

Digital Accessibility

A Quick Reference Guide for SJCOE Staff

Creating digital content that everyone can access



SAN JOAQUIN COUNTY
OFFICE OF EDUCATION

What is Digital Equity?

Digital accessibility is about **people**. Every employee, student, parent, and community member should be able to access our digital content regardless of ability.

Accessible content benefits everyone, especially those who:

- Use screen readers
- Navigate using a keyboard instead of a mouse
- Are deaf or hard of hearing
- Have low vision or color blindness
- Have cognitive or learning disabilities
- Use mobile devices or assistive technology

Accessibility means everyone has the opportunity to access the same information and participate fully.

ADA Title II Updates

Beginning April 26, 2027, public entities that serve more than 50k people must ensure digital content is accessible and meets WCAG 2.1 Level AA standards.

These standards include:

- Contrast ratios
- Alternative text
- Keyboard navigability
- Captions for all video content

Measured by the “POUR” Model:

- **Perceivable:** Can they see or hear it?
- **Operable:** Can they navigate it using a keyboard?
- **Understandable:** Is the layout clear and predictable?
- **Robust:** Does it work on screen readers and mobile devices?

Accessibility must be the default, not only when requested.

What this Means at the SJCOE

Digital accessibility affects nearly everything we create and share, including (but not limited to):

- Instructional materials
- Teacher-created resources
- Professional learning materials
- Fillable forms
- Public and internal newsletters
- Presentations
- Social media
- Multimedia

Accessibility impacts everything we do at the SJCOE.

Your Role

Everyone contributes to creating accessible experiences.

- ✓ Complete the Keenan Digital Accessibility Module
- ✓ Incorporate the Daily Six into your everyday workflow
- ✓ Use the accessibility features built into the platforms you use
- ✓ Use the SJCOE Digital Accessibility Toolkit
- ✓ **Create with everyone in mind**

Accessibility is shared work. Every accessible document helps someone participate fully.

The Daily Six

Six Essential Steps for Creating Accessible Content

Digital Accessibility Toolkit

Access templates and
step-by-step guides:
sjcoe.org/accessibility-toolkit



1. Document Headings

- Use built-in heading styles (Heading 1, Heading 2, etc).
- Organize headings in a logical order without skipping levels.
- Use bullets for unordered information and numbers for steps or sequences.

Tip: Don't create "fake headings" by only making text larger or bold.

2. Links

- Write link text that describes its specific destination or purpose.
- Avoid phrases such as "click here" or "read more." Don't paste a full URL.
- Make sure linked text has sufficient color contrast.

Instead of "Click Here," use: "Review the Digital Accessibility Toolkit."

3. Color and Contrast

- Maintain a high contrast (at least a 4.5:1 contrast ratio for standard text).
- Never rely on color alone to communicate meaning (e.g., "red text = urgent." Add text, labels, symbols, or patterns as secondary cues.

Tip: If the text feels difficult to read, increase the contrast by using darker text or a lighter background. Use a contrast checker to be sure.

4. Images

- Add concise, meaningful alternative text (alt text) describing the image's purpose and not every visual detail.
- Mark decorative images as decorative when possible.
- Avoid placing essential text inside an image. Instead, always type key details in the main text body.

Remember: Alternative text helps people understand what others can see.

5. Tables

- Create tables that are easy to navigate.
- Use tables for data, not to control page layout.
- Always designate column and row headers.
- Keep the structure simple and confirm the reading order makes sense.

Tip: Avoid merging cells; they make tables difficult for screen readers to interpret.

6. Media & PDFs

- Add captions to all videos and edit for accuracy.
- Create files in Docs or Word using proper headings, then "Export/Save As PDF."
- Run built-in accessibility checkers before distributing files.

Tip: Don't assume content is accessible just because it's online—always edit captions and test your documents before sharing. Don't share scanned paper PDFs; screen readers can't read scanned images.

**Before you publish, pause and ask:
*Can everyone access this content?***