

# Embedding Accessibility in Your Organization

## Knowbility's Master Class

Accessing Higher Ground  
November 9, 2020

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### *Workshop Resources*

#### Overview

- Accessibility Evolution Model: Creating Clarity in your Accessibility Journey  
<https://blogs.microsoft.com/accessibility/accessibility-evolution-model/>

#### The People Perspective

- How People with Disabilities Use the Web: <https://www.w3.org/WAI/people-use-web>
- Older Users and Web Accessibility: Meeting the Needs of Ageing Web Users  
<https://www.w3.org/WAI/older-users>
- Pew Research: Disabled Americans are less likely to use technology:  
<https://www.pewresearch.org/fact-tank/2017/04/07/disabled-americans-are-less-likely-to-use-technology>
- Web Accessibility Perspectives: Explore the Impact and Benefits for Everyone:  
<https://www.w3.org/WAI/perspective-videos>

## The Business Case

- Return on Disability: <https://www.rod-group.com/insights>
- The Click-Away Pound Report 2019 (PDF):  
<https://www.clickawaypound.com/downloads/cap19final0502.pdf>
- ADA Title III Lawsuits Hit Another All-Time High in 2019:  
<https://www.hrdiver.com/news/ada-title-iii-lawsuits-hit-another-all-time-high-in-2019/573393/>
- This American Life case study:  
<https://www.3playmedia.com/customers/case-studies/this-american-life/>
- The Financial Brand : <https://thefinancialbrand.com/68136/pwd-banking-disabled-customer-ada>
- How to Attract and Maintain Customer Loyalty :  
<https://odenetwork.com/news/how-to-attract-maintain-customer-loyalty>
- How much do bugs cost to fix during each phase of the SDLC?  
<https://www.synopsys.com/blogs/software-security/cost-to-fix-bugs-during-each-sdlc-phase>

## Buy-in & Engagement

- Students with Disabilities in Higher Education  
<https://pnpi.org/students-with-disabilities-in-higher-education/>
- Disability:IN  
<https://disabilityin.org/>
- Digital Equality Index List  
<https://disabilityin.org/what-we-do/disability-equality-index/>
- Disability Equality Index 2021 Questions  
[https://www.disabilityequalityindex.org/DEISurvey/Annual\\_DEI\\_Questions.pdf](https://www.disabilityequalityindex.org/DEISurvey/Annual_DEI_Questions.pdf)

## Establishing Policy

- Developing Organizational Policies for Web Accessibility  
<https://www.w3.org/WAI/planning/org-policies/>

## Assessing Your Environment

- Strategic IT Accessibility: Enabling the Organization: 2nd Edition:  
<https://www.amazon.com/Strategic-Accessibility-Enabling-Organization-2nd/dp/B088N7YVMD>
- WAI Planning & Managing:  
<https://www.w3.org/WAI/planning-and-managing/plan/#review-environment>
- Authoring Tool Accessibility Guidelines (ATAG):  
<https://www.w3.org/WAI/standards-guidelines/atag/>

## Budgeting

- Building Accessibility into the Budget (focuses on media captioning)  
<https://www.3playmedia.com/blog/building-accessibility-budget/>
- High Impact Accessibility on a Budget  
<https://sheribyrnehaber.medium.com/high-impact-accessibility-on-a-budget-5a067788d9e1>
- Budgeting for your Web Accessibility Plans  
<http://ncdae.org/resources/tips/budget.php>

## Establishing a Framework

- Strategic IT Accessibility: Enabling the Organization: 2nd Edition:  
<https://www.amazon.com/Strategic-Accessibility-Enabling-Organization-2nd/dp/B088N7YVMD>
- WAI Planning & Managing: <https://www.w3.org/WAI/planning-and-managing/plan/>
- Accessibility in IT Procurement Part 1 (PDF):  
<https://dev-nascio.pantheonsite.io/resource-center/resources/accessibility-in-it-procurement-part-1/>
- Accessibility in IT Procurement Part 2 (PDF):  
<https://dev-nascio.pantheonsite.io/resource-center/resources/accessibility-in-it-procurement-part-2/>

## Roles & Responsibilities

- Accessibility Responsibility Breakdown: <https://wet-boew.github.io/v4.0-ci/demos/arb-rra/arb-rra-en.html>
- WAI ARRM project: [https://www.w3.org/WAI/EO/wiki/ARRM\\_Project\\_-\\_Accessibility\\_Roles\\_and\\_Responsibilities\\_Mapping](https://www.w3.org/WAI/EO/wiki/ARRM_Project_-_Accessibility_Roles_and_Responsibilities_Mapping)
- WCAG SC by Role from Tobias Jensen (Google Sheets): [https://docs.google.com/spreadsheets/d/1rGYtifVBFJ0DnpM4PRqf367JTX1OTQe\\_anfEMMKqBI/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1rGYtifVBFJ0DnpM4PRqf367JTX1OTQe_anfEMMKqBI/edit?usp=sharing)

## Maintain & Sustain

- Web Accessibility Laws & Policies: <https://www.w3.org/WAI/policies/>
- Visa Global Accessibility Requirements: <https://developer.visa.com/pages/accessibility>
- Accessibility's Costs are Lower than you think: <https://www.viget.com/articles/accessibilitys-costs-are-lower-than-you-think/>
- WAI Planning & Policy – Sustain: <https://www.w3.org/WAI/planning-and-managing/sustain/>

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- Introduction to Accessible Data Visualization: <https://knowbility.org/services/online-training/accessible-data-visualization/>