Accessibility in Technology Procurement and Use

WebAIM
web accessibility in mind

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Introductions

- Who are you?
- Organization, if you'd like
- What do you hope to get from today's workshop?

Logistics

- Ask questions any time
- Brief break at each hour mark

Exposing and Communicating the Connection

ACCESSIBILITY, SECURITY, AND PRIVACY

But, Security and Accessibility Aren't Friends

These are Tightly Coupled

- Inaccessible login?
  - People sharing credentials
- Inaccessible forms
  - People sharing personally identifiable information
- Short timed responses
  - People doing either of the above
- Inaccessible multi-factor authentication
  - Ditto that

Vulnerabilities are Real!

We Need Inroads

- Infosec and data privacy are vital allies
- Infosec and data privacy (usually) has more
  - Reach
  - Clout
  - Authority
  - Awareness
  - Success building programs (note the 4 bullets above)

You Can't do it all at Once (Probably)

PRIORITIES, PRIORITIES

Analyzing Risk

- Risk to users = risk to organizations
- Good models and guidance
  - University of Michigan
  - Section 508 dot gov

Procurement Documentation and Product/Vendor Vetting

TOOLS AND WORKFLOWS

Procurement Documentation

- Request for Information
- Request for Proposal
- Scoring Matrix
- Purchase Order
- Contract

Evaluation and Assessment

- Demonstrations
- Accessibility Conformance Report
- Direct Testing

Early Introduction

REQUESTS FOR INFORMATION/PROPOSAL

Goal

- Emphasize accessibility as a fundamental requirement
  - In writing
  - In meetings
  - In correspondence
- Reinforce with vendors and internally

Request for Information

- Conformance to the technical standard of reference

- Insight into vendor's accessibility practice

Accessibility in Vendor Practice

- How does the vendor address accessibility in its work/organization?
- HECVAT from EDUCAUSE
- Policy Driven Adoption of Accessibility
  - Can scale this to fit
- Ideally: integrated into org, product lifecycle, etc.

Request for Proposal

- Product level
  - Good to ask about vendor level if no RFI issued
- State requirements
- Set high expectations
- Explain your vetting process

Require Specifics

- Technical Standard
- Documentation about accessibility
- Expectations for documentation (current, complete, accurate, thorough)
- Accessibility demonstration
- Direct testing requirements
- Evidence of maturity with accessibility (vendor-level, not product)

Other RFI/P Considerations

- No response about accessibility?
  - Early indicator of **organizational will**
  - What do you do if a vendor doesn't send another piece of required information?
  - May be different for niche products
- Is all desired functionality addressed?
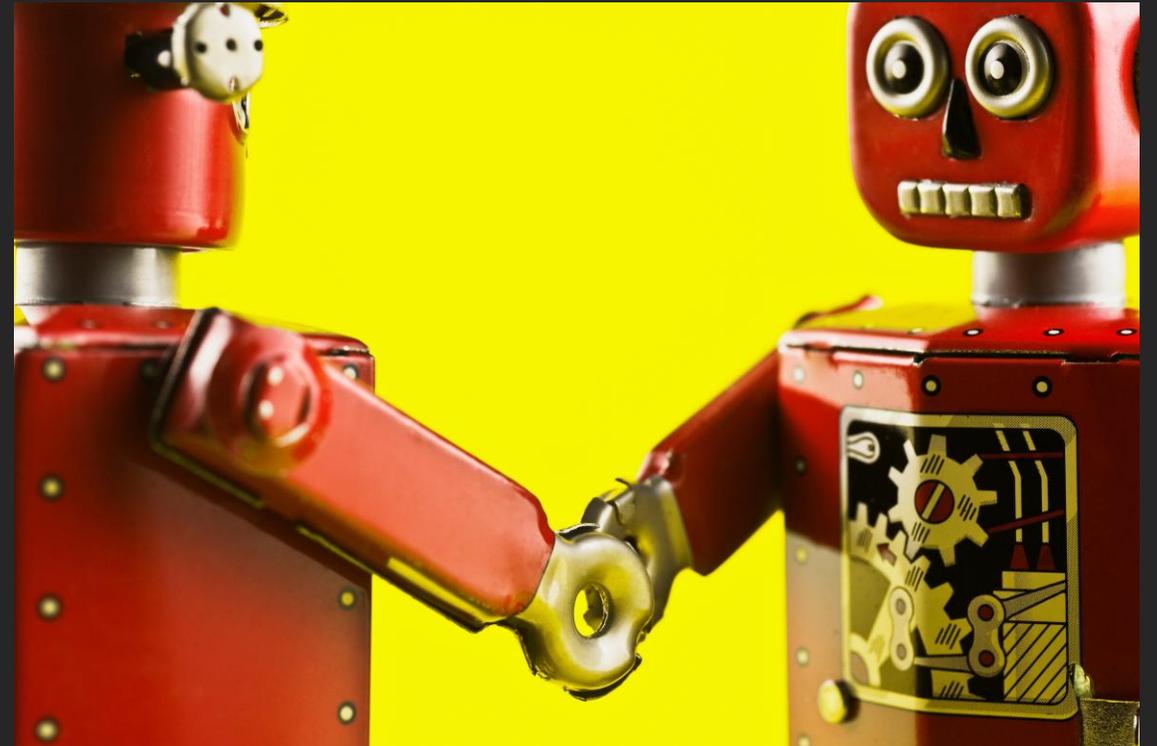- Are response materials accessible?

Less Formal Documents

- Scope of Work
- Requirements Documentation

Hold Vendors Accountable

CONTRACTS AND PURCHASE ORDERS

Goals

- Protect the purchasing organization
  - Invalid vendor claims
  - Incurring additional costs
  - Path for recourse
- Cautionary tales are common

Purchase Order Language

- Purchase orders become contracts
- Include an accessibility clause in Terms and Conditions
  - Stanford's clause
  - Item 28 in George Washington University's

Contract Language

- Codify what was in your RFP, etc.
  - Standards and such
- Detail what happens if barriers are discovered
  - Require roadmap for fixes
  - Detail timeline or who in your organization sets it
- How are fixes validated?
  - Third party? In-house?
- Terms to cancel contract (**organizational will** is key)

Something is Not Accessible

- What risk do the barrier(s) pose?
- Emphasize: fixed at no cost to the purchaser
- [Commonwealth of Massachusetts contract language](#)
- [University of Oregon contract language](#)
- [Disability:IN's guidance](#)

Similar Tool

- Memorandum of Understanding

Tools and Workflows

VETTING CANDIDATE PRODUCTS

Observe and Report

PRODUCT DEMONSTRATIONS

Structure

- Part of overall demo
- Have separate demo and Q and A
- Not either/or
- Accessibility-only is likely to gain more information
  - Recommended approach

Accessibility Demo Participants

- Purchaser
  - Likely, subset of overall team
  - Accessibility specialist, IT/web, product owner, etc.
- Vendor
  - Accessibility specialist, sales, UX design, web developer
- Make goals clear
- May require patience

Questions to Consider

- Vendor demos drag and drop
  - How can someone perform that action from the keyboard only?
- Can you tab to and through the navigation menu?
- How are those form fields and labels associated with each other?

Scoring a Question

- How are those form fields and labels associated with each other?
  - They aren't: 0 points
  - Incorrectly: 0 points
  - Using HTML "for" and "id", "aria-labelledby", "aria-label", or implicit labeling: 5 points

The Details

VOLUNTARY PRODUCT ACCESSIBILITY TEMPLATE AND ACCESSIBILITY CONFORMANCE REPORT

Voluntary Product Accessibility Template (VPAT)

- Template for vendors to self-disclose accessibility
- Versions based on different standards
- Tool that we can use more effectively
  - Making VPATs and ACRs More Effective

Accessibility Conformance Report (ACR)

- A completed VPAT
  - What you require
- Must be:
  - Current
  - Complete
  - Accurate
  - Thorough

Product Information

- Version

- Date

- Contact
  - Ask to specify role; nice to see an accessibility address or role

- Notes
  - Ask to include overview of vendor accessibility program

- Evaluation Methods Used
  - Ask for details, including if done by third party

Applicable Standards

- Does not show overall conformance
- Specifies which standards vendor uses

Vetting the ACR: Technical Information

- Technical conformance
  - Team with accessibility specialist, IT, etc.
  - Nitpick
    - Supports: ask specifically how
    - Partially supports: ask for specific locations where not supported, timeline for fixes
    - Does not support: ask for timeline for fixes

Supports: Example

- Supports: Product uses ARIA and alt attributes to provide images with text alternatives.
  - Possible Questions
    - Do you use both at the same time?
    - Which ARIA attributes do you use and why?
    - How do you validate that these text alternatives convey intended meaning?
    - (Bigger picture): what guidance do you provide designers, developers, or content authors on writing text alternatives?

Supports: Example 2

- Form elements are programmatically associated with labels.
  - Possible questions
    - What technique(s) are used to make this association?
    - How do you validate this throughout the website?

Supports: Example 3

- Form elements are programmatically associated with labels using "for" and the "id" on the form elements.
  - Possible question
    - How do you validate this throughout the website?

Partially Supports

- Most structure and relationship information is provided through object information
  - Possible questions
    - Specifically, where is this not supported?
    - What techniques does the product use to implement this where it is supported?
    - What is the timeline for full support?

Does Not Support

- When will it?

- How is this part of the product roadmap overall?

Exercise

- [Review this ACR GitHub](#)
  - Observations overall
  - Questions you would ask

Considerations and Thoughts

DIRECT TESTING

Necessary or Unnecessary?

- Free products
  - Higher likelihood: necessary
- Paid products, with vetted accessibility documentation
  - Lower likelihood: necessary
    - If your vetting process, contract language, etc. is tip-top
    - Should have enough information to compare relatively

Perform Testing: How Much?

- Representative sample of pages or workflows
  - Most critical for people's user journeys
  - Include an example of various templates, widgets, components
- Aim for consistency across products
  - Date picker in one, date picker in all
- Can get granular in RFP

Performing Tests

- WAVE or similar automated tool on representative sample
- Consider scaled back manual checks

Possible Manual Checks

- Scale back the effort and time required
- Still done consistently across platforms
  - Think, apples to apples
- "Manual Accessibility Impact Score" on page linked above
  - Good starting place

Share Results? Some Concerns

- Wrong message to vendors
- Internalization of costs by purchaser
- Sustain a market imbalance
- Continue conditioning everyone that this is the way
- Instead: ask for 3rd party ACR

Reducing Subjectivity

SCORING

Why?

- Formalize accessibility as a requirement
- Consistently account for accessibility
- Reinforce the need for accessibility internally
- Demonstrate **organizational will**

Scoring The ACR

- Prioritize impact of items on ACR and set score, EG:
  - Critical, 0 points
  - Bad, 1 point
  - Moderate, 2 points
  - Recommended, 3 points
  - No issue, 4 points
- Similar approach to rate non-technical items
- An example from the State of Minnesota, University of Indiana

Scoring Other Material

- Direct testing results
  - Same as rating technical ACR elements
- Vendor program maturity
  - Some in non-technical ACR elements
  - Policy Driven Adoption of Accessibility, HECVAT help

Weighing Accessibility

- Indicator of **organizational will**
- Another internal reinforcer
- Weigh heavily enough to rule out product with bad accessibility
- Anyone willing to share if already done?

Planning for Inaccessibility

- **Equally Effective Alternate Access Plan** (EEAAP)
  - Proactively plan for accommodations
  - Don't overwhelm your accommodations office
    - They already are
  - Work with your legal
    - New Americans with Disabilities Act rule seems absolute

Thank You!

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- E-mail discussion list

- Monthly newsletter

- Tutorials, articles, and resources

- Blog

- Fall conference

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