Today’s Session

• What is web accessibility?
• Best practices for making future content accessible
• Media / PDFs
• Assessing web accessibility with Siteimprove
• Upcoming changes & website governance
1 in 5 Americans Has a Disability
Web Accessibility Issues

- **Sight disability** - e.g., blind, partially-sighted, or colorblind
- **Hearing disability** - e.g., deaf, or hard of hearing
- **Motor disability** - e.g., problems with motor skills, or slow movement
- **Cognitive disability** - e.g., learning difficulties, or problems with concentration or reading
Universal Content

We must reconsider how we create web content to ensure as many people as possible can use our websites.
Web Accessibility Standards

WCAG Level 2.0 AA

http://www.w3.org/WAI/WCAG20/quickref/
WCAG 2.0 Principles

• **Perceivable** - Sight, sound and touch.
• **Operable** - Actions taken during browsing.
• **Understandable** - Clear terms, explanations, and instructions.
• **Robust** - Reliable for third-party technologies.
WCAG 2.0 Principles

A good website is a POUR website.
Creating Compliant Content - Images

Avoid Graphics with Text
Creating Compliant Content - Images

Exceptions for Graphics with Text
Exceptions for Graphics with Text

- Charts
- Screen captures for documentation
- Flowcharts / Infographics / Diagrams
- Maps
- Math Expressions / Music Notation / World Languages

However, you must also provide an equivalent text experience!
Creating Compliant Content - Images

Images Must Have Alternative Text
Creating Compliant Content - Images

Alternative text must provide the same information as the image it replaces.
Creating Compliant Content - Images

Avoid any images (or other content) that scroll, move or blink.
Creating Compliant Content

Headings and Structure
Creating Compliant Content - Headings

Use the Theme Headings
Creating Compliant Content - Headings

Correct, structured Headings and content can make the difference between people with disabilities understanding your website, or leaving it.
Headings Must Be *Semantic*

Heading 1 is always the Page Title…
Headings Must Be *Semantic*

...so Heading 2 must always be the first heading in the content area.
Headings Must Be Semantic

• Heading 3 must be a sub-heading of Heading 2 (and so on...)
• Skipping this semantic order is an accessibility violation
• Don’t bold, underline or italicize Headings
• Do not hyperlink Headings
• Some assistive devices see Heading 4 as less important than Heading 2...
• ...so consider Headings as structure, not aesthetics (e.g., “I don’t like the way Heading 2 looks, so I use Heading 4 instead” is a visually aesthetic opinion which negates the entire issue of web accessibility)
Creating Compliant Content

Instructions and Descriptions
Instructions and Descriptions

• Do not limit instructions or descriptions to visual cues
• Some users don’t know “right,” “left,” “bottom,” or “top”
• E.g., “Click the ‘Submit’ button” is much better than “Click the button at the bottom of the page”
Creating Compliant Content

Hyperlinks
Creating Compliant Content - Links

Links must be contextual
Creating Compliant Content - Links

Incorrect

According to the “Best Education School Rankings” from the 2017 U.S. News and World Report, Boise State University’s College of Education is ranked in the Top 75.

Click here to view the report.
Creating Compliant Content - Links

Correct

According to the “Best Education School Rankings” from the 2017 U.S. News and World Report, Boise State University’s College of Education is ranked in the Top 75.

View the “Best Education School Rankings” report
Creating Compliant Content - Links

Links must be unique
Creating Compliant Content - Links

The same links on a page cannot have different destinations

- **Watch** Dr. Eric Mazur on peer instruction with clickers
- **Watch** Dr. Derek Bruff on student participation and clickers
- **Read** an article on peer discussion at Westfield State University
- **Case Study:** “Automated Scoring and Report Generation in Support of New-Student Orientation” (Ivy Tech Community College and Leeward Community College)
- **Case Study:** “Preparation and Practice for Licensing Exams” (University of Kentucky)
Creating Compliant Content - Links

Watch out for duplicate links in the header, left nav, and footer...

Also, links to Boise State websites now must start with https
Creating Compliant Content - Links
Creating Compliant Content

Tables
Creating Compliant Content - Tables

Don’t use Tables for layout

Tables for are tabular data. Want columns? Use column shortcodes (see webguide.boisestate.edu to learn how).
Creating Compliant Content - Tables

Use TablePress for Tables
Separate Style from Content

• Use the award-winning Boise State theme styles
• Want to do more? Use shortcodes
• When copying from Microsoft Word or other websites, use “Paste as Text” to paste content
Separate *Style* from *Content*

- Do not center Headings
- Do not underline text
- Do not use `<b>` and `<i>` (use `<strong>` or `<em>`)  
- Avoid `<div>` and `<span>` and `<p>` tags in WordPress
Creating Compliant Content

Media
Videos

• All videos on your website must be captioned before Fall semester

• YouTube has an easy captioning system (see https://support.google.com/youtube/answer/2734796?hl=en)

• If the video can’t be captioned, create a text transcript

• Ideally, you can create both a text transcript and caption at the same time
Videos

• Eventually, you’re going to need to have both captions and a text transcript to meet compliance.
• Later, you’re going to have to have an audio-descriptive track for videos requiring contextual descriptions.
• Any videos that are not captioned or don’t have an alternative text transcript before Fall semester will be removed from your websites.
PDFs

• Nearly 100% of PDFs on Boise State websites are not accessible
• Avoid or minimize PDFs
• PDFs are costly to make accessible
• PDFs with multiple columns are difficult for people with motor disabilities
Legitimate Uses for PDFs

• Material using technical fonts and/or specialized characters (music notation, math, world languages)

• Providing print manuals, contracts, and/or articles in formats you are unable to edit
Recommendations for PDFs

• If a PDF is of a brochure / poster / complex graphic, the information must be made available in an accessible format

• Ensure a link to a PDF clearly indicates the file type (e.g., “User Guide (PDF)”) 

• If you must use a PDF, it must be accessible
PDFs

• To make a PDF accessible is to *repair* it
• Siteimprove assesses PDF compliance
• Repairing PDFs requires Adobe Acrobat DC (purchase online via Adobe Creative Cloud)
• Google “Acrobat Pro DC PDF Accessibility Repair Workflow” to learn how to repair PDFs
Creating Compliant Content

Going Forward...
Creating Compliant Content

• Separate style from content
• All images require descriptive alt-text
• Links must be unique
• Are new videos being captioned?
• Do not underline text
• Do not use <b> and <i> (use <strong> or <em>)
• Avoid <div> and <span> and <p> tags in WordPress
• Use consistent Heading styles
• Separate navigation from content
Creating Compliant Content

Siteimprove
Outcomes

• All Boise State websites will comply with WCAG 2.0 AA standards
• Mandatory accessibility training will be required
• University Policy for web accessibility
• Site owners are responsible for ensuring content is accessible
• OIT will provision new WordPress accounts
• Removal of Super Admin role
Your Role

• Develop a basic understanding of web accessibility
• Disseminate this information to your College web admins/authors
• Be aware of content on your sites, and look for accessibility improvements
• Assist WordPress Support and Communications & Marketing to prioritize remediation
Resources

• WCAG 2.0 Quick Reference - http://www.w3.org/WAI/WCAG20/quickref/
• Siteimprove: The Must-Have Accessibility Handbook (PDF)
• WebGuide - webguide.boisestate.edu
• Penn State - accessibility.psu.edu/blockers
• Adobe PDF Accessibility - http://www.adobe.com/accessibility/products/
• OIT WordPress Support and Communications & Marketing
Shad Jessen, Associate Director
Office of Information Technology
Email: sjessen@boisestate.edu

THANK YOU