

Digital Accessibility Initiative @ Carolina

Designed for UNC Webmasters Group



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Digital Accessibility Office





- Our definition for digital accessibility is a practice ensuring that content, resources, and technology communicated electronically can be used regardless of ability, disability, or assistive technology.
- [United States Access Board](https://www.access-board.gov) (<https://www.access-board.gov>)
 - Federal Agency task to provide guidance and standards toward digital accessibility.



- **Examples of Digital Content**

- Department Flyers
- Viewbooks (Brochures)
- Emails and Newsletters
- Website or Social Media
- Course Content
- Textbook Adoptions
- Office Documents
- PDF
- Software



Background



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



2015: Accessibility Resources & Services and Equal Opportunity & Compliance Office started a working group to explore the need for accessible communication.



2017: Office of Civil Rights contacted UNC about a complaint filed against university websites. Digital Accessibility Advisory Team was formed to support and oversee efforts toward digital accessibility campus-wide. The team is sponsored by key department stakeholders with executive approval. The Paciello Group was commissioned to provide a strategic evaluation of the current state of accessibility within UNC's digital activity.



2019: Digital Accessibility Office formed.



Brad Held, Team Lead
15 years in Disability Education and Accessible Technology


Kat Moore, Development and Design Consultant
8 years in web development and university accessibility



Sarah Arnold, User Experience and Development Consultant
4 years in UX and content strategy, 4 years with UNC Libraries

Doug Schepers, Training and Application Consultant
20 years experience in web development, standards, and dataviz



The background of the slide is a photograph of a university campus. The top half shows large, leafy green trees against a clear sky. A solid blue horizontal band spans the middle of the image, containing white text. The bottom half shows a grassy lawn with several people sitting or walking. A paved path with a rope barrier and black stanchions runs across the lawn. A small yellow letter 'K' is visible in the bottom left corner.

The University of North Carolina at Chapel Hill believes everyone deserves the opportunity to succeed and participate independently in a welcoming environment. We are committed to creating an inclusive digital experience. We enable the University community to deliver accessible digital content and resources with the knowledge that accessibility enhances usability for all y'all!



- Consulting
- Procurement Support
- Training
- Tool Onboarding
- Accessibility Assessment of Web Sites
- Course Assessment and Development Support
- Compliance Activities





- Calendar: go.unc.edu/digital-accessibility-training
 - Digital Accessibility Awareness (DAA)
 - Web Video Captioning



Policy and Standards



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

- Impacts all Employees, Students, Alumni, and Visitors
- Commitment Toward an Inclusive Environment
- Provides Guidance to UNC Community
- Uses Section 508 Refresh
and Web Content Accessible Guidelines
(WCAG 2.0 AA)





Policy and Standards



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

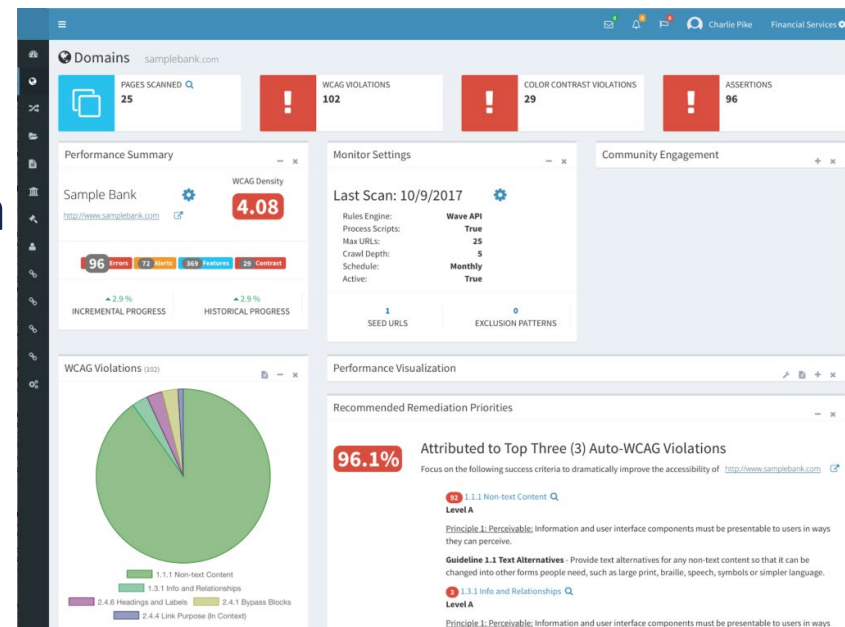
- Draft Status Currently – Seeking Your Feedback
- Digital Accessibility Policy
 - go.unc.edu/q5D8Z
- Standard on Digital Content, Resources, and Technology
 - go.unc.edu/Jd62D
 - Covers more than web
- Procurement Standard in Progress

Web Accessibility Automatic Scanning Platform



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

- Evaluating three automatic accessibility testing and reporting platforms based on defined criteria
- Available to UNC Web Developers
- On-boarding and Training





- Web Accessibility Automatic Scanning Platform
- Document Remediation Tools
 - PDF
 - Office Product
- Captioning Consulting
- Hands-on Training
- Online Guides, Tips and Tricks





- Advocate within their department or unit for an accessible experience that enhances usability for all individuals
- Promote digital accessibility at UNC
- Help to scale the DAO's efforts on campus



- **Priority Access to Services and Training from DAO**
 - The DAO team members will prioritize your questions and service requests and give you access to training sign-ups first
- **Liaison Badge**
 - Liaisons will get a Digital Accessibility Liaison door placard to advertise your position
- **Mastery in Accessibility**
 - Skills in accessibility are in demand, and the DAO will help connect you to the wider community and mentor you to increase your abilities
- **Community Building**
 - Monthly Digital Accessibility Liaison meetings where you can interact with fellow liaisons for learning, sharing, and support
- **Focused Training and Discussion Topics**
 - Based on the group's interests, DAO and fellow liaisons will offer specific training and guest speakers only available at liaison meetings



Partnerships

- Liaisons Program
- Committee Presence
- Project Planning
- Your Workflow + Accessibility
- Personalized Departmental Trainings



Share your thoughts and concerns



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Digital Accessibility Office
ITS Manning – Room 5104
(919) 843-3441
digital_accessibility@unc.edu