

# Digital Accessibility Education and Training That Works



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Training alone does not create a sustainable accessibility effort.



Training is a key component of a sustainable effort.



Training is uniquely up to us.

# Professional Development Considerations

- Expectations about goals and outcomes
- Role-based training
- Additional workload
- Effectiveness of professional development efforts
- Logistics
- Ongoing supports
- Motivation

# Set Reasonable Expectations

- Expectations = Reality
  - Complex PDF repair...
  - ...or limited?
    - What's the actual problem?

# Existential Question(s)

- Pile of PDF
  - Remediation?
    - In-house vs. third-party
    - Source document vs. PDF
  - Removal?
- More adding to the pile of PDF
  - Source authoring tools
  - Print design too!

# Role-based Training Structure

Role	Intro	Docs	PDF	Web Basics	Web Adv.	Policy	Evaluation	Purchasing and Use
Support Staff	Yes	Yes	Yes	No	No	No	Maybe	Yes
Content Creators	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Quality Assurance	Yes	Maybe	Maybe	Yes	Maybe	No	Yes	No
Hiring Managers	Yes	Yes	Maybe	No	No	Yes	No	No
Procurement Decision Makers	Yes	Yes	Maybe	No	No	Yes	Maybe	Yes
Program and Project Managers	Yes	Yes	Maybe	Maybe	No	Yes	Maybe	Yes
Leadership	Yes	Yes	Maybe	No	No	Yes	No	Yes
Talent Acquisition	Yes	Yes	Maybe	No	No	No	No	Yes



# Accessibility Roles and Responsibilities Mapping

- From the World Wide Web Consortium
- Picking up steam again
- Still in draft form, still useful
- [ARRM site](#)
  - Role definitions helpful here

“What we have are a few people who know a lot about accessibility. What we need are a lot of people to know a little about it.”

– Matt May

# Training Efficacy

- Participation or completion rate?
- Assessment of digital products
- Active assessment
  - Surveys
  - Quizzes
  - Exercises
  - In-training, after, or as a follow-up

# Participation Count



# Content Logistics

- Staying current
  - Staff turnover
  - Changes in techniques or technologies
- Is the training accessible?
- Internal or external trainers?
  - Start with external, then internalize
  - Subject matter expert  $\neq$  Instructor

# Delivery Logistics

- Synchronous or asynchronous?
- In-person, remote, or hybrid?
- Formats
  - Text, images, etc.
  - Video
  - Learning management system
- Consider the audience and instructors

# Encouraging Participation

- Incentives
  - Keys to the website
  - Recognition
  - Badging/certificates
- Sanctions
  - Be careful
- Job descriptions...



# Job Descriptions and Training



- Ripples
  - Hiring and onboarding
  - Professional development planning and execution
  - Performance reviews and monitoring
  - Demand for professional development



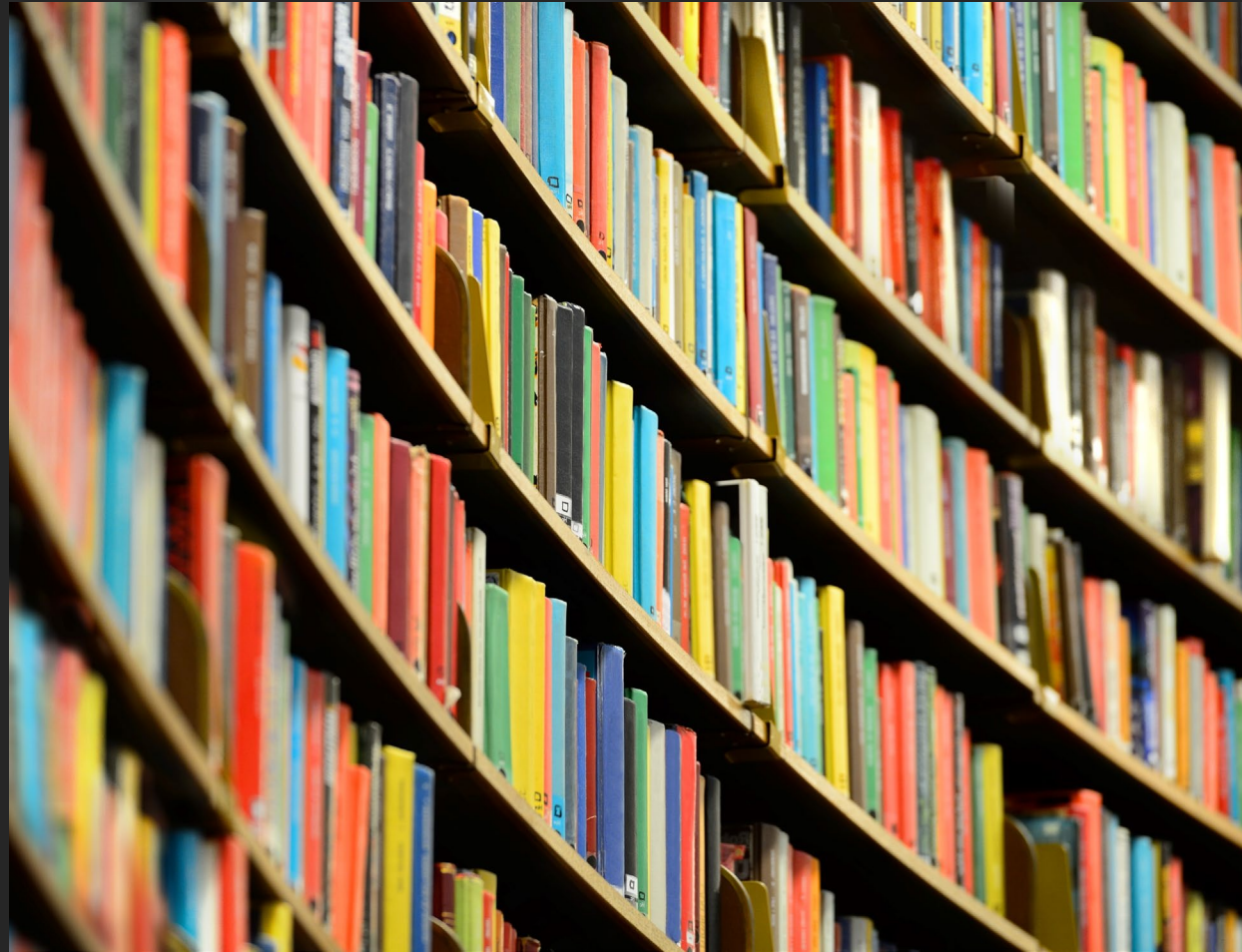
More Thoughts, Less Time

# **ODDS AND ENDS**

# People Need Time



# People Need References and Support



Forward is Forward



# A Couple More Ideas

- Integrate with Existing Training
- Start where they are
- Shared Responsibility



What would you like to ask?

**QUESTIONS**

# Thank You!

## Services

- Training
- Evaluation
- Consultation

## Resources

- E-mail discussion list
- Monthly newsletter
- Tutorials, articles, and resources
- Blog