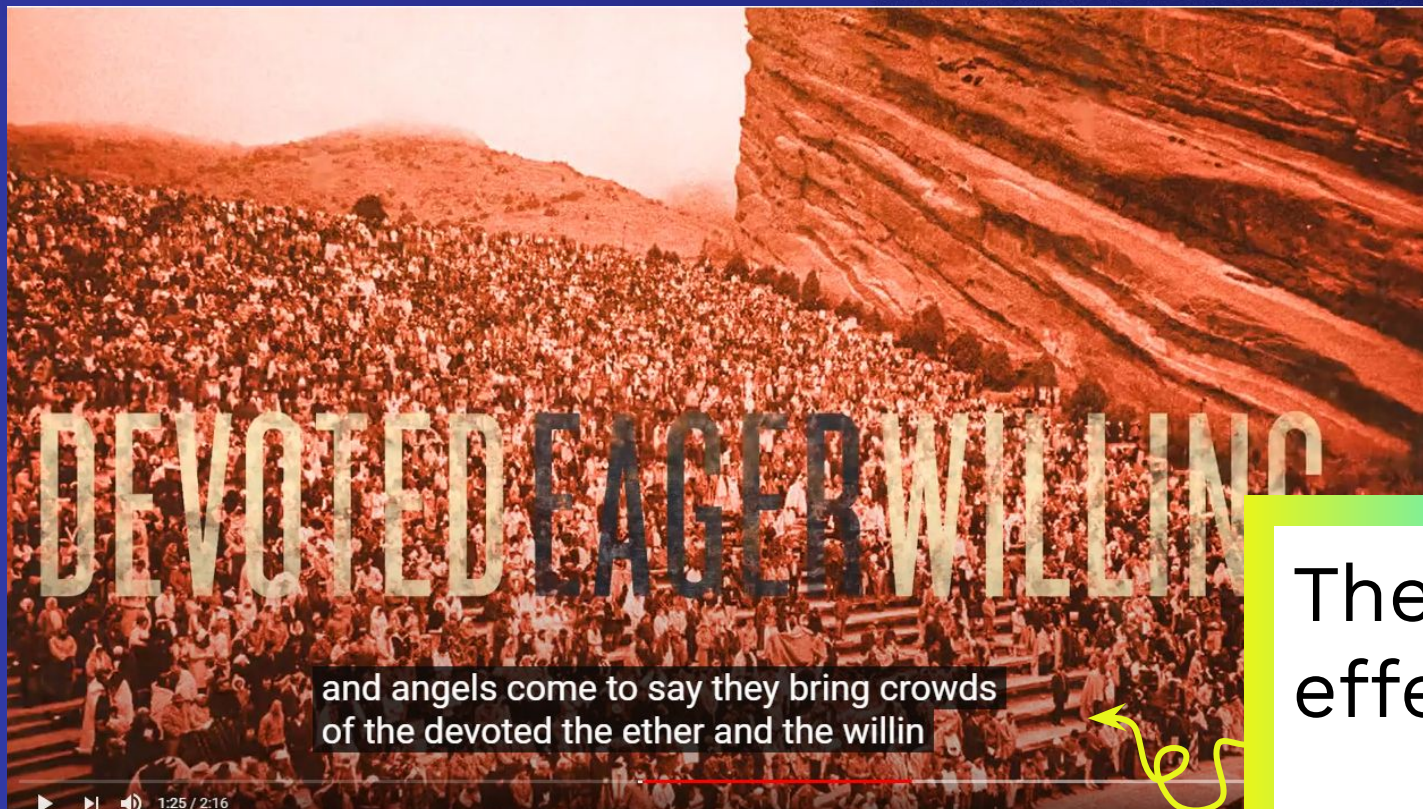
Why make an accessible website?

Accessibility helps everyone!

Why make an accessible website?

The curb cut effect!

CLIQUE STUDIOS

DEVOTED EAGER WILLING

and angels come to say they bring crowds
of the devoted the ether and the willin

1:25 / 2:16

The curb cut
effect!

Accessibility is in line with your mission statement.

Why make an accessible website?

Accessibility means a wider market share, why exclude your customer base?

Accessibility improves public perception.

Why make an accessible website?

Accessibility increases compatibility with a wide variety of devices and browsers.

Why make an accessible website?

Accessibility improves your search results (SEO).

Why make an accessible website?

Accessibility increases your eligibility for government funds.

Accessibility is a human right protected by law.

Why make an accessible website?

What questions do you have about why we build accessible sites?

CLIQUE STUDIOS

I'm scoping this talk to laws in the United States. Laws vary around the world, but the concept of compliance is similar.

The Rehabilitation Act of 1973, Section 508. The Rehabilitation Act prohibits discrimination on the basis of disability in programs conducted by Federal agencies, in programs receiving Federal financial assistance, in Federal employment, and in the employment practices of Federal contractors.

Why make an accessible website?

Section 508 of the Rehabilitation Act requires that information technology meet the guidelines of the Act.

Why make an accessible website?

The Americans with Disabilities Act of 1990 is a civil rights law that prohibits discrimination based on disability. It affords similar protections against discrimination as the Civil Rights Act of 1964, which made discrimination based on race, religion, sex, and national origin illegal.

How is compliance enforced? Withholding federal funds and lawsuits!

- Netflix
- Nike
- Domino's Pizza
- H&R Block
- National Museum of Crime and Punishment

- Duke
- Harvard
- MIT
- Beyonce

Why make an accessible website?

On average in 2019, seven website accessibility lawsuits were filed per day. We saw a decrease in federal cases in March and April, but as of May they were immediately back up to 2019 level.

From https://bit.ly/2X1pIIR and https://bit.ly/2Erhi79

Why make an accessible website?

Why do we have these laws? The disability rights movement.

Compliance is just a passing grade. Meeting current legal guidelines isn't future proof.

What questions do you have about legal compliance?

ACCESSIBILITY 101

How do we know if a website is accessible?

Test your designs and site with people with disabilities.

How do we know if a website is accessible?

Involve people with disabilities in the creation of your website! Hire people with disabilities!

The WCAG

Web Content Accessibility Guidelines! An international set of rules developed by the W3C (World Wide Web Consortium).

How do we know if a website is accessible?

The WCAG

Web Content Accessibility Guidelines! An international set of rules developed by the W3C (World Wide Web Consortium).

How do we know if a website is accessible?

The WCAG

The WCAG has three conformance levels:

- **A** - the absolute minimum
- **AA** - considered "good enough"
- **AAA** - "should meet"

How do we know if a website is accessible?

The WCAG

The WCAG has four principles:

- **Perceivable** - can be perceived by the senses
- **Operable** - input methods are functional with a wide range of devices
- **Understandable** - content and interfaces that people can comprehend
- **Robust** - compatible with a broad range of software

How do we know if a website is accessible?

The WCAG - Perceivable

- Non-text content must have text alternatives.
- Audio and video must have captions or other alternatives, like transcripts.
- Content must be presentable in different ways without losing meaning.
- Make it easier for users to see and hear content.

How do we know if a website is accessible?

The WCAG - Operable

- Make all functionality available with just a keyboard, no mouse.
- Give users enough time to read and use content.
- Help users navigate and find content.
- Make it easier to use non-keyboard inputs.

How do we know if a website is accessible?

The WCAG - Understandable

- Make text readable and understandable.
- Make content appear and operate in predictable ways.
- Help users avoid and correct mistakes.

The WCAG - Robust

- Write your code correctly!
- Maximize compatibility with current and future user tools.

How do we know if a website is accessible?

The WCAG

How do we know that our site complies with the WCAG? Professional testing, using both automated tools and manual testing.

How do we know if a website is accessible?

What questions do you have about the WCAG?

Okay, but how do we weave accessibility into the process of making a website, and keep it accessible long-term?

How do we know if a website is accessible?

Find out next week in **part 2: Keeping your website accessible!**

Attendees will further develop their accessibility knowledge by learning the basics of managing an accessible website. This includes gathering institutional support, selecting vendors that can ensure accessibility, onboarding other team members to accessibility, content entry, and monitoring accessibility over time.

How do we know if a website is accessible?

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Thank you!

ANSWER IN CHAT

What questions do you have?