# Accessibility & eLearning

## A Guide for AMCs

# Why Focus on Accessibility?

We are all Temporarily Abled

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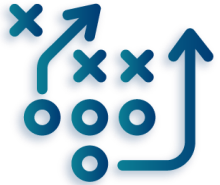
# Why Focus on Accessibility?

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

Images Source: Creative Commons Wikipedia

# 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

Image Source: Creative Commons Wikipedia

# The Accessibility for Manitobans Act (AMA), 2013

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# Nova Scotia Accessibility Act, 2017

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

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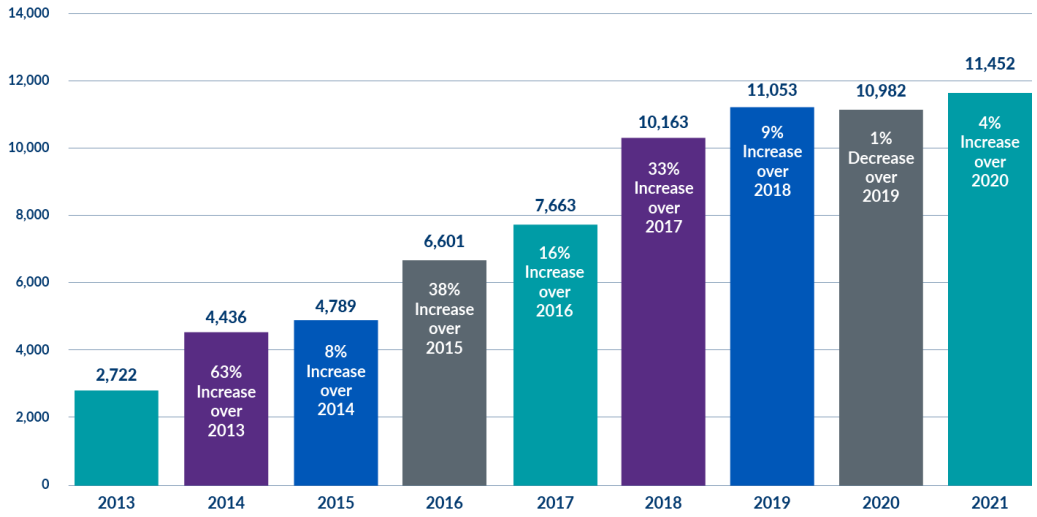
# Proposed: Accessible British Columbia Act (Bill 6)

Image Source: Creative Commons Wikipedia

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

## From January 1, 2013 – December 31, 2021




Source: Seyfarth Shaw, LLP

# 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

**Joint Letter to Enforce Accessibility Standards**

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

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[i] but never completed rulemakings that were begun in 2010 under Titles II and III of the ADA and withdrawn in 2017.[ii] 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

# 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

Source: W3C

The History of WCAG

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

**1999**
WCAG 1.0 began

**2008**
WCAG 2.0 began

**2018**
WCAG 2.1 began

**2022**
WCAG 2.2 set to begin in June

**TBD**
WCAG 3.0 being developed

Source: Accessible Web

# 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.

Source: W3.org

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# WCAG 2.1 Guideline 1.2: Time-Based Media

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

Source: How to Meet WCAG (Quick Reference)

# Through the Lens of Accessibility

# Barriers to Accessibility

## 1 in 5 people face a barrier to accessibility

Auditory

Visual

Cognitive

Physical

Language

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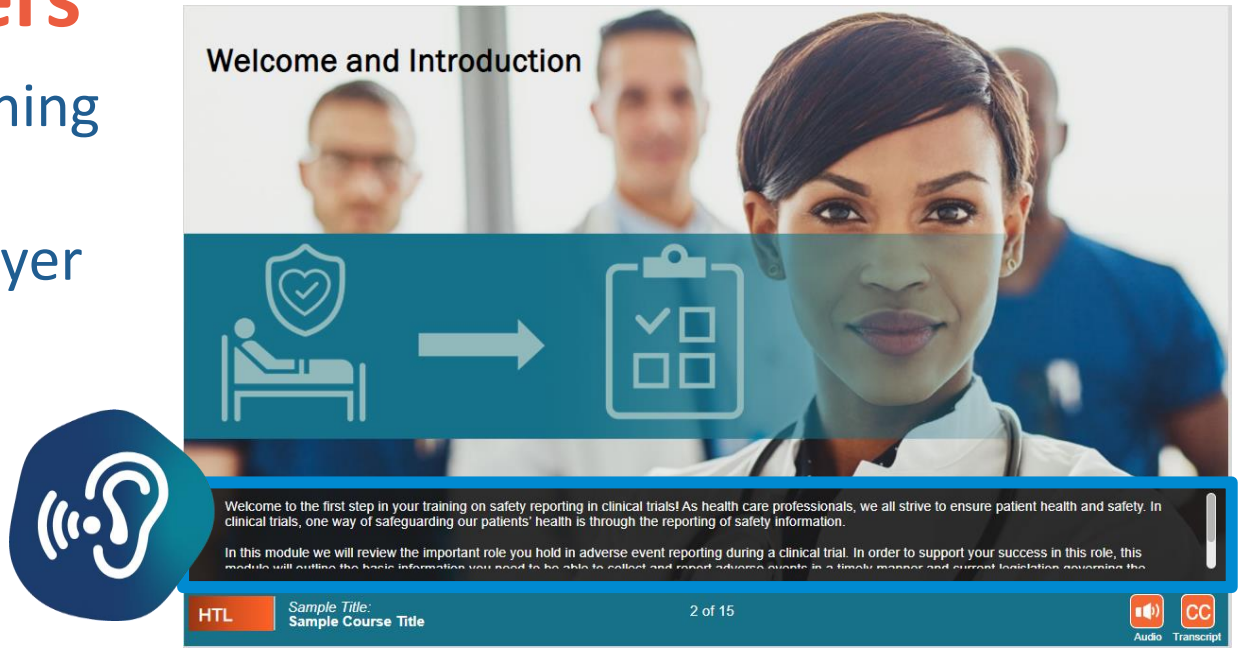
# Barrier to Access: Auditory

- Hearing is on a spectrum

# Tools to Overcome Auditory Barriers

- Videos with captioning or transcriptions
- Controls on the player



# Barrier to Access: Visual

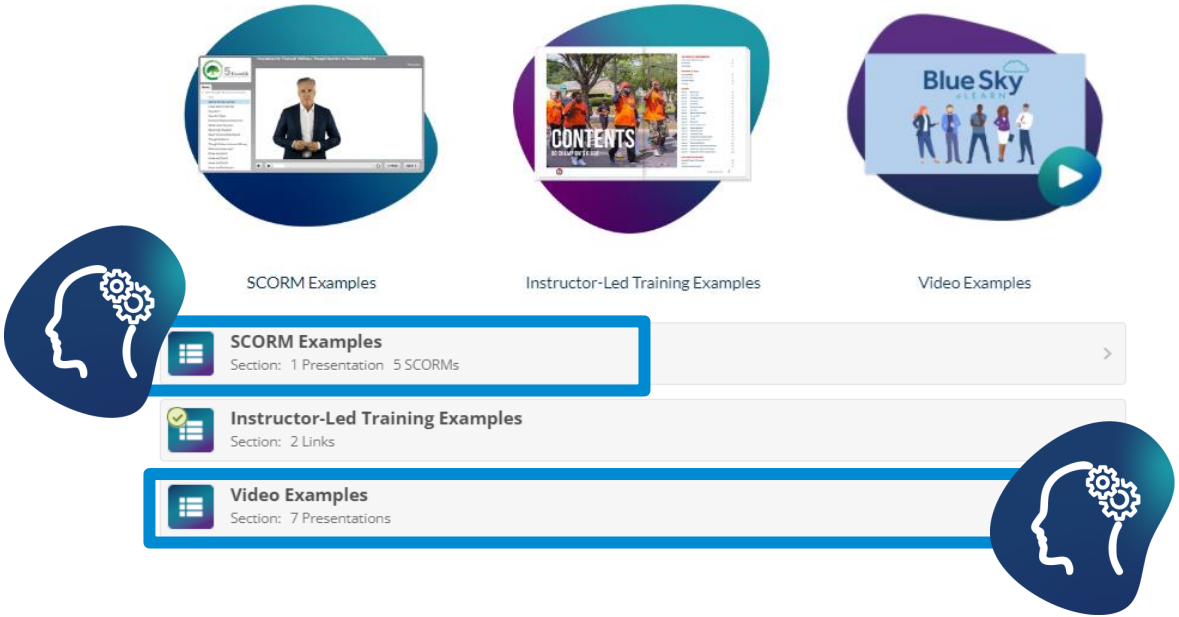
- Vision is on a spectrum

# Tools to Overcome Visual Barriers

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

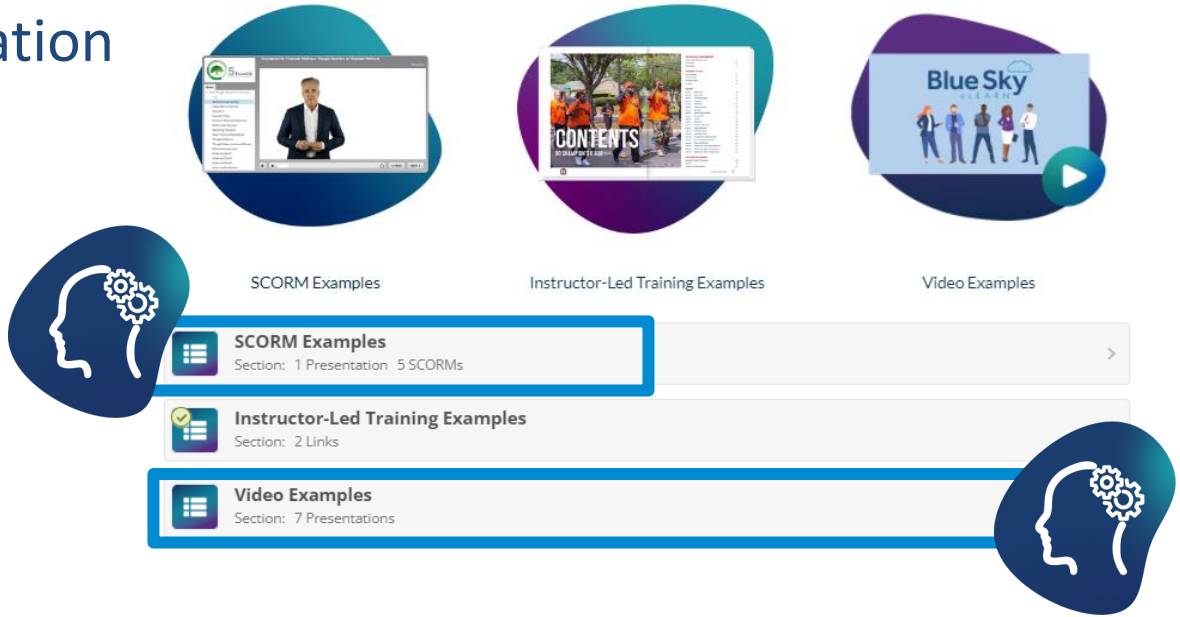
# Barrier to Access: Cognitive

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

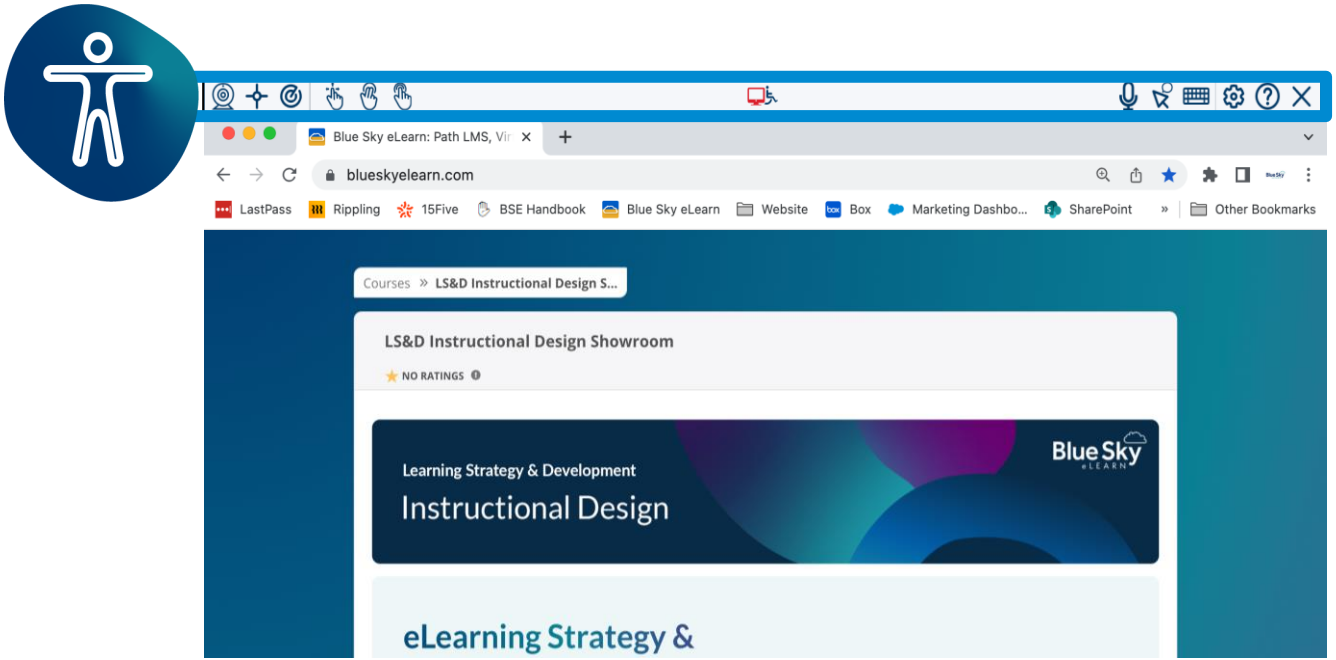


# Tools to Overcome Cognitive Barriers

- Easy access and navigation
- Predictable
- Multiple Formats

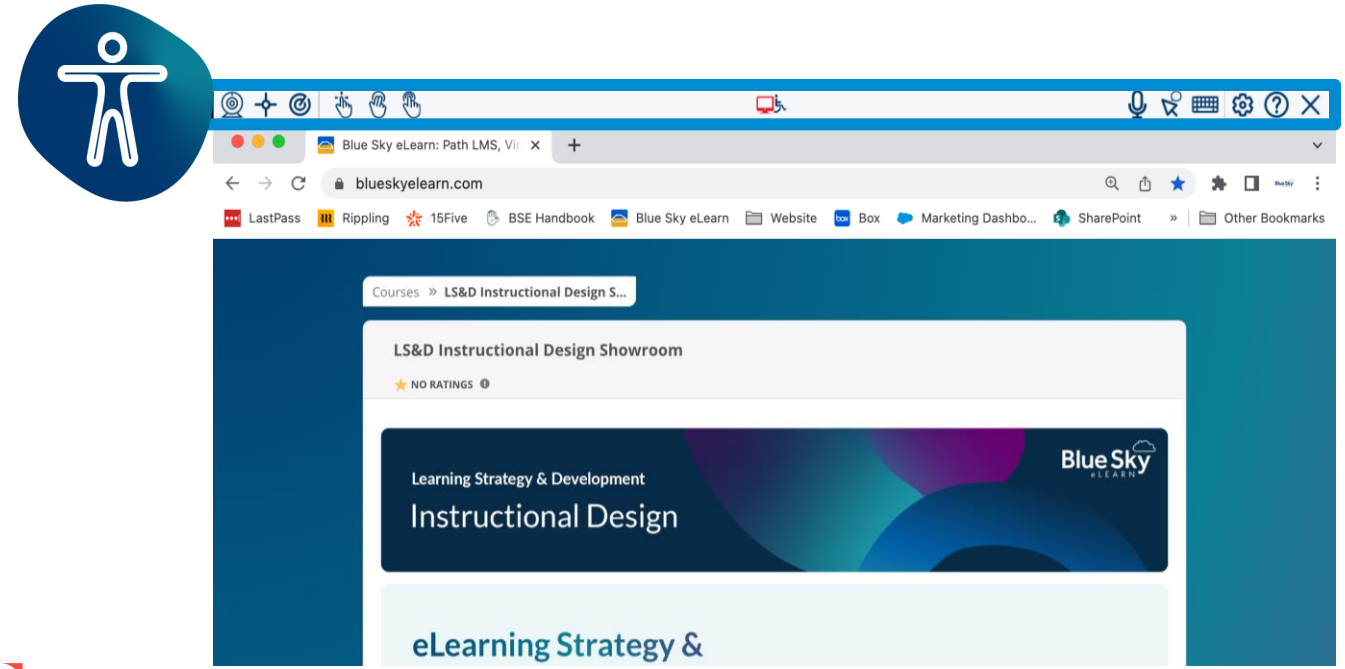


# Barrier to Access: Motor Function



# Tool to Overcome Motor Function Barrier

- Screen readers (JAWS)



# Barrier to Access: Language

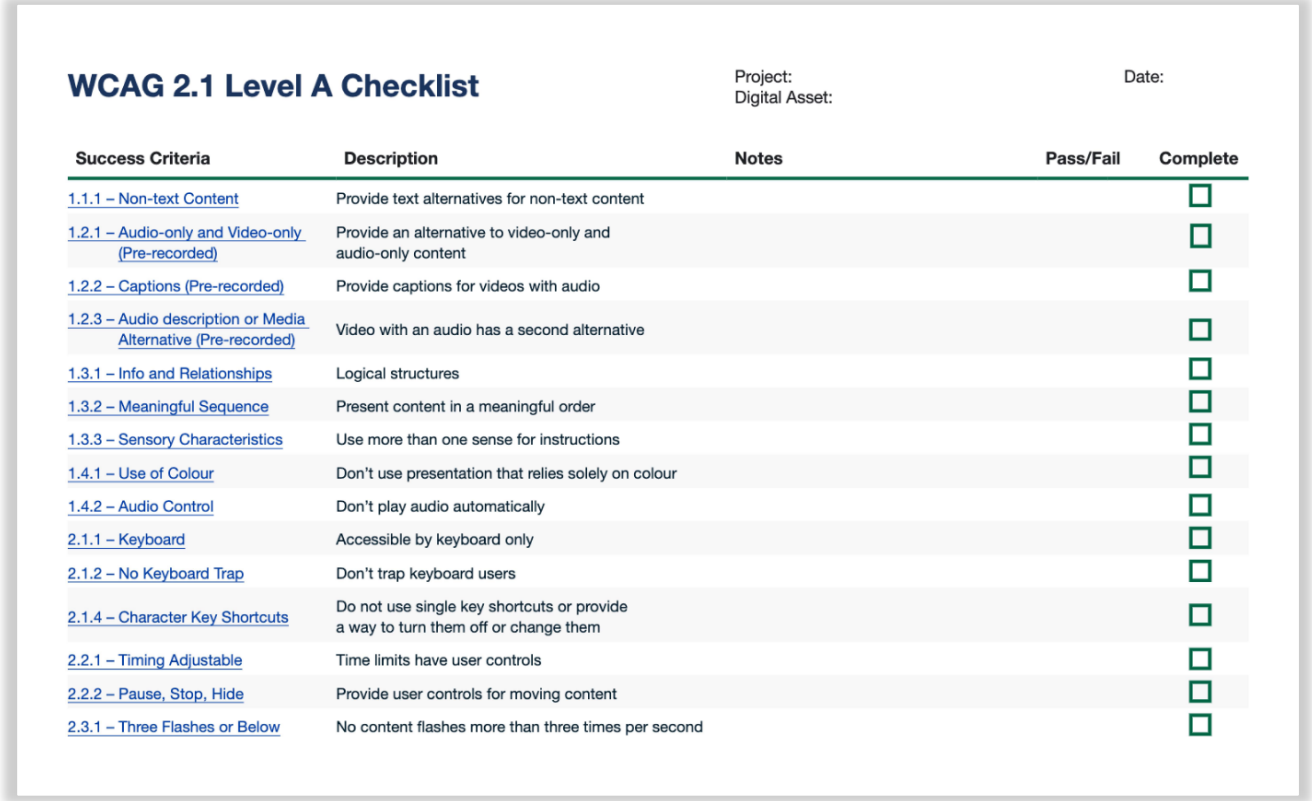
# Tools to Overcome Language Barriers

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

Link to Checklist

# Path LMS™ WCAG 2.0 Conformance

Link to Blue Sky eLearn

# Blue Sky eLearn eBook

Link to Accessibility and eLearning: A Guide For Associations

# asae® annual meeting & exposition

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

## Booth #900

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

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# Stay in touch!

## Dan Streeter

Blue Sky eLearn

(720) 544-3218

dstreeter@blueskyelearn.com

LinkedIn