



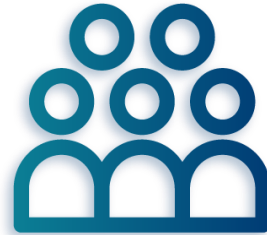
# Accessibility & eLearning

A Guide for AMCs



# Why Focus on Accessibility?

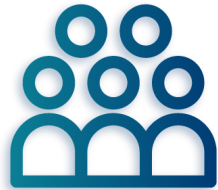
We are all Temporarily Abled





# Why Focus on Accessibility?

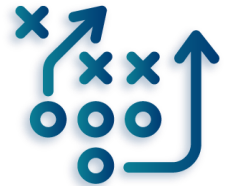
Expand  
Reach



Competitive  
Differentiation



Risk  
Mitigation





# Agenda

- The Weight of Law
- What's WCAG?
- Through the Lens of Accessibility
- Tools to Help



# The Weight of Law

# Americans with Disabilities Act, 1990

“No individual shall be discriminated against on the basis of disability in the full and equal enjoyment of the goods, services, facilities, privileges, advantages, or accommodations of *any (physical) place of public accommodation...*”



# Accessibility Laws and the 1990's



# The Accessible Canada Act (Bill C-81, 2019)

“...prevent accessibility barriers in information and communication technologies, including digital content and the technologies used to access it.”



# Accessibility for Ontarians with Disabilities Act (AODA), 2005



# The Accessibility for Manitobans Act (AMA), 2013



# Nova Scotia Accessibility Act, 2017



# Quebec's Act to Secure Handicapped Persons in the Exercise of their Rights with a View to Achieving Social, School, and Workplace Integration, 2004

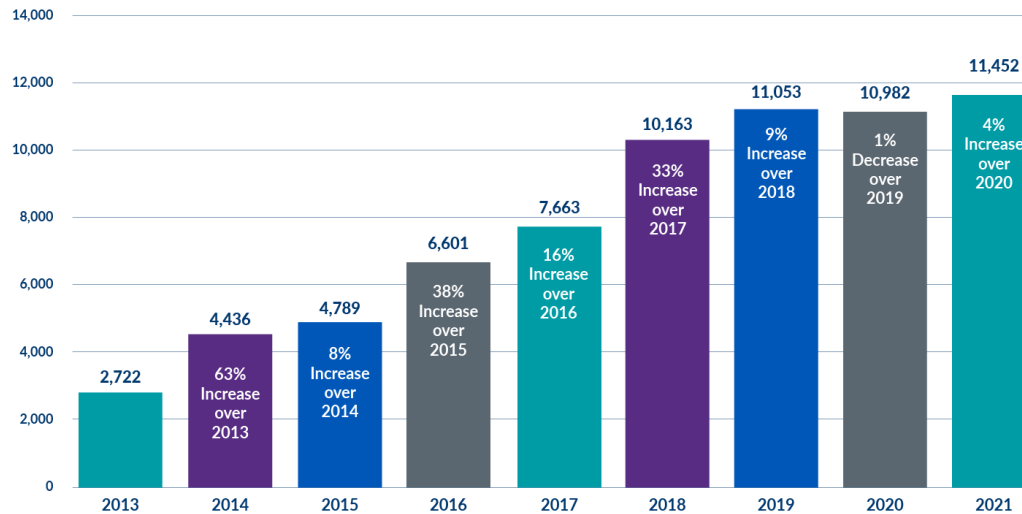


# Proposed: Accessible British Columbia Act (Bill 6)



# Total Number of ADA Title III US Federal Lawsuits Filed Each Year

From January 1, 2013 – December 31, 2021



# Actions of the US Department of Justice

## US DOJ contacted Teacher Test Prep, Inc.

- Company's online video courses did not provide captions and were inaccessible to people who are deaf

## Outcome

- Teacher Test Prep, Inc. reached agreement with the DOJ to correct the issue



# The Call for a Unified Front on Digital Accessibility

February 28, 2022

The Honorable Kristen Clarke  
United States Assistant Attorney General  
U.S. Department of Justice  
Civil Rights Division  
950 Pennsylvania Avenue, N.W.  
Washington, DC 20530

**Joint Letter to Enforce  
Accessibility Standards**



Dear Assistant Attorney General Clarke:

The 181 undersigned disability organizations believe that there is an urgent need for digital accessibility regulations. We urge the Department of Justice to maintain this rulemaking process as a priority and finalize a rule by the end of the current administration.

The US Department of Justice has long held that the Americans with Disabilities Act (ADA) includes websites and other technologies that are critical to accessing a business's or agency's services or facilities but has failed to define when and how they should be accessible. In 2018, the Department reconfirmed its position that the ADA applies to the internet<sup>[i]</sup> but never completed rulemakings that were begun in 2010 under Titles II and III of the ADA and withdrawn in 2017.<sup>[ii]</sup> Meanwhile, courts have diverged in interpreting when and how the ADA should apply to the internet, and business groups are on the record seeking clear standards that clarify their obligations under the ADA.





# The Accessible Canada Act (Bill C-81, 2019)

Conformance/Compliance or face  
a fine of up to \$250,000

A glowing lightbulb hangs in the center of the frame, casting a warm light. The background is a blurred office environment with several people working at desks. The overall atmosphere is professional and creative.

**What's WCAG?**

Conformance  
to What?

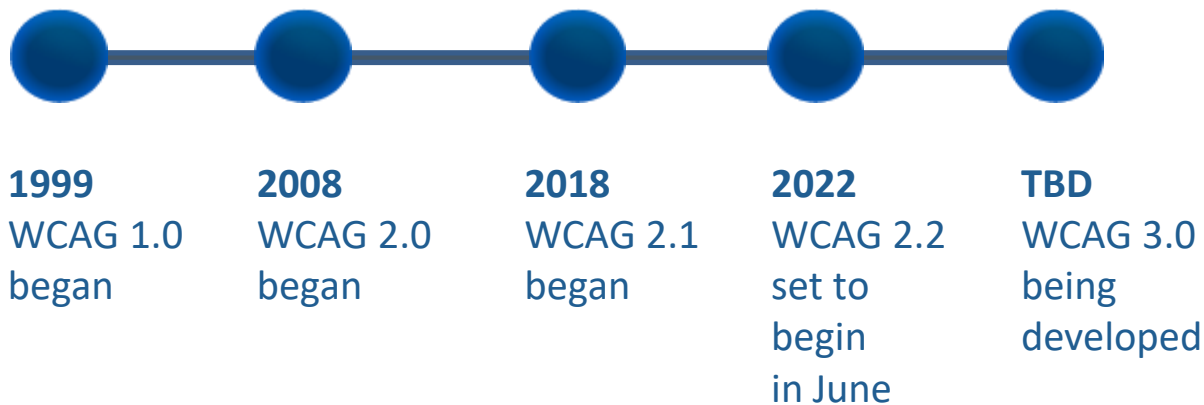
# Web Content Accessibility Guidelines (WCAG)

- A technical standard that explains how to make web content more accessible to people with disabilities
- Web "content" generally refers to the information in a web page or web application, including text, images, sounds, code, or markup that defines structure and presentation



## The History of WCAG

# World Wide Web Consortium (W3C) Web Content Accessibility Guidelines Timeline



# WCAG's P.O.U.R. Principles

PRINCIPLE 1:

## Perceivable

Information and user interface components must be presentable to users in ways they can perceive.

---

PRINCIPLE 2:

## Operable

User interface components and navigation must be operable.

---

PRINCIPLE 3:

## Understandable

Information and the operation of user interface must be understandable.

---

PRINCIPLE 4:

## Robust

Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.

---



# WCAG 2.1 Guideline 1.2: Time-Based Media



A Conformance	AA Conformance	AAA Conformance
<b>1.2.1</b> All non-text content that is presented to the user has a text alternative	<b>1.2.4</b> Captions are provided for all live audio content in synchronized media	<b>1.2.6</b> Sign language interpretation is provided for all prerecorded audio content in synchronized media
<b>1.2.2</b> Captions are provided for all prerecorded audio content in synchronized media	<b>1.2.5</b> Audio description is provided for all prerecorded video content in synchronized media	



**Through the Lens of Accessibility**

# Barriers to Accessibility

1 in 5 people face a barrier to accessibility



Auditory



Visual



Cognitive



Physical



Language



# Barrier to Access: Auditory

- Hearing is on a spectrum



Welcome and Introduction



Welcome to the first step in your training on safety reporting in clinical trials! As health care professionals, we all strive to ensure patient health and safety. In clinical trials, one way of safeguarding our patients' health is through the reporting of safety information.

In this module we will review the important role you hold in adverse event reporting during a clinical trial. In order to support your success in this role, this module will outline the basic information you need to be able to collect and report adverse events in a timely manner and current legislation governing the

HTL Sample Title: Sample Course Title 2 of 15

Audio Transcript

# Tools to Overcome Auditory Barriers

- Videos with captioning or transcriptions
- Controls on the player



Welcome and Introduction

Welcome to the first step in your training on safety reporting in clinical trials! As health care professionals, we all strive to ensure patient health and safety. In clinical trials, one way of safeguarding our patients' health is through the reporting of safety information.

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HTL Sample Title: Sample Course Title 2 of 15

Audio Transcript

The image shows a video player interface. At the top, it says "Welcome and Introduction". Below this is a video frame showing a healthcare professional (a woman with a stethoscope) in the foreground and other people in the background. A semi-transparent blue banner is overlaid on the video, containing a white icon of a patient in a bed with a heart shield, an arrow pointing right, and a clipboard with a checkmark and boxes. Below the video frame is a dark blue caption bar with white text. At the bottom of the player is a teal control bar with an orange "HTL" button, a "Sample Title: Sample Course Title" field, a "2 of 15" indicator, and "Audio" and "Transcript" buttons with icons.

# Barrier to Access: Visual

- Vision is on a spectrum

The screenshot shows a website page for Blue Sky eLearning. At the top, a dark blue header contains the text "Learning Strategy & Development" and "Instructional Design" on the left, and the "Blue Sky eLEARN" logo on the right. Below the header is a light blue section titled "eLearning Strategy & Content Development". This section contains three paragraphs of text and a graphic of a blue brain with icons representing documents, a gear, and a list. The text describes the company's services in building eLearning programs and mentions an in-house staff of experts. A blue callout box with a white glasses icon points to the text, containing the text "Click to Launch eLearning Pricing Course". Below this is a "Current cover photo" section showing a person using a laptop and a credit card. The main heading "Explore our Designs" is centered below. At the bottom, there are three circular icons with white glasses icons, each containing a different design example: "SCORM Examples" (a video player), "Instructor-Led Training Examples" (a "CONTENTS" page), and "Video Examples" (a Blue Sky logo with a play button). A blue callout box with a white glasses icon points to the "SCORM Examples" icon.

Learning Strategy & Development  
Instructional Design

Blue Sky  
eLEARN

## eLearning Strategy & Content Development

Blue Sky eLearn works with you to build programs from the ground up. The Learning Strategy & Development team helps you deliver a comprehensive education portfolio, from creating learning objectives to eLearning course design.

We have an in-house staff of talented education experts, including Fractional Chief Learning Officers, instructional designers, graphic designers, and video editors, all dedicated to learning content development.

In need of SCORM-compliant materials? Our instructional designers are experts in SCORM-based eLearning and SCORM legacy course updates to help you meet technical standards.

Click to Launch eLearning Pricing Course

Current cover photo

### Explore our Designs

SCORM Examples

Instructor-Led Training Examples

Video Examples

# Tools to Overcome Visual Barriers

- Screen readers (JAWS)
- Alt tags on images
- Use real text links

The screenshot shows a website page for Blue Sky eLearn. At the top, a dark blue header contains the text "Learning Strategy & Development" and "Instructional Design" on the left, and the "Blue Sky eLearn" logo on the right. Below the header is a light blue section titled "eLearning Strategy & Content Development". This section contains three paragraphs of text and a graphic of a blue brain with icons representing documents, a gear, and a list. The first paragraph states: "Blue Sky eLearn works with you to build programs from the ground up. The Learning Strategy & Development team helps you deliver a comprehensive education portfolio, from creating learning objectives to eLearning course design." The second paragraph states: "We have an in-house staff of talented education experts, including Fractional Chief Learning Officers, instructional designers, graphic designers, and video editors, all dedicated to learning content development." The third paragraph states: "In need of SCORM-compliant materials? Our instructional designers are experts in SCORM-based eLearning and SCORM legacy course updates to help you meet technical standards." Below this section is a heading "Explore our Designs" followed by three circular icons: "SCORM Examples" (a video player), "Instructor-Led Training Examples" (a "CONTENTS" page), and "Video Examples" (a video player with a play button). A large blue speech bubble with a white glasses icon is overlaid on the right side of the page. A blue-bordered box highlights a "Click to Launch eLearning Pricing Course" link, with a tooltip that says "Cover alt text". Another blue-bordered box highlights a "Current cover photo" of a person using a laptop, with a tooltip that says "Current cover photo".

Learning Strategy & Development  
Instructional Design

Blue Sky eLearn

## eLearning Strategy & Content Development

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### Explore our Designs

- SCORM Examples
- Instructor-Led Training Examples
- Video Examples

Click to Launch eLearning Pricing Course

Cover alt text

Current cover photo

# Barrier to Access: Cognitive

- Memory
- Attention/Focus
- Problem Solving
- Literacy
- Mathematical Comprehension



SCORM Examples






Instructor-Led Training Examples



Video Examples



	<b>SCORM Examples</b> Section: 1 Presentation 5 SCORMs	>
	<b>Instructor-Led Training Examples</b> Section: 2 Links	
	<b>Video Examples</b> Section: 7 Presentations	



# Tools to Overcome Cognitive Barriers

- Easy access and navigation
- Predictable
- Multiple Formats



SCORM Examples






Instructor-Led Training Examples



Video Examples



 <b>SCORM Examples</b> Section: 1 Presentation 5 SCORMs	>
 <b>Instructor-Led Training Examples</b> Section: 2 Links	
 <b>Video Examples</b> Section: 7 Presentations	



# Barrier to Access: Motor Function



Blue Sky eLearn: Path LMS, Vir X

blueskyelearn.com

LastPass Rippling 15Five BSE Handbook Blue Sky eLearn Website Box Marketing Dashbo... SharePoint Other Bookmarks

Courses > LS&D Instructional Design S...

LS&D Instructional Design Showroom

★ NO RATINGS ⓘ

Learning Strategy & Development  
Instructional Design

Blue Sky eLEARN

eLearning Strategy &

# Tool to Overcome Motor Function Barrier

- Screen readers (JAWS)



Blue Sky eLearn: Path LMS, Vir X

blueskyelearn.com

LastPass Rippling 15Five BSE Handbook Blue Sky eLearn Website Box Marketing Dashbo... SharePoint Other Bookmarks

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Learning Strategy & Development  
Instructional Design

Blue Sky  
eLEARN

eLearning Strategy &



# Barrier to Access: Language



**HTL**

**Adverse Event Training**

RAPID PROTOTYPE SAMPLE - Created by BlueSky eLearn - Published 2021

**BEGIN**

**CC Spanish** **CC English**

# Tools to Overcome Language Barriers

- Use diagrams and images to support text
- Check for reading level
- Use translation services





**Tools to Help**

# The Must-Have WCAG 2.1 Checklist

## eSSENTIAL Accessibility



### WCAG 2.1 Level A Checklist

Project:  
Digital Asset:

Date:

Success Criteria	Description	Notes	Pass/Fail	Complete
<a href="#">1.1.1 – Non-text Content</a>	Provide text alternatives for non-text content			<input type="checkbox"/>
<a href="#">1.2.1 – Audio-only and Video-only (Pre-recorded)</a>	Provide an alternative to video-only and audio-only content			<input type="checkbox"/>
<a href="#">1.2.2 – Captions (Pre-recorded)</a>	Provide captions for videos with audio			<input type="checkbox"/>
<a href="#">1.2.3 – Audio description or Media Alternative (Pre-recorded)</a>	Video with an audio has a second alternative			<input type="checkbox"/>
<a href="#">1.3.1 – Info and Relationships</a>	Logical structures			<input type="checkbox"/>
<a href="#">1.3.2 – Meaningful Sequence</a>	Present content in a meaningful order			<input type="checkbox"/>
<a href="#">1.3.3 – Sensory Characteristics</a>	Use more than one sense for instructions			<input type="checkbox"/>
<a href="#">1.4.1 – Use of Colour</a>	Don't use presentation that relies solely on colour			<input type="checkbox"/>
<a href="#">1.4.2 – Audio Control</a>	Don't play audio automatically			<input type="checkbox"/>
<a href="#">2.1.1 – Keyboard</a>	Accessible by keyboard only			<input type="checkbox"/>
<a href="#">2.1.2 – No Keyboard Trap</a>	Don't trap keyboard users			<input type="checkbox"/>
<a href="#">2.1.4 – Character Key Shortcuts</a>	Do not use single key shortcuts or provide a way to turn them off or change them			<input type="checkbox"/>
<a href="#">2.2.1 – Timing Adjustable</a>	Time limits have user controls			<input type="checkbox"/>
<a href="#">2.2.2 – Pause, Stop, Hide</a>	Provide user controls for moving content			<input type="checkbox"/>
<a href="#">2.3.1 – Three Flashes or Below</a>	No content flashes more than three times per second			<input type="checkbox"/>

[Link to Checklist](#)

# Path LMS™ WCAG 2.0 Conformance

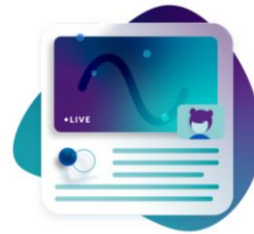


## Learning Strategy and Development



### Make the Most of Your Learning Content

We help you create online learning experiences that matter



LS&D Virtual Conference Design



LS&D PathLMS Design



LS&D Instructional Design



SECTION



LINK



DOCUMENT



PRESENTATION



SCORM



ASSIGNMENT



ASSESSMENT



CERTIFICATE



SURVEY



LIVE EVENT

[Link to Blue Sky eLearn](#)

# Blue Sky eLearn eBook



[Link to Accessibility and eLearning: A Guide For Associations](#)

 **asae**<sup>®</sup>  
**annual  
meeting**  
& exposition

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**AUGUST 20-23, 2022**  
NASHVILLE, TN  
MUSIC CITY CENTER

**Booth #900**



**We'll see you in Nashville!**



**Stay in touch!**



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