



Accessibility for Schools: Navigating Best Practices and the Legal Landscape

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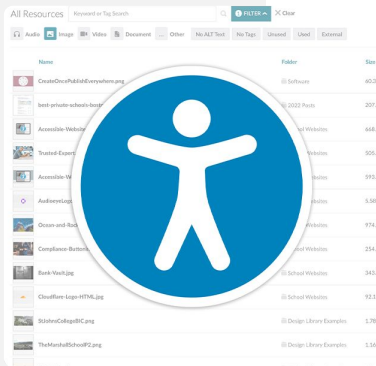
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Agenda



01 What is web accessibility?

What it means and who it impacts.

02 ADA Title II

How new web accessibility regulation impacts school districts.

03 Accessibility best practices for school districts

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

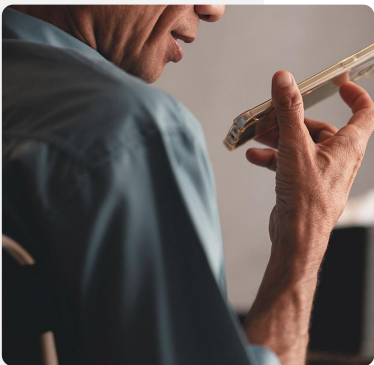
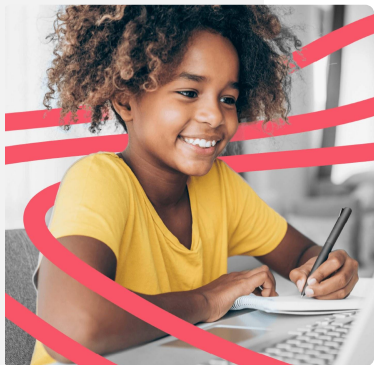
04 Composer accessibility tools

How Finalsite Composer can help

05 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



- 01** Effective strategies for maintaining website accessibility to serve your entire community.
- 02** 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.
- 04** Useful tools and resources for managing accessibility effectively.
- 05** Best practices for PDFs.

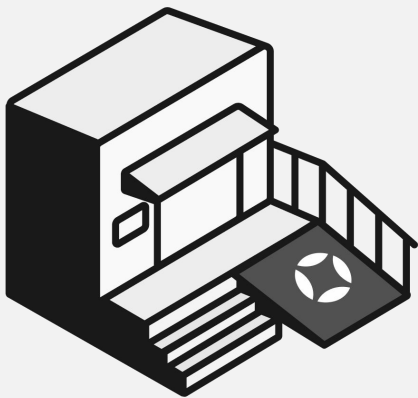
01 - What is Web Accessibility?

What it means and who it impacts.

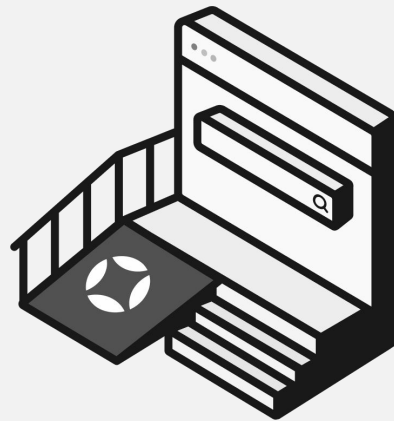
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What is web accessibility?

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.**

TOUCH

PERMANENT



One Arm

TEMPORARY



Arm Injury

SITUATIONAL



New Parent

HEAR

PERMANENT



Deaf

TEMPORARY



Ear Infection

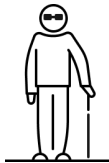
SITUATIONAL



Construction

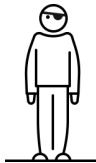
SEE

PERMANENT



Blind

TEMPORARY



Eye Injury

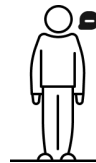
SITUATIONAL



Distracted Driver

SPEAK

PERMANENT



Non-verbal

TEMPORARY



Laryngitis

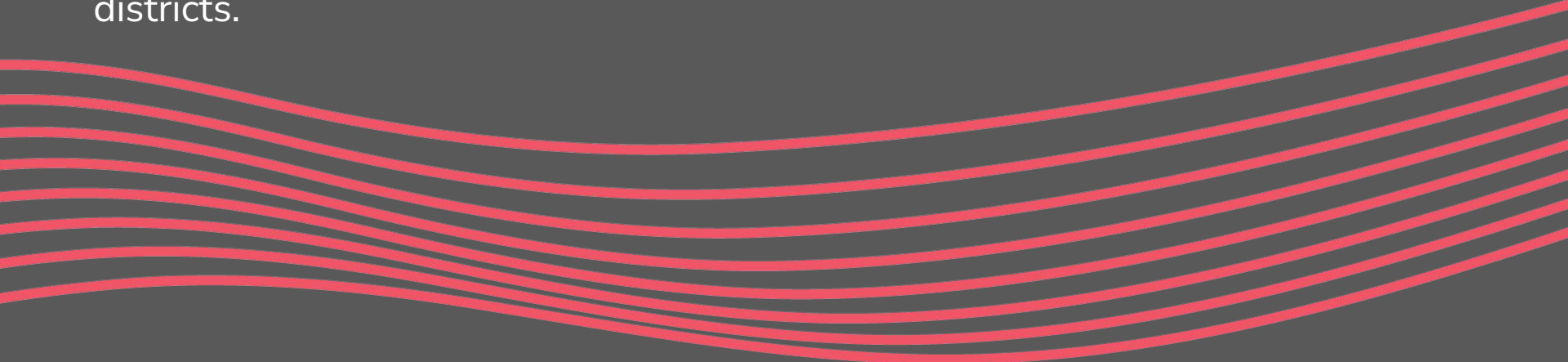
SITUATIONAL



Heavy Accent

02 - ADA Title II

How new web accessibility regulation impacts school districts.

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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



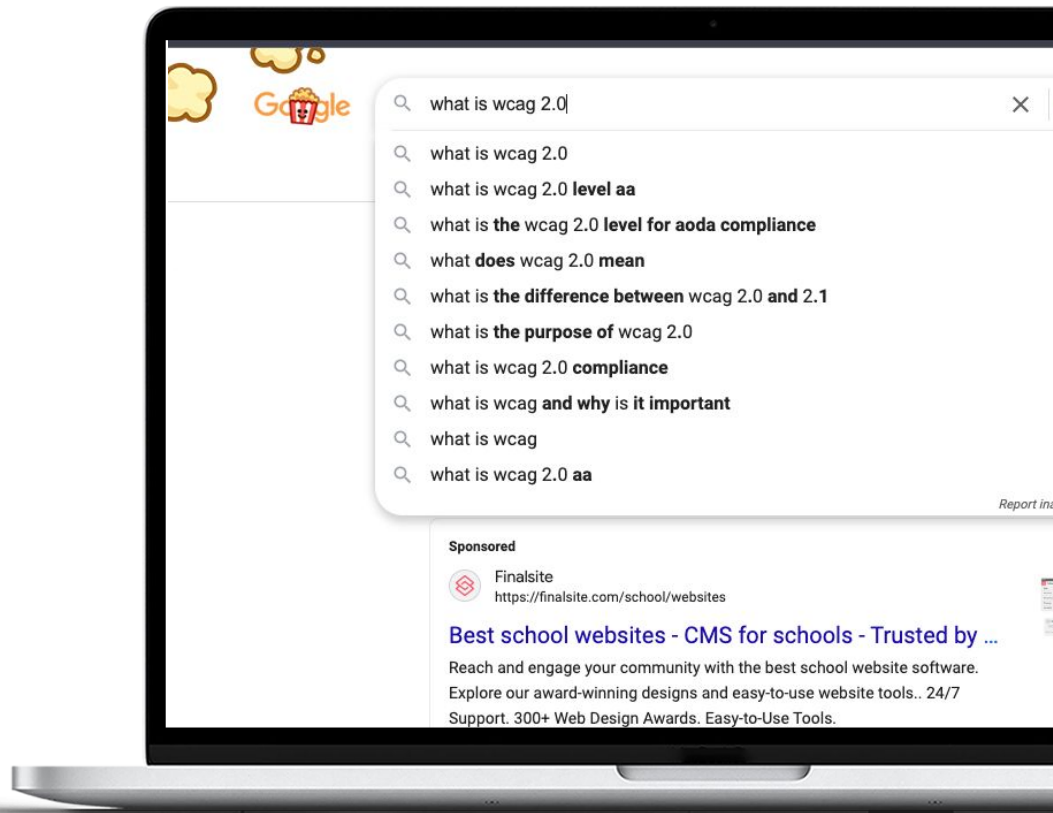
IDEA is legislation that ensures students with a disability are provided with a Free Appropriate Public Education that is tailored to their individual needs

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



Exceptions to WCAG 2.0

1

Archived web content

2

Pre-existing conventional
electronic documents

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

4

Individualized documents that
are password-protected

5

Pre-existing social media
posts



03 - Accessibility Best Practices for School Districts

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

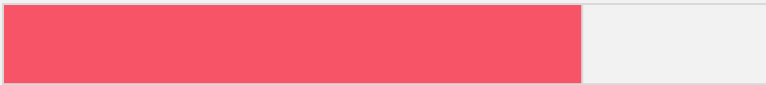
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Best practices

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.

73%



Percentage of webpages with missing alt text.

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

Best practices

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.

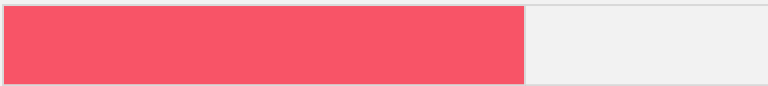
Color contrast

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

Best practices

Use descriptive text for links

64%



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.

Best practices

Give visitors multiple ways to get in touch



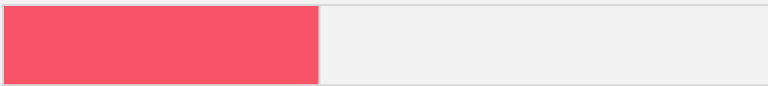
Best practice: Not everyone has the same level of ability or preference for communication: **provide multiple contact options on your website.**

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

Best practices

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.

Best practices

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):

1. 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

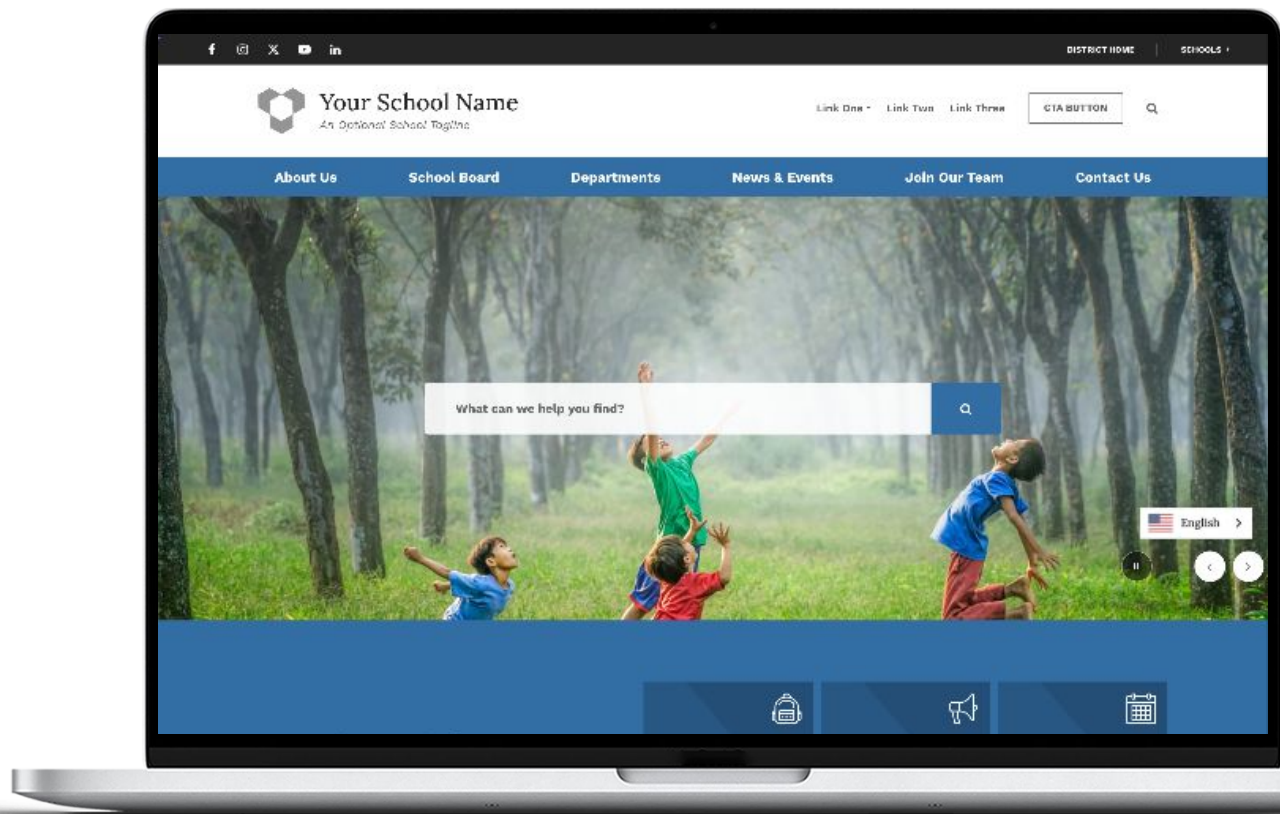
04 - Composer Accessibility Tools

How Finalsite Composer can help

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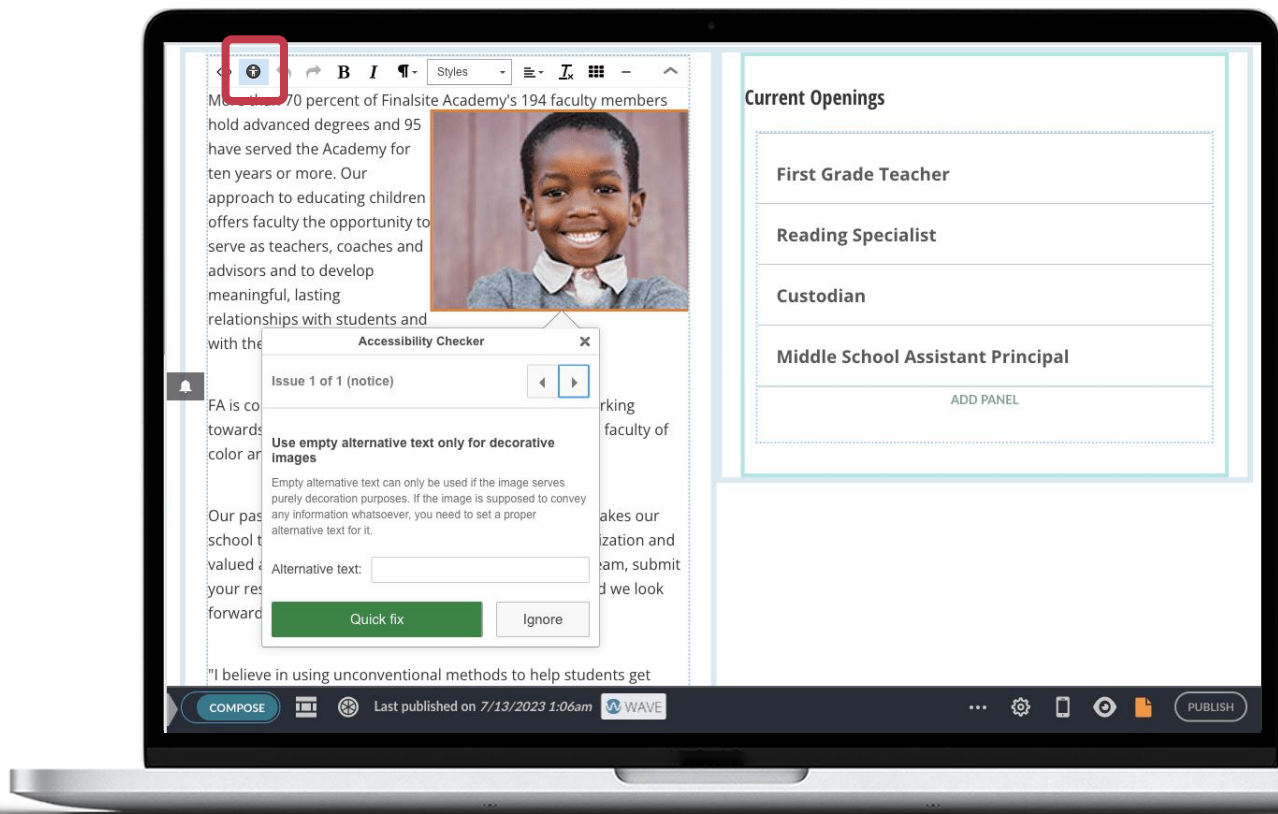
Accessible Finalsite Designs

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



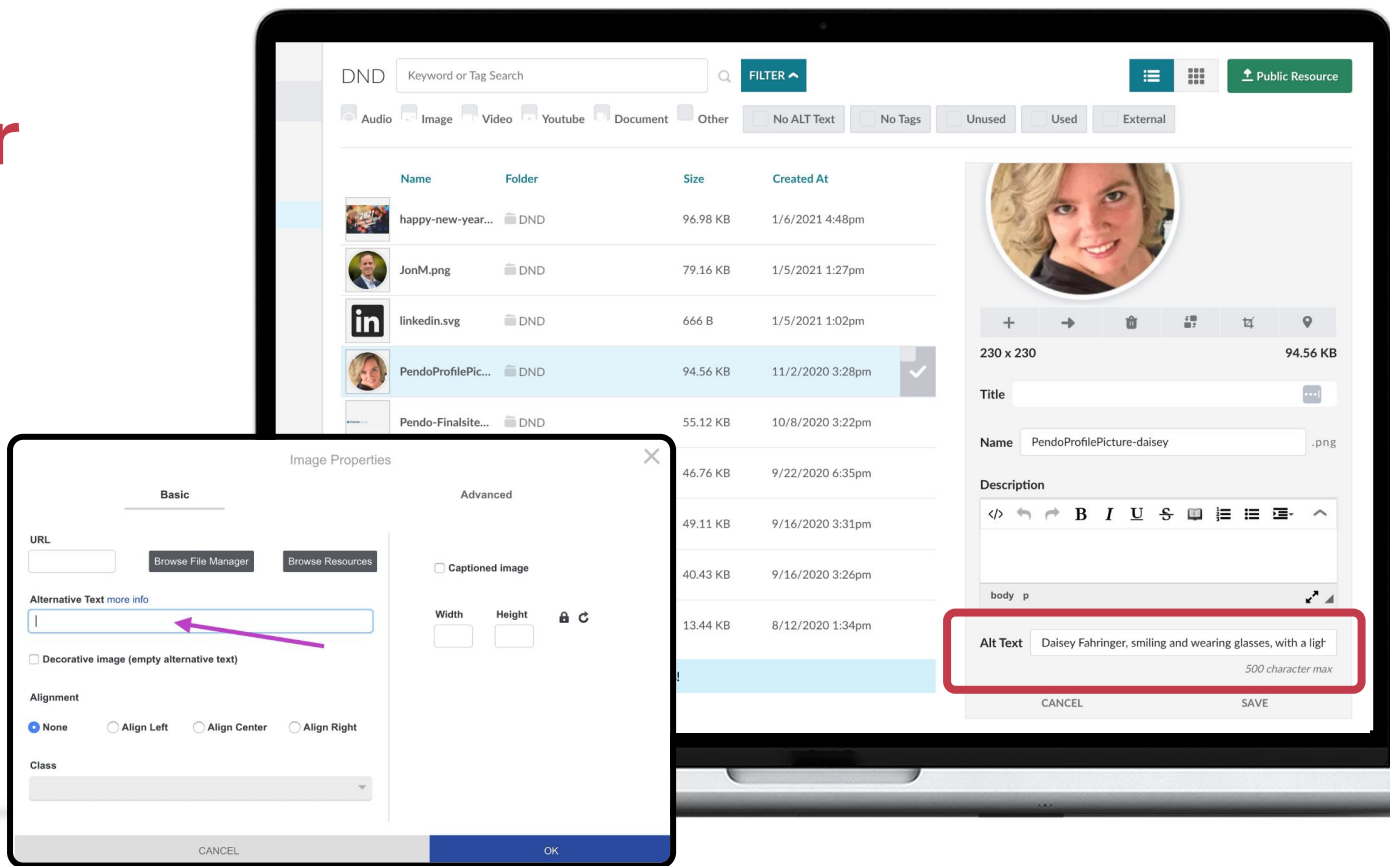
Content Accessibility Checker

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



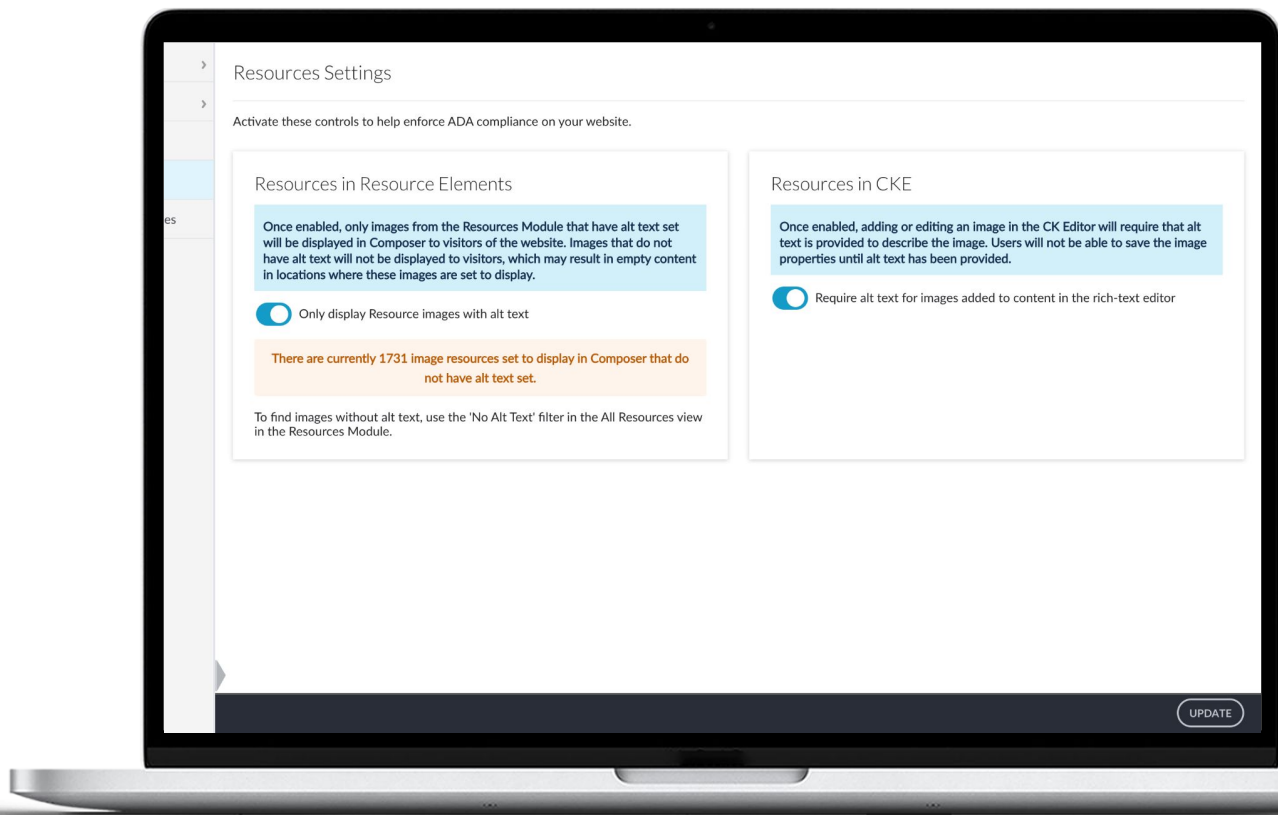
Easily Add Alt Text for Images

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



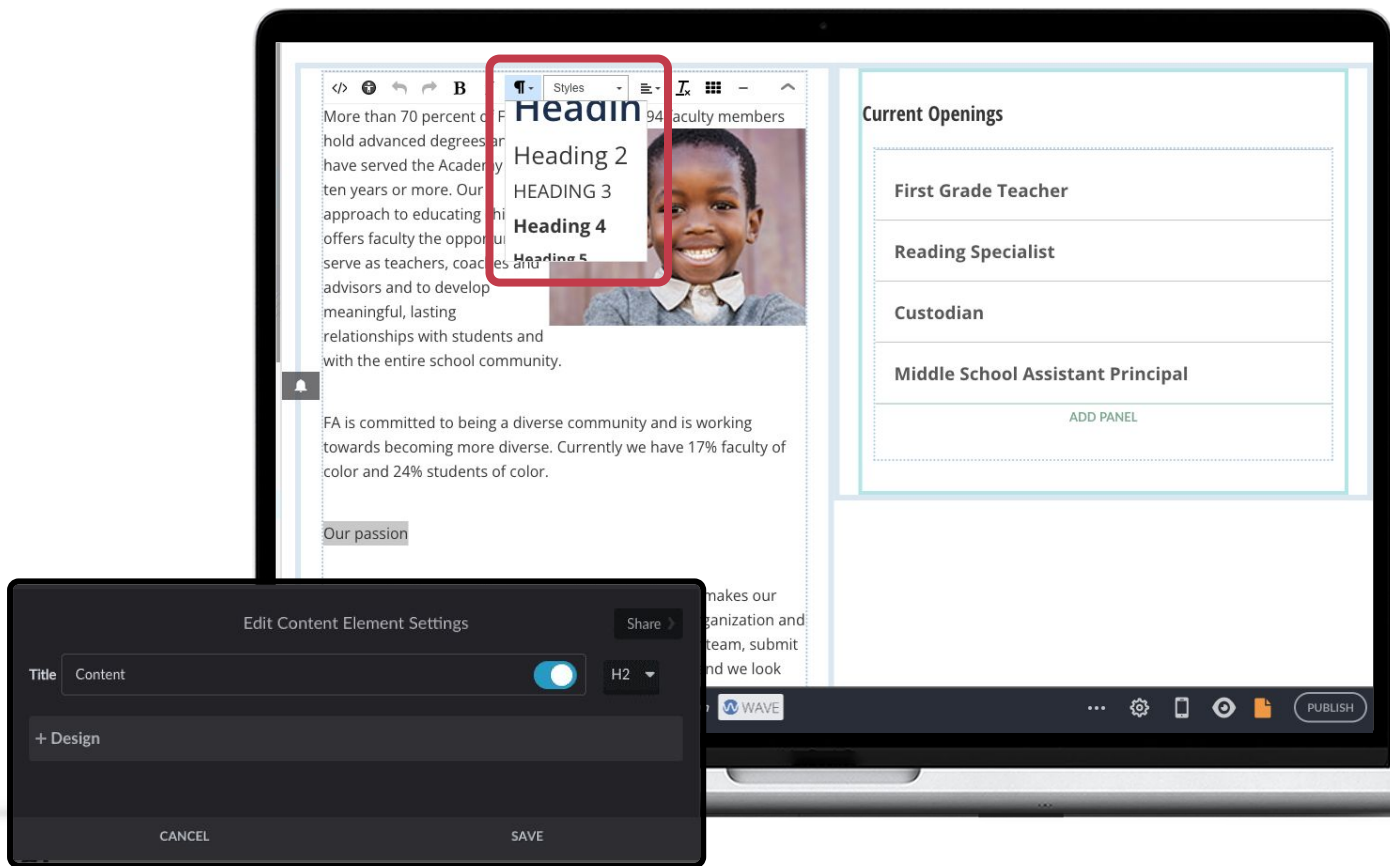
Alt-text Resource Settings

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



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.

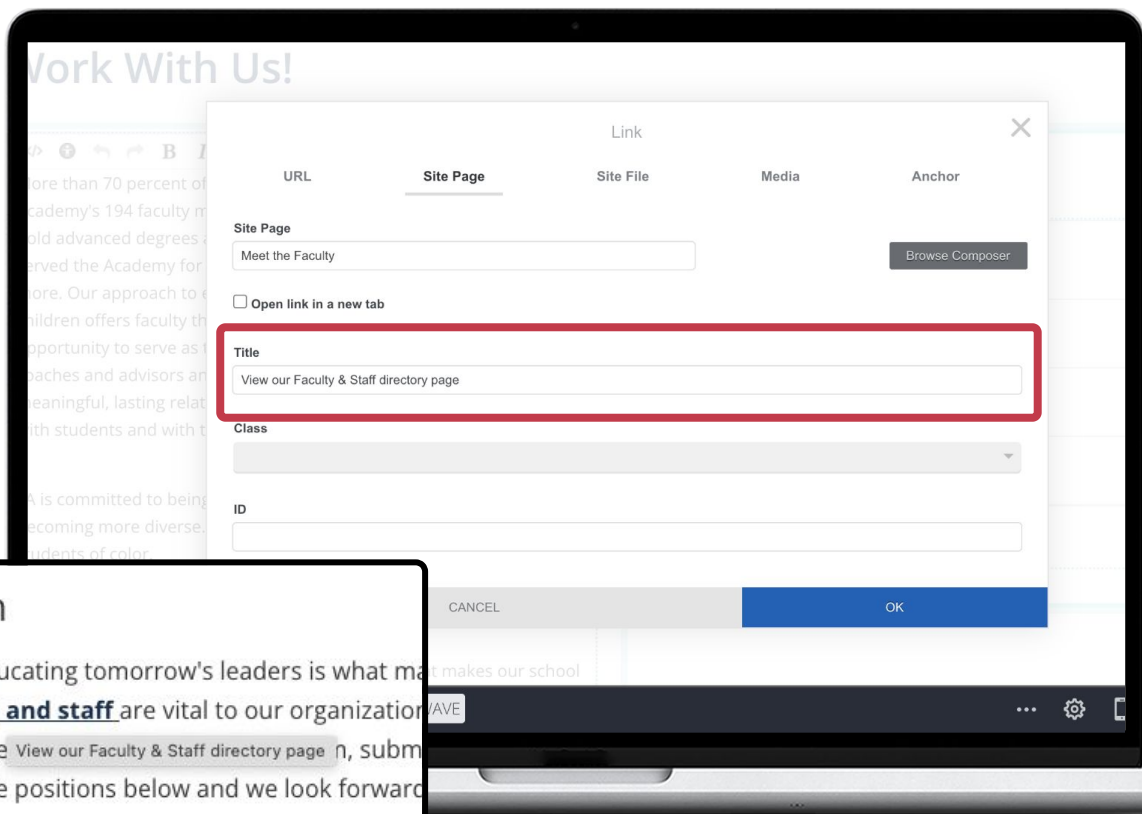


Add Descriptive Link Titles

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

Our passion

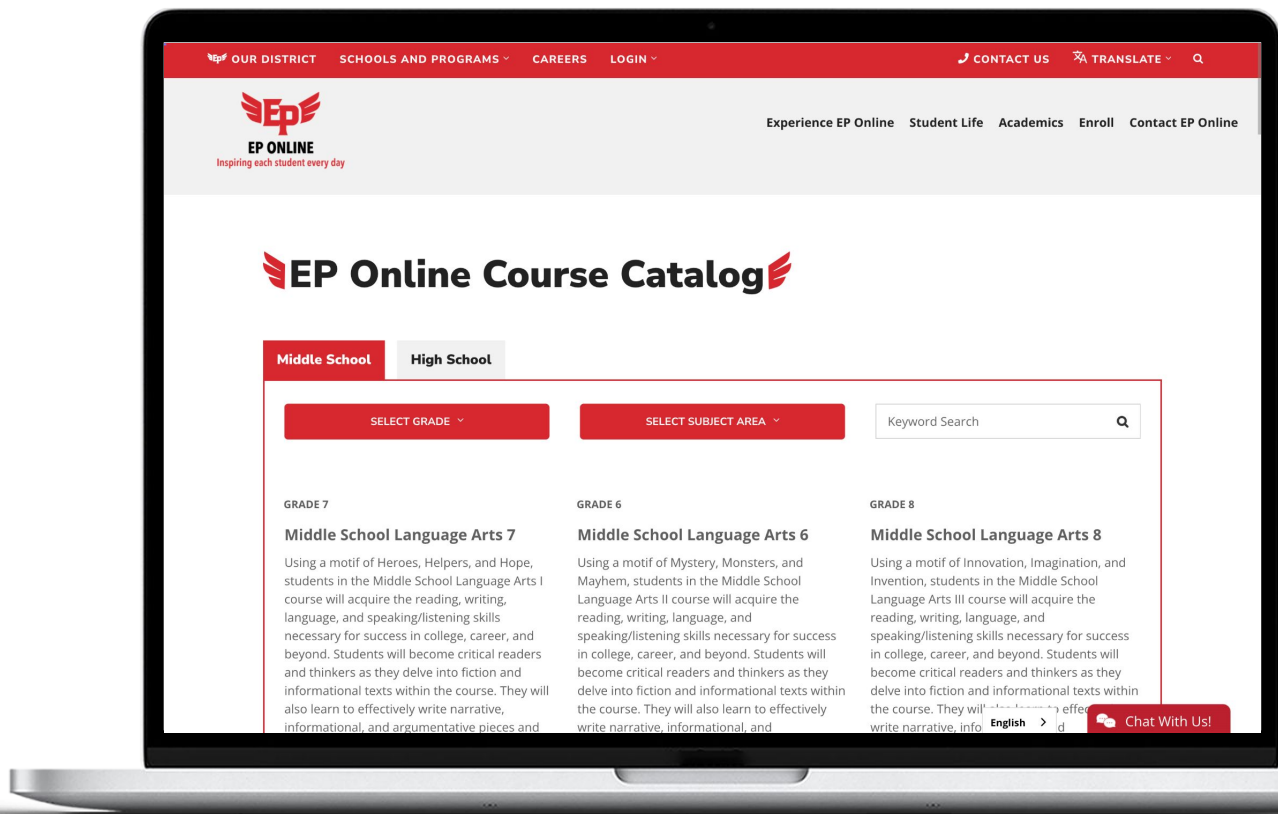
Our passion for educating tomorrow's leaders is what makes our school thrive. **Our faculty and staff** are vital to our organization every level. If you're [View our Faculty & Staff directory page](#), submit one of our available positions below and we look forward to you.



Use Posts instead of PDFs

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

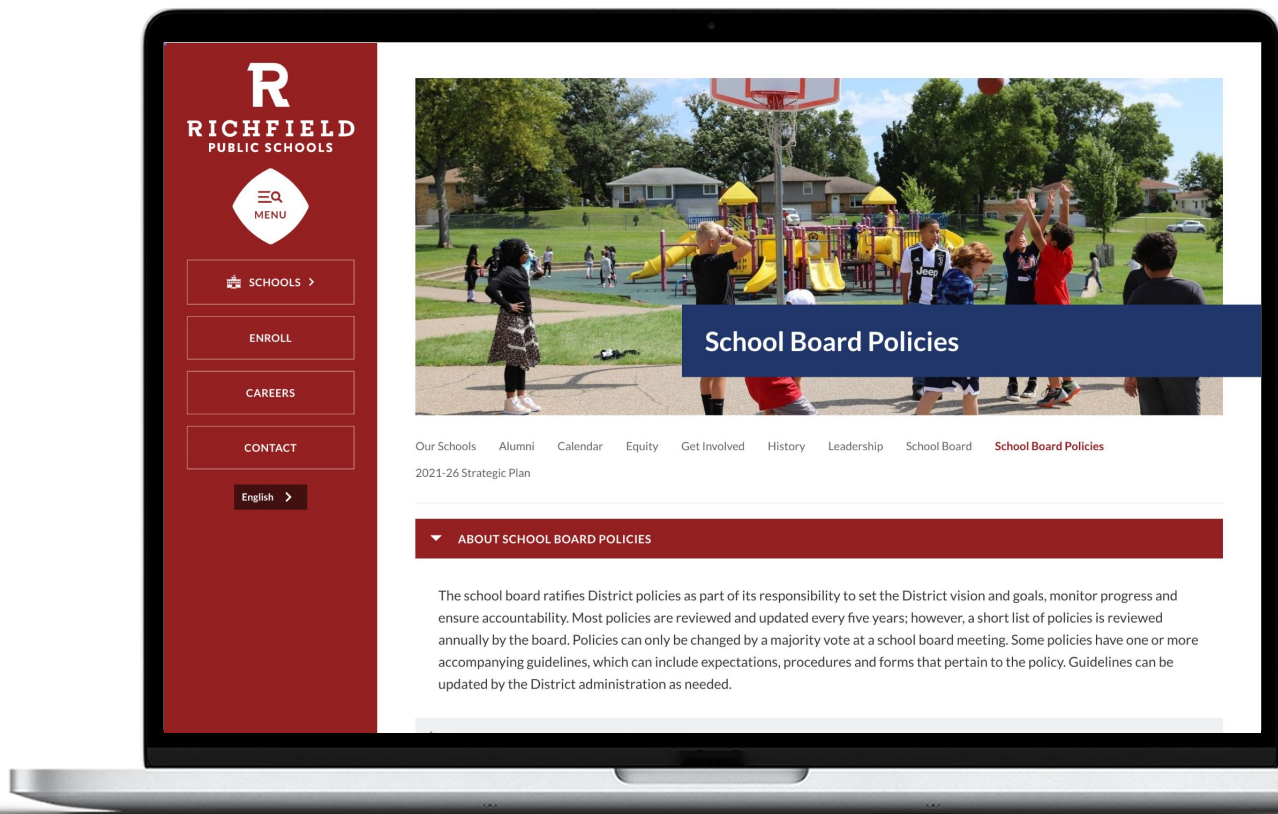
Example: [Eden Prairie Schools Online Course Catalog](#)



Use Posts instead of PDFs

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

Example: [Richfield Public Schools School Board Policies](#)





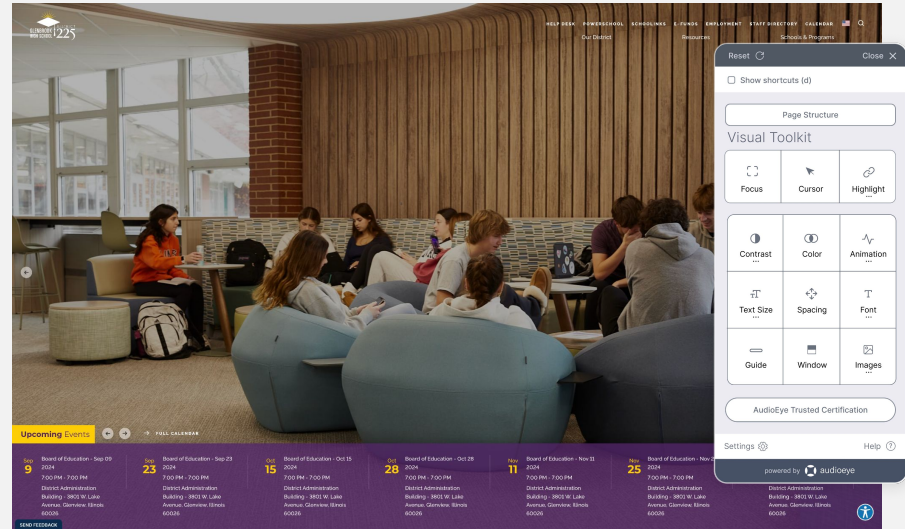
05 - The Finalsite x AudioEye Solution

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.

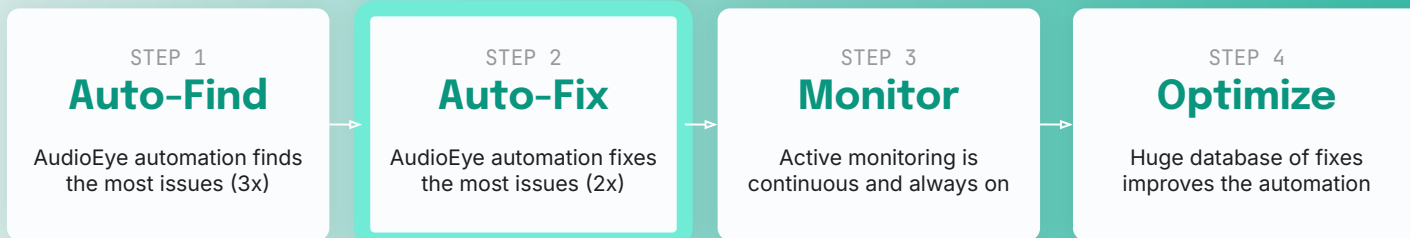


Web accessibility by AudioEye

Efficiency without compromise

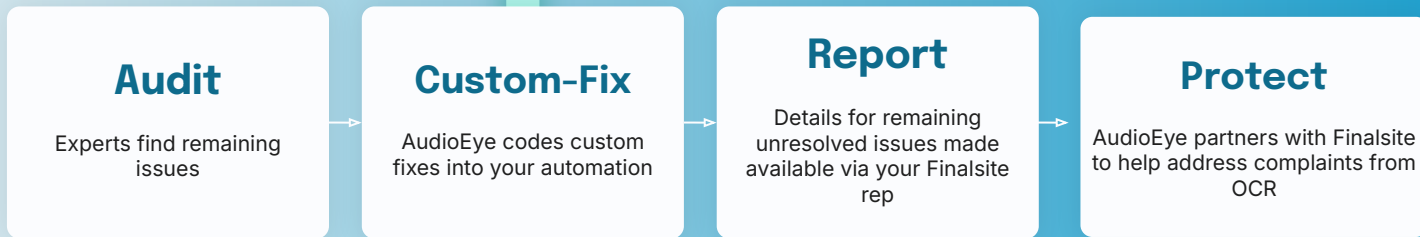
Automation Layer

AudioEye automation finds and fixes a majority of common issues, leaving much less work for humans.



Services Layer

Enabled by our efficient technology, our team of experts can find and either fix or guide on more complex issues.



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 Finals site & AudioEye solution at
finalsite.com/audioeye