Positive Forward Movements:
A University's Digital Accessibility Journey and Strategies

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Changing Campus Culture is HARD
Positive Forward Movements

Work toward the goal of usability and accessibility

Maintain a positive attitude
Where to Start?

Image Source: https://www.flickr.com/photos/97041449@N00/6446004411
Start a Conversation

• Chats
• Department Presentations/meetings
• Guest lecture in courses
• Training
• Lunch and Learns
• Find a way to get involved and in front of campus groups
What to say?

• Know your audience
• Avoid making chats stressful
• Be a resource first
• Be careful with legal/technical jargon (avoid glazed-eye syndrome)
• Have multiple ways to talk about a topic
• Show the how with the why (when appropriate)
• Include 3-5 easy ways to start today
• Be prepared to adapt
Build and Maintain Relationships

- Support and Resources
- Online tutorials
- Website and Document Rubrics
- Repetition and Reinforcement
- Empower lots of people to know a little about accessibility
- TRUST!
Connect with Campus Partners

- WEB Team
- Academic Technologies
- Administrative Technologies
- Student Access and Accommodation Services
- University Marketing and Communications
- Purchasing Office
- Division/Department IT staff
- Department staff and faculty
- Human Resources
- Office of Equal Opportunity and Access
- General Council
Review Process

- **Automated Testing**
  - WAVE, Chrome Lighthouse
  - Only catches 30% of errors

- **Manual Testing**
  - Content
    - Structure
    - Links
    - Tables
    - Images
    - Time-based Media (Videos, audio, animation)

- **Design/Development/Operation**
  - Keyboard-only
  - Forms
  - Modals
  - Color/Text
  - Responsive Design/Magnification
  - Screen Reader

Image Source: https://pixabay.com/
**The Design System**

- A pattern library with shared practices organized to achieve the purpose of digital products.

- Components are vetted with accessibility in mind from the beginning.

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### Illinois State’s Digital Design System

#### Get Started

- Background
- File structure
- Downloads
- Starting a project
- Code conventions
- Support
- Contribute

#### Guidelines

Guidelines and principles — a library of best practice articles guiding guidance on UI and using the design system.

- **Guideline principles**
- **Digital Branding Standards**
- Code conventions
- **Accessibility**
- Writing for the Web
- Browser support
- Web Architecture

#### Styles

Guidelines for core brand attributes organized by category.

- **Design tokens**
- Color
- Typography
- Imagery
- Motion
- Voice and Tone
- **Styles**

#### Components

Library of components, along with usage guidelines, code snippets, version data last updated, etc.

- **Buttons**
- Cards
- Form Controls
- master_toolbox
- **Widgets**
- **Accordions**
- Accordion/Tab
- Lists and Collections
- **Media**
- Messages
- Navigations
- **Tables**
- **Text**
Timelines

Year 1:
• List all websites
• Prioritized by use and population
• Review website template(s)
• Integrate reviews into website project procedures
• Develop Accessibility Rubrics
• Partner with marketing office

Year 2:
• Review enterprise applications
• Join procurement RFP committees
• Digital Accessibility Committee
• Draft Accessibility Policy
• Host training sessions
• Present at campus conferences
• The Design System
Moving Forward

Though accessibility is never done, keep **positively moving forward**. Whether it’s an inch or 1,000 miles your efforts make a difference to someone.