Web Accessibility for Employers

Sponsored by the Employment Policy for People with Disabilities Rehabilitation Research and Training Center

The content of this webinar does not necessarily reflect the policies of the US Dept. of Education, and you should not assume endorsement by the Federal Government (EDGAR, 75.620 (b)). This project is funded by the US Department of Education, National Institute on Disability and Rehabilitation Research. Grant Number: H133B040013.
RRTC Collaborating Partners

• Employment and Disability Institute
  ILR School, Ithaca, NY

• Dept. of Policy Analysis and Management
  College of Human Ecology, Ithaca, New York

• Mathematica Policy Research, Inc.
  Princeton, NJ, Washington, DC, and Cambridge, MA

• American Association of People with Disabilities
  Washington, DC

• Rutgers University, School of Management and Labor Relations, Program for Disability Research
  New Brunswick, NJ
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Web Accessibility for Employers
December 9, 2010

Introduction:
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Cornell University, Employment and Disability Institute

Speakers:
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WebAIM: Web Accessibility In Mind
Introduction to Web Accessibility

Jared Smith

http://webaim.org

WebAIM
Web Accessibility in Mind
Accessibility

• “Development of information systems flexible enough to accommodate the needs of the broadest range of users... regardless of age or disability”

• 8.5% of the population has a disability that affects computer use
Web Accessibility Guidelines and Laws

- WCAG 1.0
- Section 508
- WCAG 2.0
- Americans with Disabilities Act
WCAG 1.0

• Finalized in 1999
• Checkpoint driven
• Level A, AA, and AAA
• Specific to HTML
Section 508

- Legalistic - easy to verify compliance
- Very limited in scope. The de facto standard.
- Applies to federal government
- Many states have adopted the guidelines.
- Currently being updated
WCAG 2.0

• Finalized December 2008
• Principles Based
• Technology Agnostic
• Maintains Levels (A, AA, and AAA)
The Americans with Disabilities Act

• Predates the web
• Places of public accommodation
• Current proposal to expand ADA to include the web
Your site can be compliant, yet inaccessible
Perceivable
Operable
Understandable
Robust
Ensure POUR content across disability types

- Vision - blind, low-vision, color-blind
- Deaf and Hard-of-hearing
- Motor
- Cognitive
- Seizure
Perceivable
Operable
Understandable
Robust
Perceivable
Perceivable - Auditory Disabilities

• Captions for video & live audio
• Text transcripts
Perceivable - Visual Disabilities

• Web pages are linear
• Use meaningful links. Avoid “click here.”
• Alternative text for non-text elements
Perceivable – Visual Disabilities

• Associate text labels with form elements
• Associate data cells to row/column headers
• Sufficient contrast - http://webaim.org/resources/contrastchecker/
• Ensure that content is not conveyed with color alone
You’ve won the lottery! Press the GREEN button to accept your prize and the RED button to decline.
You’ve won the lottery! Press the GREEN button to accept your prize and the RED button to decline.
The **green** mushrooms listed here are OK to eat. The **red** mushrooms will kill you.

- Amanita
- Chanterelle
- Porcini
- Shitake
- Tylophilus

The **green** mushrooms listed here are OK to eat. The **red** mushrooms will kill you.

- Amanita
- Chanterelle
- Porcini
- Shitake
- Tylopius

Vitally Important Text vs. Vitally Important Text
§1194.22 (a) - Non-text Content

A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).
§1194.22 (b) - Captioning

Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.
§1194.22 (c) - Color

Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup.
§1194.22 (d) - Style Sheets

Documents shall be organized so they are readable without requiring an associated style sheet.
§1194.22 (g) and (h) - Data Tables

(g) Row and column headers shall be identified for data tables.
(h) Markup shall be used to associate data cells and header cells for data tables that have two or more logical levels of row or column headers.
§1194.22 (i) - Frames

Frames shall be titled with text that facilitates frame identification and navigation.
Perceivable
Operable
Understandable
Robust
Who does this affect?

• Motor disabilities
• Fine motor control and use of a mouse
• Repetition and fatigue
• Control over timing or moving elements
Be careful with flashing/strobing images

• More than 3 times in any one-second period
• Size, brightness, and red threshold
• Annoying rule
Operable

• Keyboard accessibility
• Logical reading/navigation order
• Consistent navigation elements
Operable

• Allow user to skip over repetitive and/or lengthy lists of links
• Don’t remove focus indicators and ensure links are clearly distinguishable
• Error-recovery mechanisms
• Give user the control over time-sensitive changes
Secret of Everlasting Happiness

Please finish reading this text – it will give you the secret to everlasting happiness. The secret is simple, all you need to do is to stop worrying about the key to everlasting happiness and enjoy the moment.
Secret of Everlasting Happiness

Sorry! Time’s up!
Better luck next time!
§1194.22 (e) and (f) - Image Maps

(e) Redundant text links shall be provided for each active region of a server-side image map.

(f) Client-side image maps shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape.
Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz.
§1194.22 (I) - Scripting

When pages utilize scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology.
§1194.22 (n) - Forms

When electronic forms are designed to be completed on-line, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.
§1194.22 (o) - "Skip" links

A method shall be provided that permits users to skip repetitive navigation links.
§1194.22 (p) - Timed Responses

When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required.
Perceivable
Operable
Understandable
Robust
Understandable

KEEP

RIGHT
Who does this affect?

- Cognitive disabilities
- Largest disability group. Larger than all the others put together.
- Everyone!
Understandable

• Be careful with movement and other distracters
• Semantic organization (headings, lists, etc.)
• Be consistent.
• Error prevention and recovery.
• Strive for brevity. Use the simplest language possible.
Understandable
Understandable
Perceivable
Operable
Understandable
Robust
Robust
Robust
Robust
§1194.22 (m) - Links to Plugins

When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with §1194.21(a) through (l).
§1194.22 (k) - Text-only Alternatives

A text-only page, with equivalent information or functionality, shall be provided to make a web site comply with the provisions of this part, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes.
Perceivable
Operable
Understandable
Robust
Fast Track

• Alternative text for images – CONTENT and FUNCTION
• Form labels
• Table headers
• Page headings
• Visible link indicators & full keyboard accessibility
• Descriptive, succinct page titles
Questions?

Jared Smith
http://webaim.org
Related Cornell Resources

- Employment Policy for People with Disabilities
  Online repository of over 200 research reports and policy briefs:  http://digitalcommons.ilr.cornell.edu/edi/

- HR Tips
  Over 35 brochures in English and Spanish on workplace accommodation: www.hrtips.org

- Disability statistics online:
  www.disabilitystatistics.org

- National Technical Assistance Policy and Research Center for Employers on Employment of People with Disability:
  www.earnworks.com
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