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# CSU Web Accessibility Policy

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EXTENSION WEBINAR

NOVEMBER, 2018



# New CSU Policy

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- <http://policylibrary.colostate.edu/policy.aspx?id=739>
- Ensuring equally effective access as required is the responsibility of those University employees responsible for creating and publishing the content. This is required by federal and state laws, including the Americans with Disabilities Act of 1990 (ADA), the ADA Amendments Act of 2008, Section 504 of the Rehabilitation Act of 1973, as amended, and C.R.S. §24-34-801, et seq. Under these laws, **the University must make reasonable accommodations as appropriate to remove any barriers that may exist for an individual with a disability.**
- Effective date: June 30, 2016
- Compliance required: June 30, 2017



# Why?

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- **It is the right thing to do** to provide equivalent access to education
- Protect the University from significant risk
  - CU Boulder cost ~\$1 million to comply
  - Bots used as accessibility “ambulance chasers”
- CSU Extension county offices are not really under the level of scrutiny the larger CSU sites are
  - It is the right thing to do
  - I look at every site a couple of times a year, offer suggestions, sometimes make changes



# New Requirements for Web Pages

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- All publically accessible web pages must comply to WCAG 2.0 AA by June 30, 2017
- Necessary, but not sufficient requirements:
  - All images ALT tagged
  - All videos captioned
  - Pass WAVE test



# Alt Text

- Describes the content of an image to the end user
  - Gets picked up by the text-to-speech browser
- ALL images must have alt text
  - Describe the image in context
  - Logos - name of organization
  - Linked images should describe link: “link to [insert site/document here]”
  - Purely decorative images can use the null alt tag - “”
    - Will be flagged in yellow in WAVE
- Use the “Alt Text” box to add alt text, right after you upload the image
  - Check all your existing images in the Media Library
- Be succinct! End user has to listen to all the text
- Blog posts on a slideshow/carousel will often be flagged as having no alt text, when they actually have it
  - Function of the theme, don’t worry about this specific error

URL	<a href="https://training.extension.colostate.edu/wp-content/uploads/sites/10/2018/04/Money-Smart-Week-illustration.pdf">https://training.extension.colostate.edu/wp-content/uploads/sites/10/2018/04/Money-Smart-Week-illustration.pdf</a>
Title	April - Money Smart Week-edited
Caption	
Alt Text	Money Smart Week illustration
Description	



# Alternate Text on Images

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- Context is key
- How would the alt text change if this picture is used for...
  - Ice Cream Manufacturer
  - Girl Scouts of America
  - Diversity Website
  - Purely Decorative



# Alternate Text on Images

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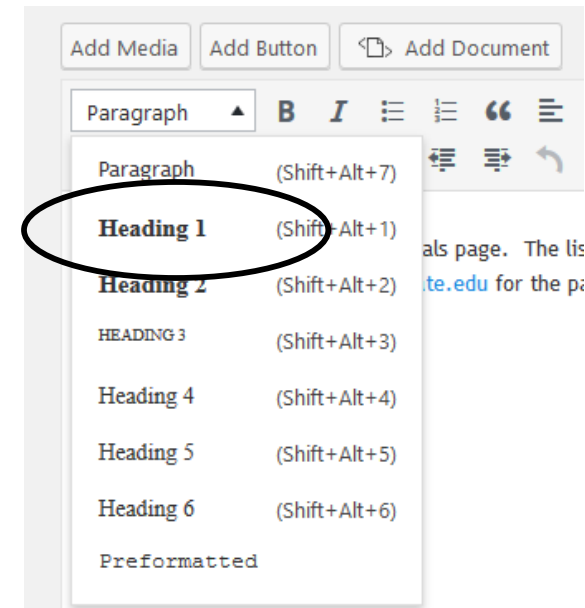


- Ice Cream Manufacturer
  - Customers enjoying our ice cream
- Girl Scouts of America
  - Girl scouts enjoying some ice cream
- Diversity Website
  - Girls of different nationalities enjoying some ice cream
- Purely Decorative
  - Null tag
  - ""
  - Use for purely decorative images ONLY
  - This would not be an example of “purely decorative”



# Headings

- You should be using them for more than just ADA compliance
  - Good microcontent strategy
  - Readability guidelines suggest a header or sub-header every 300 words or so
  - Summarize content that is to follow
- Don't just bold and increase font size on section titles
  - Headings are not just for visual effect
  - You can usually adjust the size of a header if it appears too large or too small
- Provide an outline structure for navigating the content
  - Headers provide hierarchical outline of the content
    - Don't skip levels
  - h1 for your main header, h2 for secondary headers, h3 for subpoints within that section
  - If you are using Tabby Responsive tabs, they are automatically h2s
    - Different features, widgets and plug-ins will have automatic headers too







# Descriptive Links

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- Avoid generic text
  - Don't use "Click here"
  - Use most descriptive text to link (may require some rewriting)
  - NOT "Click here to download the 2018 Fairbook", but
  - "Download the 2018 Fairbook"
- Avoid long urls
  - Link from descriptive text, not the actual URL
    - <https://www.youtube.com/watch?v=VyA5mkhCzRA>
  - Keep linking text short and concise
    - [Good, Bad, and Ugly: Closed Captioning and Video Description](#)
- Avoid redundant links
  - Two links leading to the same URL
    - Image and caption linking to same place
  - Often happens in slideshows – not an issue



# Video Captions

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- Youtube auto-transcription will frequently mis-transcribe, and tend to be one long unpunctuated sentence
- You need to provide your own transcription
- Short term solutions
  - Password protect the page the video links are on
    - Doesn't really address ADA issues, but sidesteps the problem
  - In addition to protecting, make them unlisted on Youtube
    - Go to Video Manager, Select all your videos, choose "Unlisted"



# Creating CC Captions for Youtube

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- Webinar on [Creating and Editing Youtube Captions](#)
  - <https://www.youtube.com/watch?v=KL-gBRMRsS8&feature=youtu.be>
  - training.extension.colostate.edu>Webinars>Webinar listings
  - Password: Webinars4U



# Other Video Caption Options

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- DIY Captioning (Free)
  - [CADET](#) – Manually add transcript
  - [Amara](#) – Manually add transcript
  - Outsource Captioning (RFP Pending for Volume Pricing)
  - [3PlayMedia](#)
  - [Rev.com](#)
  - [CaptionSync](#)
  - Google and Youtube's transcription tools are very easy to use – you are proof-reading Youtube's auto-transcription



# Checking Content

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- Get the WAVE Tool
  - <http://wave.webaim.org> – Any browser
  - WAVE Extension/plugin – Chrome browser, Firefox browser
- Use WAVE
  - Every time you edit or add a page
  - Look for red & yellow flags
    - Red flags are critical
    - Yellow flags need manual checks
  - Fix what you can (e.g. headings, alt text for Images, links, transcripts)
  - Come to us if you can't fix it



# Resources & Help

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- Jeff Wood
  - [jeffrey.wood@colostate.edu](mailto:jeffrey.wood@colostate.edu)
- Darrin Goodman
  - [darrin.goodman@colostate.edu](mailto:darrin.goodman@colostate.edu)
- WAVE Tool
  - <http://wave.webaim.org/>
- Other Resources
  - [Extension Training Site](#)
  - [CSU Accessibility Website \(http://accessibility.colostate.edu/\)](http://accessibility.colostate.edu/)
  - [Web Accessibility Sub-Committee](#)
  - [Assistive Technology Resource Center \(ATRC\)](#)
  - [Accessibility of Electronic Information and Technologies Policy](#)