

THE FUTURE IS **ACCESSIBLE:** STARTING NOW

Making Digital Accessibility Attainable in a University Setting

Presented by:

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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

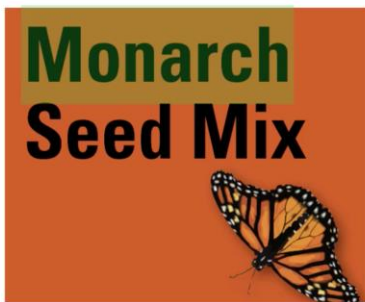
- We saw a need to fill
- We believe in inclusivity
- Compliance is the reality
- To bring the research of Iowa State to ALL people of Iowa

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)



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.

Common Name	Bloom Month							
	APR	MAY	JUN	JUL	AUG	SEP	OCT	
Grasses/Sedges								
Prairie Junegrass		M	J	J				
Shortbeak Sedge			J	J				
Forbs								
Colors represent bloom color								
Golden Alexander's	A	M	J					
Common Spiderwort		M	J	J				

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



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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:

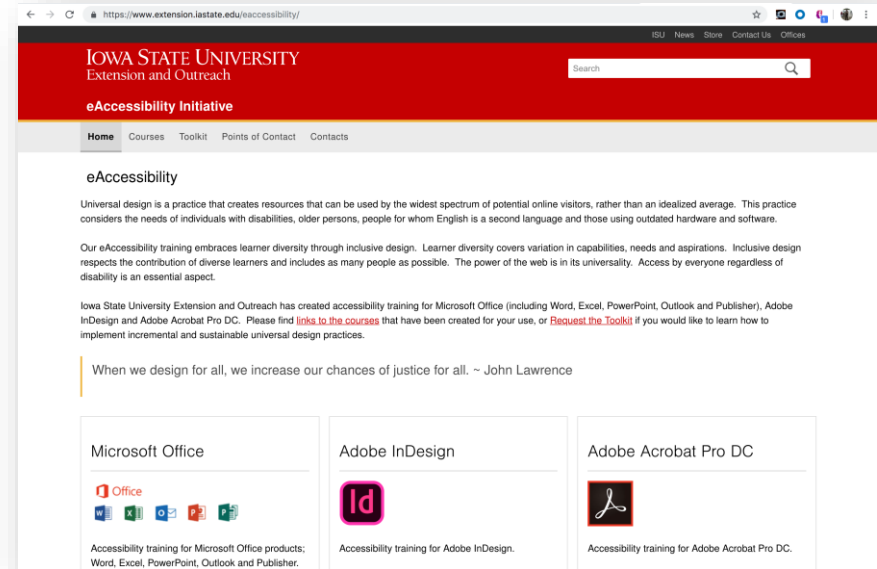
1. PDFs
2. Microsoft Office Files



eAccessibility Initiative: New Files

Staff training for creating new accessible documents moving forward:

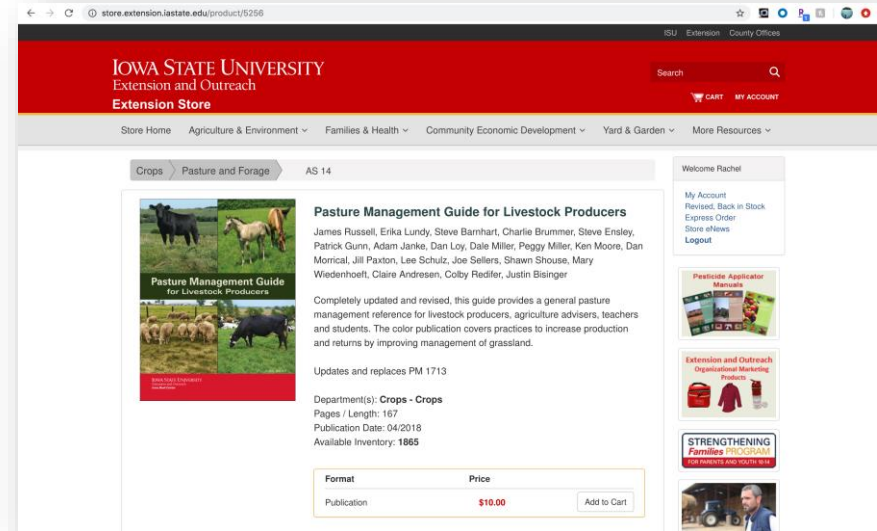
- Microsoft Office
- Adobe InDesign
- Adobe Acrobat Pro



eAccessibility Initiative: Remediation

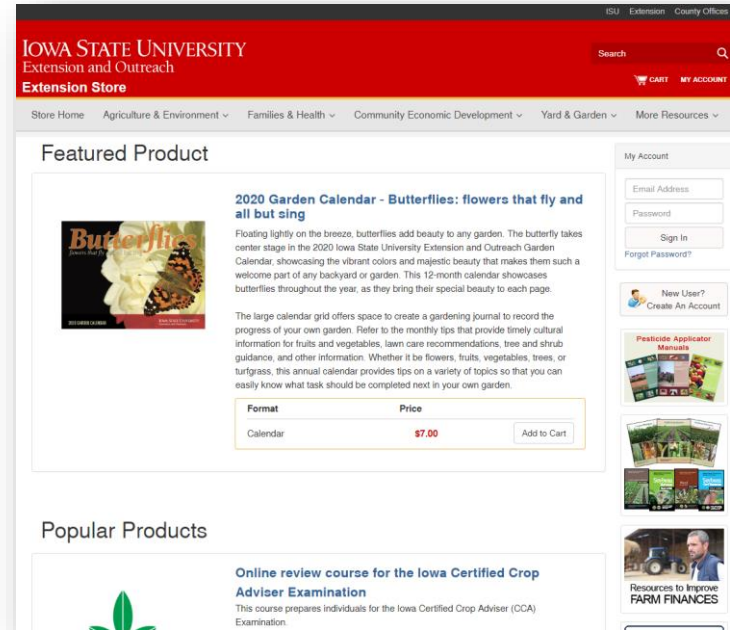
Remediating former documents for accessibility:

- 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 started			Progress through 10/31/19									Overall			
			No Longer Available (NLA)		Accessible				NEW (non-accessible)			Remaining		Completed†	
					Remediated	Revised									
Program Area	Jan. 19, 2018	# of pages	# of Titles	# of Pages	# of Titles	# of pages	# of Titles	# of pages	Titles ADDED to Store	# of pages	# Titles remaining	# of pages remaining	# of titles completed	# of pages completed	
4H	153	2,209	39	799	43	824	42	89	0	0	29	497	124	1,712	
ANR	1,542	21,442	219	3,625	85	892	31	208	33	136	1,240	16,853	335	4,725	
CED	53	2,663	1	2	4	48	0	0	126	251	174	2,864	5	50	
HS	339	1,342	79	235	49	112	57	267	0	0	154	728	185	614	
Total	2,087	27,656	338	4,661	181	1,876	130	564	159	387	1,597	20,942	649	7,101	
†Completed = NLA + Revised + Remediated															
Total Publications Remediated		181	Average Pages Per Publication		10.365		Current percent remaining, relative to starting # of TITLES Jan. 2018		76.52%						
Total Pages Remediated		1,876	Average Hours Per Publication		9.955		Current percent remaining, relative to starting # of PAGES Jan. 2019		75.72%						
Total Hours Spent		1801.91	Average Hours Per Page		0.96051		# of accessible titles available*		311						
							# of accessible pages*		2,440						
* = Revised + Remediated															

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%

Remediation of Documents

How we prioritize documents:

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

The screenshot displays the Iowa State University Extension and Outreach website. The header includes the university name, a search bar, and navigation links for 'Extension' and 'County Offices'. Below the header is a navigation menu with categories like 'Agriculture & Environment', 'Families & Health', and 'Community Economic Development'. The main content area is titled 'Featured Products' and lists two items:

- 2018 ISU Land Value Survey**: This annual survey includes information on the average value of an acre of farmland in Iowa by county and how the current year's numbers compare to years past. Additional information can be found at the new Iowa Farmland Value Portal at <https://www.cesd.iastate.edu/land-value> which [more]
- Custom Farming: An Alternative to Leasing**: An alternative to leasing farmland is custom farming. The custom operator agrees to perform all the machine operations on the owner's land in exchange for a set fee or rate. This publication discusses responsibilities of both parties, contracts, payments, and other considerations. A two-page sample contract is [more]

Each product listing includes a 'Format' dropdown menu (set to 'PDF'), a 'Price' field (showing '\$0.00'), and a 'Download' button. The left sidebar contains a 'Farm Management' menu with various sub-categories. The right sidebar features a 'My Account' section with fields for 'Email Address', 'Password', and 'Sign In', along with a 'Forgot Password?' link. Below this are promotional tiles for 'Pesticide Applicator Manuals' and 'STRENGTHENING Families PROGRAM'.

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)

Type of expense	Cost to date
Voice and data	\$440
Equipment/supplies/printing	\$2,462
Software	\$6,227
Labor/wages/benefits	\$108,019
Travel	\$636
Professional development	\$4175
Total	\$121,959

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

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:
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