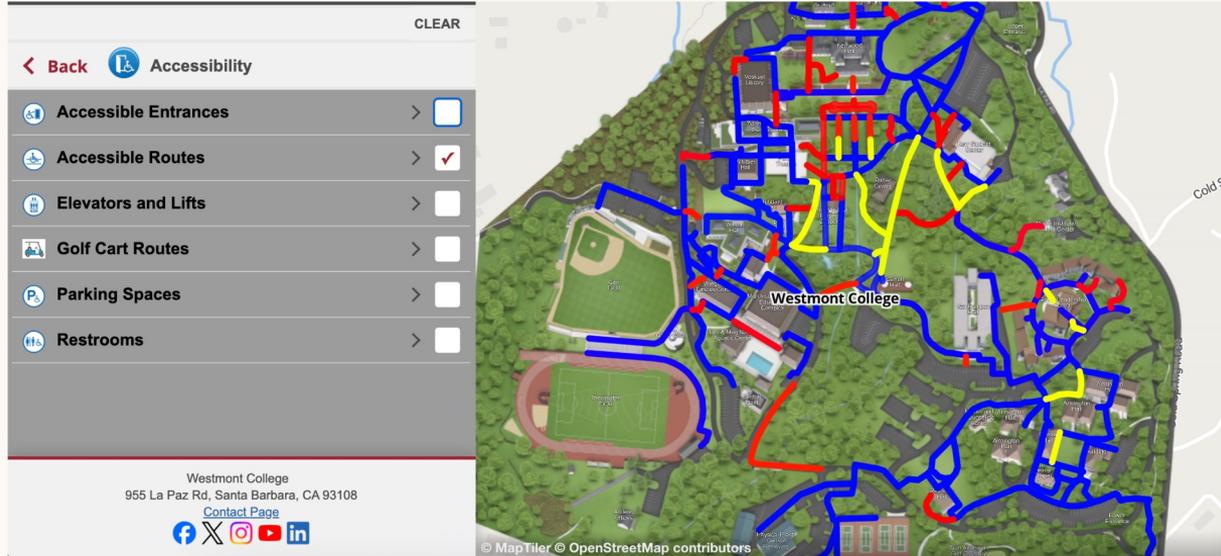


Finding a Path to Belonging with Accessible Maps



Abigail Bradshaw, Assistant Director of Westmont College's Accessibility Resource Office
Julianna Goldring, Director of Marketing, Concept3D

AGENDA

- I. Introductions
- II. Legal Landscape
- III. Why Accessibility Matters
- IV. Initial Roadblocks
- V. Roadmap & Case Study
- VI. The Destination
- VII. Takeaways
- VIII. Questions

Introductions



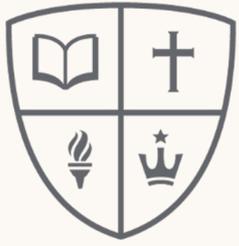
Julianna X. Goldring

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Concept3D



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Assistant Director of the
Accessibility Resource Office
Westmont College



WESTMONT

ACCESSIBILITY RESOURCE OFFICE



Empowering Higher Ed with Digital-First Solutions

Enhance Campus Navigation, Communication, Recruitment and Event Management

WHO WE SUPPORT

-  Marketing
-  Admissions
-  Student Engagement



OUR SOLUTIONS

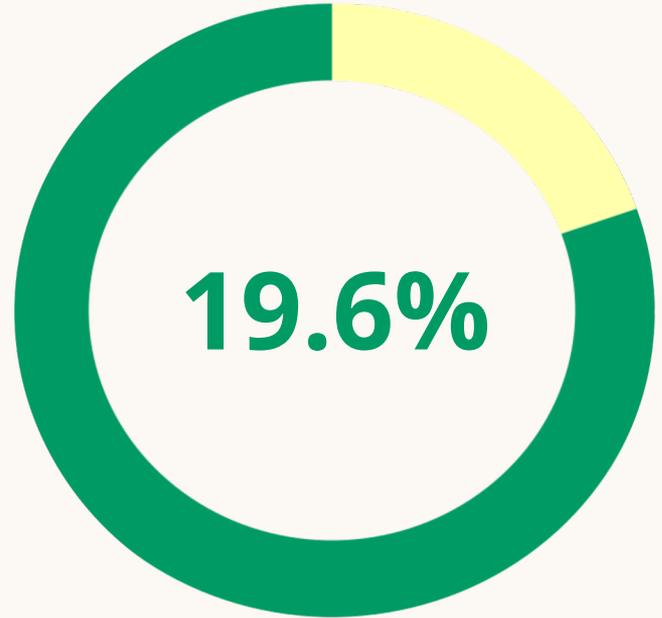
-  Interactive Maps
-  Localist Events
-  360° Tours
-  Room Reservations

*We champion **accessibility** best practices and advocate for **inclusive** marketing and recruitment*

The Legal Landscape



In Higher Ed - **19.6%**
of post-secondary
students in the United
States **identify** as
having **a disability**



NEW Department of Justice Ruling for
Title II of the ADA - *April 2024*



What the ruling says:

All web and mobile app content must meet WCAG 2.1 Level AA

Compliance deadlines:

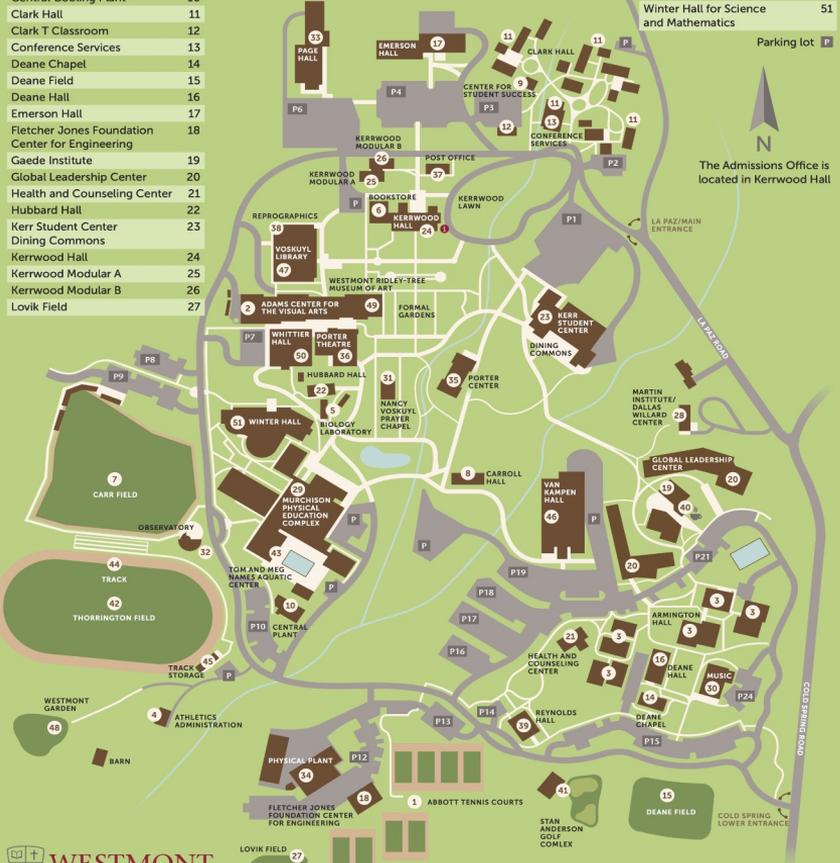
- Greater than 50,000 persons April 2026
- Less than 50,000 persons by April 2027
- **this is not student body size*

The Destination: Equal Access + Belonging

- Universal Design
- Independence and personal agency
- Enrollment & Retention



Abbott Tennis Courts	1	Martin Institute	28	Porter Theatre	36	Tom and Meg Names	43
Adams Center for the Visual Arts	2	Dallas Willard Center	28	Post Office	37	Aquatic Center	44
Armington Hall	3	Murchison Physical Education Complex	29	Reprographics	38	Track	44
Athletics Administration	4	Music Building	30	Reynolds Hall	39	Track Storage	45
Biology Laboratory	5	Nancy Voskuyl Prayer Chapel	31	Ritchie's Place	40	Van Kampen Hall	46
Bookstore	6	Observatory	32	Stan Anderson Golf Complex	41	Voskuyl Library	47
Carr Field	7	Page Hall	33	Thorrington Field	42	Westmont Garden	48
Carroll Hall	8	Physical Plant/Central Receiving	34			Westmont Ridley-Tree Museum of Art	49
Center for Student Success	9	Porter Center	35			Whittier Hall	50
Central Cooling Plant	10					Winter Hall for Science and Mathematics	51
Clark Hall	11						
Clark T Classroom	12						
Conference Services	13						
Deane Chapel	14						
Deane Field	15						
Deane Hall	16						
Emerson Hall	17						
Fletcher Jones Foundation Center for Engineering	18						
Gaede Institute	19						
Global Leadership Center	20						
Health and Counseling Center	21						
Hubbard Hall	22						
Kerr Student Center Dining Commons	23						
Kerwood Hall	24						
Kerwood Modular A	25						
Kerwood Modular B	26						
Lovik Field	27						



The Roadblocks

- Maps are built as inherently visual
- Screen reader compatibility
- Accessible routes and features not notated

What if maps could be used by everyone?

A Detailed Story of Risk

What happens to the visitor experience if:

- ✘ **No** accessible wayfinding exists
- ✘ ADA compliant locations are **not marked**
- ✘ PDF map **isn't compatible** with screen readers

Your institution sets the stage for a ***non-inclusive environment*** that leads to reputational damage, lawsuits, a negative impression and lost revenue

Accessibility Roadmap & Westmont Case Study



Accessibility Roadmap: Leadership Buy-In

Accessibility initiatives must stem from top-down leadership

Why this step is crucial:

- Sets the standard for **campus-wide accountability**: responsibility doesn't just fall on accessibility teams
- **Institutional Reputation**: Visible commitment from leadership positions the institution as a leader in equity and inclusion and gains public trust
- **Legal Ramifications**: Reducing legal risks and financial damages in the form of lawsuits

Accessibility Roadmap: Secure Funding

- A. Identify which departments can share funding resources
 - 1. Facilities
 - 2. Public safety
 - 3. Admissions
 - 4. Marketing
 - 5. Accessibility and Student Services

Accessibility Roadmap: Testing

Whenever possible, include first-hand perspectives in your testing processes (people with disabilities)

Free tools online to help audit your digital platforms:

- [Axe DevTools](#)
- [Digital Accessibility Toolkit](#)

Accessibility Roadmap: Vendor Evaluation

What to Look For:

- Procurement language
- Vendor questionnaires
- Review of VPAT® reports
- Continuous improvement models

Be Wary Of:

- 100% fully accessible promises

Accessibility Roadmap: Implementation

- A. Create a plan with measurable KPIs and stick to them
- B. Involve cross-functional teams early
- C. Offer training to staff
- D. Get tools up and running

Westmont Map Live Demo: Implementation

Pit Stops & Construction: Are we there yet?

Feedback & Continuous Improvement

- ◆ Offer avenues for users to provide continuous feedback
 - Surveys
 - Integrated feedback forms
 - Lines of open communication in-person
- ◆ Create a plan for conveying feedback to the right stakeholders
- ◆ Input annual review processes for incorporating feedback
- ◆ Keep track of compliance requirements
- ◆ Treat it as a first draft: delegate & prioritize updates



Takeaways From The Journey



Importance of accessible vendors



There is almost always a way to make it accessible!



Stakeholders are essential



Questions & Open Floor

Ask away!