

Accessibility for Schools: Navigating Best Practices and the Legal Landscape

September 26, 2024

Delaney Cruz, CPACC

Head of Partner Program at AudioEye









Daisey Fahringer

Director of UI/UX at Finalsite

- ☑ daisey.fahringer@finalsite.com
- Provo, Utah









Agenda



02

What is web accessibility? What it means and who it impacts.

ADA Title II How new web accessibility regulation impacts school districts.





Accessibility best practices for school districts What you can do to ensure you're creating an accessible experience.



Composer accessibility tools

How Finalsite Composer can help



The Finalsite x AudioEye solution

Finalsite's Composer Platform joins forces with AudioEye's web accessibility solution to set you up for success.





Key Takeaways



Effective strategies for maintaining website accessibility to serve your entire community.



Insights into the DOJ's upcoming ADA Title II updates, WCAG 2.1 standards and their impact on school websites.



03 Techniques for ongoing monitoring and improvement of digital accessibility.

)4

Useful tools and resources for managing accessibility effectively.





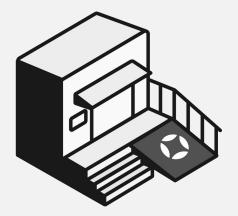


01 - What is Web Accessibility?

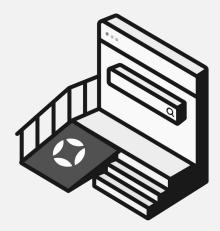
What it means and who it impacts.

What is web accessibility?

Web accessibility is the measure of how effectively all people, including those with disabilities, can access and use your web properties.



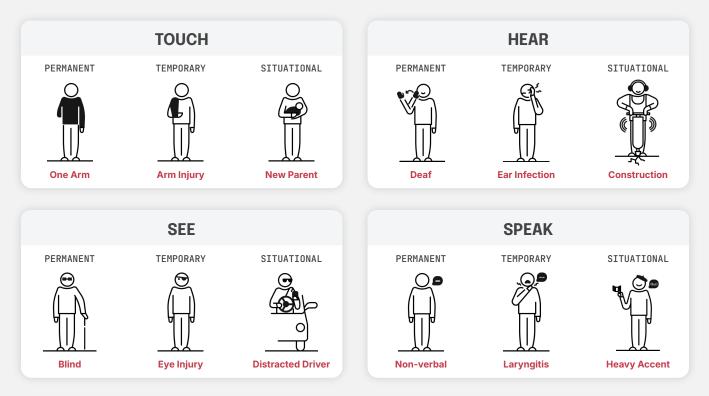
Web accessibility means people are **not excluded** from actions or experiences because of a disability.





Who benefits from accessible experiences?

Accessible for some, helpful for all.



♦ FINALSITE

Based On: Microsoft Inclusive Design Toolkit



02 - ADA Title II

How new web accessibility regulation impacts school districts.

State & local government entities covered by Title II

- Public education
- Transportation
- Recreation
- Healthcare
- Social services

- Courts
- Voting
- Emergency services
- Town meetings
- Public Transit Systems



Title II vs Section 504, IDEA

Title II requirements are **not the same** as Section 504 or IDEA



Section 504 is a national law that prohibits the denial of public education because of a child's disability



IDEA is legislation that ensures students with a disability are provided with a Free Appropriate Public Education that is tailored to their individual needs



Title II Web & Mobile A11Y Requirements

- WCAG 2.1, Level AA is the technical standard for web content and mobile applications
- State and local governments' web content usually needs to meet WCAG 2.1, Level AA
- State and local governments' mobile apps usually need to meet WCAG 2.1, Level AA



What is WCAG 2.0?

- WCAG 2.0 is the formal web standard "W3C recommendation" (Current standard is WCAG 2.2)
- Only document that defines what is required and is the foundation for all web accessibility laws and standards
- WCAG 2.0 guidelines and success criteria are technology-independent (so they don't go out of date), and specific guidance is provided in the techniques

| what is wcag 2.0 what is wcag 2.0 level aa what is the wcag 2.0 level for aoda compliance what is the wcag 2.0 mean what is the difference between wcag 2.0 and 2.1 what is the purpose of wcag 2.0 what is wcag 2.0 compliance what is wcag and why is it important what is wcag | |
|---|---|
| what is the wcag 2.0 level for aoda compliance what does wcag 2.0 mean what is the difference between wcag 2.0 and 2.1 what is the purpose of wcag 2.0 what is wcag 2.0 compliance what is wcag and why is it important | |
| what does wcag 2.0 mean what is the difference between wcag 2.0 and 2.1 what is the purpose of wcag 2.0 what is wcag 2.0 compliance what is wcag and why is it important | |
| what is the difference between wcag 2.0 and 2.1 what is the purpose of wcag 2.0 what is wcag 2.0 compliance what is wcag and why is it important | |
| what is the purpose of wcag 2.0 what is wcag 2.0 compliance what is wcag and why is it important | |
| what is wcag 2.0 compliance what is wcag and why is it important | |
| v what is wcag and why is it important | |
| | |
| Q what is wcag | |
| | |
| Q what is wcag 2.0 aa | |
| Report | ina |
| Sponsored | |
| Finalsite | 111 |
| Best school websites - CMS for schools - Trusted by | I. LAU |
| | |
| Explore our award-winning designs and easy-to-use website tools 24/7 | |
| Support. 300+ Web Design Awards. Easy-to-Use Tools. | - |
| | Sponsored Finalsite https://finalsite.com/school/websites Best school websites - CMS for schools - Trusted by Reach and engage your community with the best school website software. Explore our award-winning designs and easy-to-use website tools 24/7 |



Exceptions to WCAG 2.0

Archived web content

4

Individualized documents that are password-protected

2

1

Pre-existing conventional electronic documents

5

Pre-existing social media posts

3

Content posted by a third party where the third party is not posting due to contractual, licensing or other arrangements with a public entity

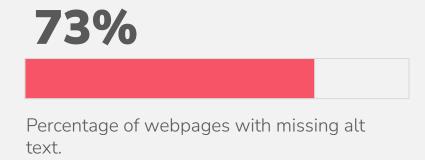


© FINALSITE Que AudioEye® 03 - Accessibility Best Practices for School Districts

What you can do to ensure you're creating an accessible experience.

Add alt-text for all important images

Alt text is a written description of an image that screen readers can read out loud or convert to Braille.



Best practice: Images should include descriptive alt text so people with visual or cognitive impairments can understand what's on the page.



Ensure text content is accessible

Headings

Headings help visual and screen reader users skim the text for the content they want.

Simple language

Using simple language offers clear meaning to people of all ages and literacy levels.

Color contrast

Text should stand out from the background, making it easier to read.





Use descriptive text for links



Percentage of webpages with non-descriptive links.

Best practice: All links should include descriptive anchor text that clearly explain where the link will take the user and what their next steps will be.



Give visitors multiple ways to get in touch



Best practice: Not everyone has the same level of ability or preference for communication: provide multiple contact options on your website.

Offer other ways to get in touch, like email, live webchat or online forms that accommodate all users.



Ensure form fields are properly labeled

40%

Percentage of webpages missing labels on form fields.

Best practice: Include descriptive labels for all form elements to eliminate ambiguity and provide clear instruction.



Remove inaccessible PDF-based content



Documents provided in PDF format or as images are often not accessible to people who use screen readers.

Best practice (2 options):

- Convert all PDF documents to HTML/text-based formats
- 2. (Coming Soon) Enlist the help of AudioEye to properly tag your PDF documents and ensure they are accessible



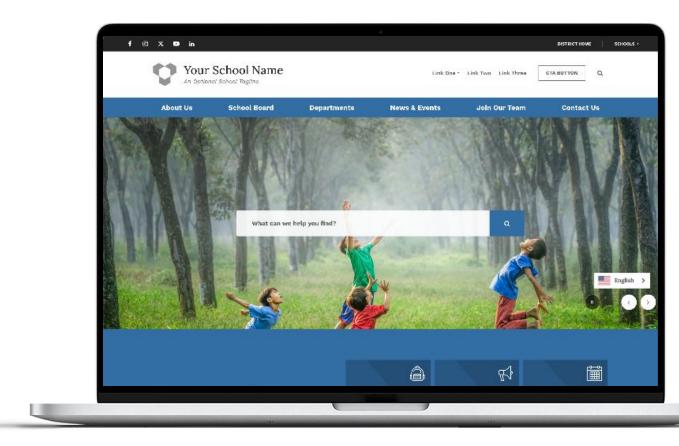


04 - Composer Accessibility Tools

How Finalsite Composer can help

Accessible Finalsite Designs

Composer provides accessible website designs and themes that are designed to meet WCAG standards.





Content Accessibility Checker

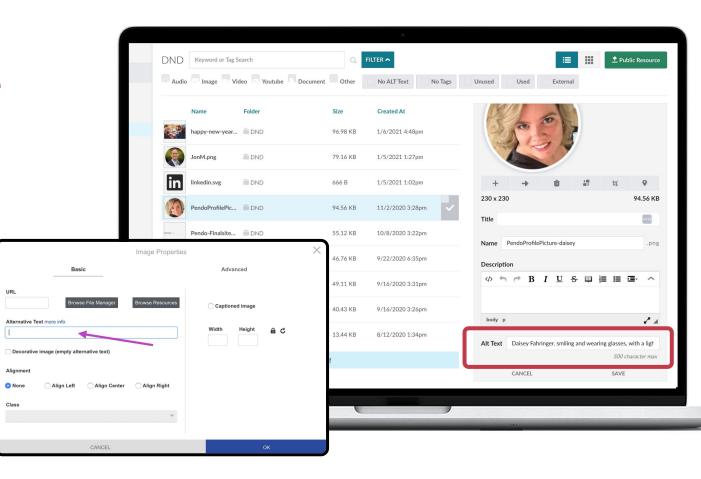
Content elements include an accessibility checker, which allows you to check for accessibility issues within the content area you are editing.

| ten yea | erved the Academy for rs or more. Our ch to educating children | 61 | First Grade Teacher |
|--------------------------------|---|-------------------------|-----------------------------------|
| offers f serve a | aculty the opportunity to s teachers, coaches and | 2 a | Reading Specialist |
| meanin | s and to develop gful, lasting hships with students and | YIC | Custodian |
| with the | | | Middle School Assistant Principal |
| FA is co toward color ar | | rking faculty of | ADD PANEL |
| Our pa school | Empty alternative text can only be used if the image serves purely decoration purposes. If the image is supposed to convey any information whatsoever, you need to set a proper alternative text for it. | akes our ization and | |
| valued your re forward | | am, submit d we look | |
| "I bolio | ve in using unconventional methods to help stud | lants got | |



Easily Add Alt Text for Images

Composer supports the ability to add alt text to images, which is essential for screen readers and visually impaired users.





Alt-text Resource Settings

Update your Resource Settings so that only images with alt text will be displayed to your website visitors in Composer.

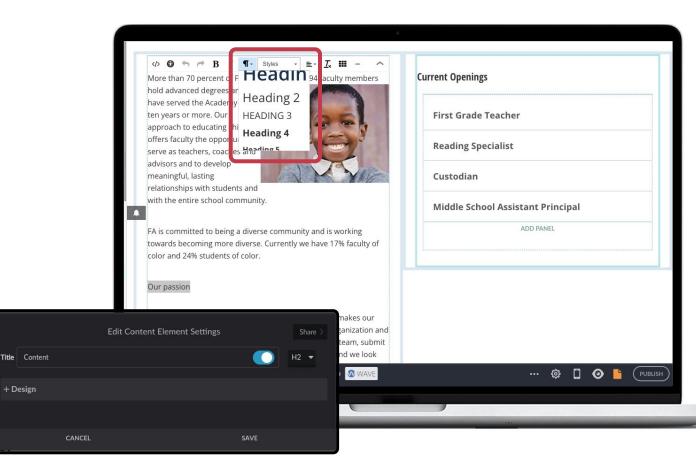
| | Activate these controls to help enforce ADA compliance on your website. | |
|----|---|--|
| es | Resources in Resource Elements Once enabled, only images from the Resources Module that have alt text set will be displayed in Composer to visitors of the website. Images that do not have alt text will not be displayed to visitors, which may result in empty content in locations where these images are set to display. Only display Resource images with alt text There are currently 1731 image resources set to display in Composer that do not have alt text set. | Resources in CKE Once enabled, adding or editing an image in the CK Editor will require that alt text is provided to describe the image. Users will not be able to save the image properties until alt text has been provided. Require alt text for images added to content in the rich-text editor |
| | To find images without alt text, use the 'No Alt Text' filter in the All Resources view in the Resources Module. | |
| | | |



Control Heading Order

Use the Heading dropdown to ensure a clear and logical content structure, allowing screen readers to navigate the content effectively for users with visual impairments.

FINALSITE



Add Descriptive **Link Titles**

Easily add descriptive titles for links by populating the "Title" field in the link properties modal

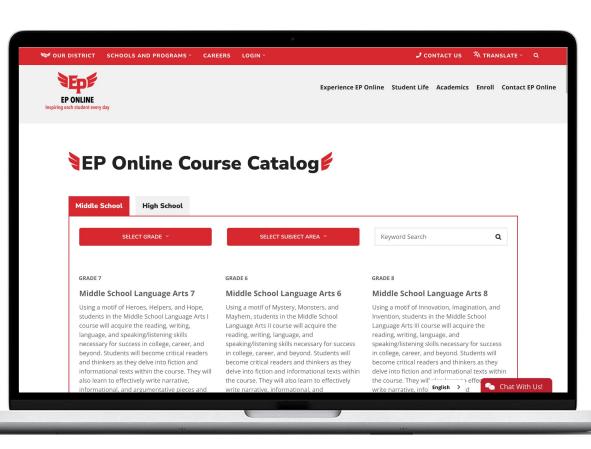
| Vork With | Us! | | | | | |
|--|-------------------------------|------------|-----------|-------|---------------|---------|
| | | | Link | | | × |
| 🕫 💿 😁 B 1 lore than 70 percent of | URL | Site Page | Site File | Media | Anchor | |
| cademy's 194 faculty m old advanced degrees a | Site Page | | | | | |
| erved the Academy for nore. Our approach to e | Meet the Faculty | | | | Browse Compos | ser |
| hildren offers faculty the | Open link in a new tab | | | | | |
| paches and advisors an leaningful, lasting relat | View our Faculty & Staff dire | ctory page | | | | |
| ith students and with t | Class | | | | | - |
| A is committed to being ecoming more diverse. sudents of color | ID | _ | | | | |
| Our passion | | CANCEL | | | OK | |
| Our passion for educating tomorrow's thrive. Our faculty and staff are vital t | o our organizati | orvave | school | | | ··· @ [|
| every level. If you're View our Faculty & Staff d one of our available positions below an you. | | | , | | | |

FINALSITE

Use Posts instead of PDFs

Create boards, posts, categories, and tags to help you bring your content online and accessible

Example: <u>Eden Prairie Schools</u> <u>Online Course Catalog</u>

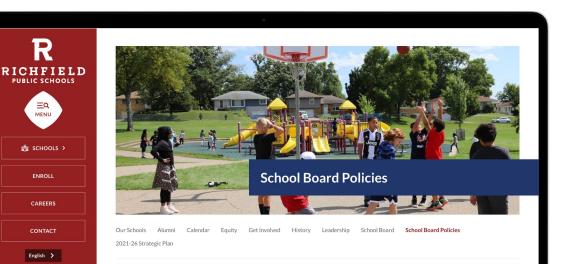




Use Posts instead of PDFs

Create boards, posts, categories, and tags to help you bring your content online and accessible

Example: <u>Richfield Public Schools</u> <u>School Board Policies</u>



▼ ABOUT SCHOOL BOARD POLICIES

The school board ratifies District policies as part of its responsibility to set the District vision and goals, monitor progress and ensure accountability. Most policies are reviewed and updated every five years; however, a short list of policies is reviewed annually by the board. Policies can only be changed by a majority vote at a school board meeting. Some policies have one or more accompanying guidelines, which can include expectations, procedures and forms that pertain to the policy. Guidelines can be updated by the District administration as needed.





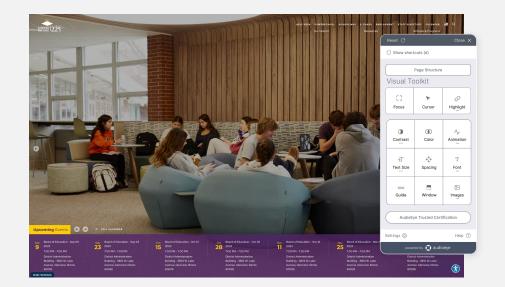
05 - The Finalsite x AudioEye Solution

Finalsite's Composer platform joins forces with AudioEye's web accessibility solution to set you up for success.

About AudioEye

AudioEye®'s industry-defining digital accessibility hybrid offering:

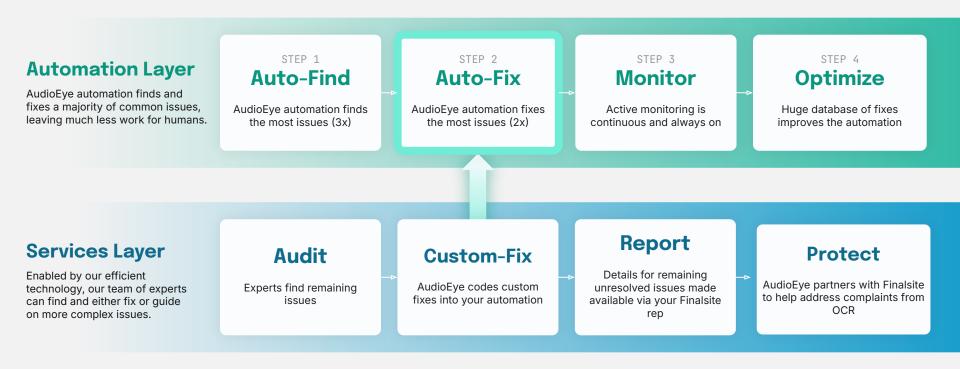
- Helps deliver website remediations efficiently and affordably for organizations of all sizes.
- Has a platform that leverages a decade of investment in advanced technology.
- Supported and informed by our team of dedicated IAAP-certified professionals to help deliver improved access to the web.





Web accessibility by AudioEye

Efficiency without compromise





Finding, fixing and maintaining at scale

A subscription to the full **Finalsite x AudioEye** solution includes:

Automated Tests & Fixes

Software-enabled tests and fixes automatically run on a website when a user visits and loads a webpage, **supporting real-time monitoring and fixes for every website visitor.**

Expert Testing & Custom Fixes

Audit of webpages **conducted by accessibility experts**, providing template-level fixes and finding critical issues that automation may miss. Issue Detail reports with fix-at-source guidance supplied to help your team resolve more complex issues.

Visual Toolkit with 24/7 Help Desk

A set of on-demand tools available on customer websites, putting the power of personalization into the hands of website visitors and **ensuring users have a path to submit feedback**, including grievances.

Legal Documentation & Support

Documented proof of your **commitment to digital accessibility** available through the sustainable testing and remediation (STAR) plan, along with support for Office of Civil Rights (OCR) complaints and real-time exportable reports available via your Finalsite rep.



Thank you!

Learn more about the Finalsite & AudioEye solution at <u>finalsite.com/audioeye</u>

