THE FUTURE IS ACCESSIBLE: STARTING NOW

Making Digital Accessibility Attainable in a University Setting

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IOWA STATE UNIVERSITY
Extension and Outreach
Who We Are

• Not in dedicated accessibility roles
• From different departments and fields
• Leading progress across university and state
Why We Are Here

• We saw a need to fill
• We believe in inclusivity
• Compliance is the reality
• To bring the research of Iowa State to ALL people of Iowa
Definition

**Digital Accessibility** is the ability of a website, mobile application or electronic document to be easily navigated and understood by a wide range of users, including those users who have visual, auditory, motor or cognitive issues.
Demonstration

(JAWS Screen Reader, Before Remediation)

Monarch Seed Mix

The Iowa State University Monarch Research Team developed this seed mix to benefit (1) monarch butterflies; (2) the rusty patched bumble bee; and (3) a wide variety of other native and non-native pollinators.

Bloom Month

<table>
<thead>
<tr>
<th>Common Name</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Grasses/Sedges</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prairie Junegrass</td>
<td>M</td>
<td>J</td>
<td>J</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shortbeak Sedge</td>
<td></td>
<td>J</td>
<td>J</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Forbs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Golden Alexander’s</td>
<td>A</td>
<td>M</td>
<td>J</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Common Spiderwort</td>
<td></td>
<td>M</td>
<td>J</td>
<td>J</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Colors represent bloom color

Authors: Seth Appelgate, agricultural specialist in entomology and Dana Schweitzer, program coordinator in entomology, Iowa State University.

IOWA STATE UNIVERSITY
Extension and Outreach

ENT 0047 August 2018
Guidance

• Americans with Disabilities Act (ADA)
• No University Policy
• Iowa Board of Regents Policy
• Our University Commitments
  • Iowa State University Strategic Plan: Goal 4
  • ISU Extension and Outreach: Diversity and Inclusion Plan
Where We Started

• Had no resources
• Began offering webinars for content editors
• Websites
  • Image Alt Text
  • Colors
• Making accessibility a requirement, not optional
Our Target Areas

1. Websites
2. Learning Management Systems
3. Video
4. Social Media
5. Digital Assets
Digital Assets

Most common file types shared on our digital properties:

1. PDFs
2. Microsoft Office Files
eAccessibility Initiative: New Files

Staff training for creating new accessible documents moving forward:
- Microsoft Office
- Adobe InDesign
- Adobe Acrobat Pro
eAccessibility Initiative: Remediation

Remediating former documents for accessibility:
- Adobe Acrobat Pro
Extension Store

- eCommerce website was made accessible in the summer 2017
- 2,500+ educational materials
- 2.5+ million downloads of PDFs annually
### The Data

#### Initiative Progress:

- Started with 2,087 Documents / 27,656 Pages
- Average Hours Per Page to Remediate: .961
- Completed to Date: 649 Titles / 7,101 Pages
- Percent Remaining relative to # pages Jan. 2018: 76.52%

<table>
<thead>
<tr>
<th>Initiative started</th>
<th>Progress through 10/31/19</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No Longer Available (NLA)</strong></td>
<td></td>
<td><strong>Completed</strong></td>
</tr>
<tr>
<td>Program Area</td>
<td>Jan. 19, 2018</td>
<td># of Pages</td>
</tr>
<tr>
<td>4H</td>
<td>153</td>
<td>2,209</td>
</tr>
<tr>
<td>ANR</td>
<td>1,542</td>
<td>21,442</td>
</tr>
<tr>
<td>CED</td>
<td>53</td>
<td>2,663</td>
</tr>
<tr>
<td>HS</td>
<td>339</td>
<td>1,342</td>
</tr>
<tr>
<td>Total</td>
<td>2,087</td>
<td>27,656</td>
</tr>
</tbody>
</table>

| Total Publications Remediated | 181 | | |
| Total Pages Remediated | 1,876 | | |
| Total Hours Spent | 1801.91 | | |

| Average Pages Per Publication | 10.365 | |
| Average Hours Per Publication | 9.955 | |
| Average Hours Per Page | 0.96051 | |

*Current percent remaining, relative to starting # of TITLES Jan. 2018: 76.52%*

*Current percent remaining, relative to starting # of PAGES Jan. 2019: 75.72%*

| # of accessible titles available* | 311 | |
| # of accessible pages* | 2,440 | |

* = Revised + Remediated
Remediation of Documents

How we prioritize documents:

- 4 divisions in organization
- Popularity, downloads
- Age, life-cycle
Professional Development

• Hands-on workshops fall 2018 – present
  • Office (291 people in 19 workshops)
  • InDesign (29 people in 3 workshops)
  • Acrobat Pro (32 people in 3 workshops)

• Online in Moodle

• In discussion about charging for curriculum
Success Stories

- One division rebuilt entire monthly newsletter
- Interest from 17 other states
- Buy in by faculty and staff
- County Council member and 4-H member
- Quotes from workshop participants
## Costs (13 months in)

<table>
<thead>
<tr>
<th>Type of expense</th>
<th>Cost to date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voice and data</td>
<td>$440</td>
</tr>
<tr>
<td>Equipment/supplies/printing</td>
<td>$2,462</td>
</tr>
<tr>
<td>Software</td>
<td>$6,227</td>
</tr>
<tr>
<td>Labor/wages/benefits</td>
<td>$108,019</td>
</tr>
<tr>
<td>Travel</td>
<td>$636</td>
</tr>
<tr>
<td>Professional development</td>
<td>$4175</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$121,959</strong></td>
</tr>
</tbody>
</table>
Communication

• Organization wide emails
• Presentations
• Newsletters
• Informational booths
• Public-facing web site
• Reports for Administration
## Roadblocks/Challenges

### Fear and Trepidation
- Size and scope of the initiative
- How new process would impact product development
- Time and skill development needed

### Overcoming Roadblocks
- Communication
- Training
- Feedback and Continual Improvement
- Best Practices

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**Iowa State University**
Extension and Outreach
Buy-In (Leadership)

- Civil Rights Compliance
- Proposal for one-time funding request
  - Estimate of time
  - Plan of work and structure
  - Specific costs
  - Evaluation strategy
- Monthly Status Reports
Buy-In (Staff)

• Frequent communication
• Start with small tasks
• Expectations are reasonable and managed
  • Tools and training provided
• United front
• Why vs. How
Validation – Checks and Balances

• Berman Group
• eAccessibility Advisory Council of Iowa
• Focus Groups
• Internal Testing:
  • Multiple tools
  • Internal focus group
Internal Impacts

- Shift in organizational culture
- Employee education leads to implementation
- Better equipped to work with and serve diverse and underserved audiences
External Impacts

• eAccessibility Advisory Council
  • Other universities in Iowa
  • Iowa Workforce Development
  • Partners and private organizations

• National Extension Technology Conference (NETC)

• 12 other universities, 5 private businesses nationwide
Final Thoughts

• Adopt the "moving the needle" mindset
• Transparency is critical
• Integrate into workflow
• Provide tools and resources
Thank You

ISU Extension and Outreach eAccessibility Team: digitalADAquestions@iastate.edu