

Introducing



A First In The World Project

# Learn About

- *An innovative project to improve the accessibility of the instructional materials market by establishing an 'accessibility facts' label for digital content.*
- *What you can do to help make textbooks more accessible.*
- *Research to address the underutilization of accessible materials at minority-serving institutions.*

“...instructional materials should be accessible to postsecondary students with print disabilities on the open market at the same time and at the same cost as they are for other students ...

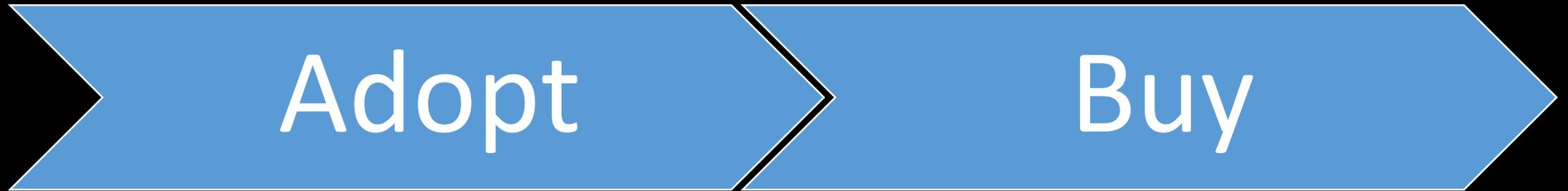
...the **mainstream** and **specialized** markets have the potential of converging, with accessibility being included from the design phase of digital materials through to the final product.”

Advisory Commission on Accessible Instructional Materials in Postsecondary Education for Students with Disabilities, November 2011

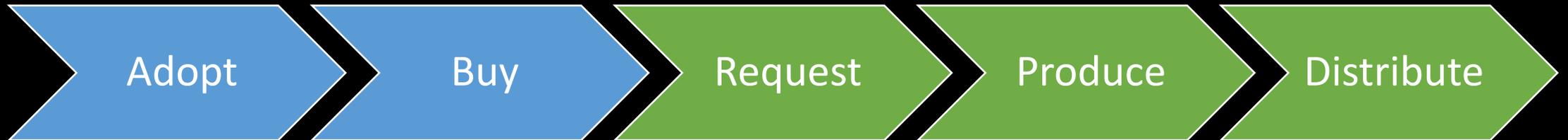
“A chain is only as strong as its weakest link”



Mainstream



# Specialized



# Nutrition Facts

“The Nutrition Facts Label is an easy tool for making quick, informed food choices that contribute to a healthy diet.”

<b>Nutrition Facts</b>	<b>Amount/serving</b>	<b>%DV*</b>	<b>Amount/serving</b>	<b>%DV*</b>
<b>Serving Size</b> 1 oz. (28g)	<b>Total Fat</b> 9g	13%	<b>Total Carb.</b> <1g	0%
<b>Servings Per Container</b> 9	<b>Sat. Fat</b> 6g	29%	<b>Fiber</b> 0g	0%
<b>Calories</b> 100	<b>Cholest.</b> 25g	8%	<b>Sugars</b> 0g	0%
<b>Fat Cal.</b> 80	<b>Sodium</b> 390mg	16%	<b>Protein</b> 6g	
<small>*Percent Daily Values (DV) are based on a 2,000 calorie diet.</small>	<b>Vitamin A</b> 6% • <b>Vitamin C</b> 0% • <b>Calcium</b> 15% • <b>Iron</b> 0%			
<b>Ingredients: pasturized milk, cheese cultures, salt, enzymes, natamycin to protect flavor</b>				

<http://www.fda.gov/Food/IngredientsPackagingLabeling/LabelingNutrition/ucm20026097.htm>

# A11y Facts

The A11y Facts Label is a tool for making accessibility information available to readers with disabilities.

The label will be

- Easy to find
- Easy to understand
- Trustworthy



# Convergence: What You Can Do

- Evaluate
  - Is there a mainstream option accessible to this student?
  - Is the student willing to try the mainstream product?
- Document
  - What are the accessibility issues with the mainstream options?
  - What is the time and cost to provide an accommodation?
- Advocate
  - Talk to administration, faculty, IT, procurement, publishers, vendors.
- Be the Change!
  - Try the mainstream product first.

# More About CAMI

- We are supported by a U.S. Department of Education First in the World grant
- We are part of AMAC Accessibility Solutions & Research Center at Georgia Tech
- Our tagline is Illuminate, Innovate, Accelerate.
- We believe Equality = Accessibility + Innovation
- Our website is [www.cami.gatech.edu](http://www.cami.gatech.edu)

# National Task Force

Members include:

- Association of American Publishers
- Cengage Learning
- Ebook Architects
- IMS Global Consortium
- OpenStax
- Pearson Education
- RedShelf
- Scribe
- VitalSource
- WW Norton



# Task Force Video

<https://www.youtube.com/watch?v=sV2PqqieoJs>

# Accessible Publishing



# Research

- CAMI's current research study explores accessibility barriers at minority-serving postsecondary institutions (MSIs) in the United States, and the impact of interventions for students with print-related disabilities. Questions addressing social and psychological challenges for minority students with disabilities will also be studied.
  - Barriers to use of assistive technologies
  - Effective use of EPUB format
  - Focus on Minority-Serving Institutions (MSI)

# CAMI Timeline

## 2016

- Start research
- A11y Facts beta

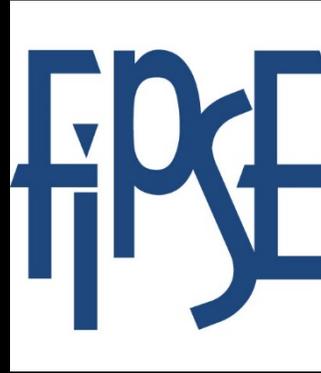
## 2017

- Continue research
- A11y Facts launch

## 2018/19

- Publish research
- A11y Facts transition

# Thank You!



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