

**20 + Years of Standards
and Best Practice**

Is the Web Accessible Yet?

A GAAD Presentation for the

Texas Governor's Committee on People with Disabilities

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Agenda

- Welcome – poll to tell us who you are
- Interview with GAAD co-founders
- Lightning review of web accessibility history
- Consider this history – how is it going?
- Current challenges – submitted by you
- How to keep ball moving forward
- Comments, questions as we go

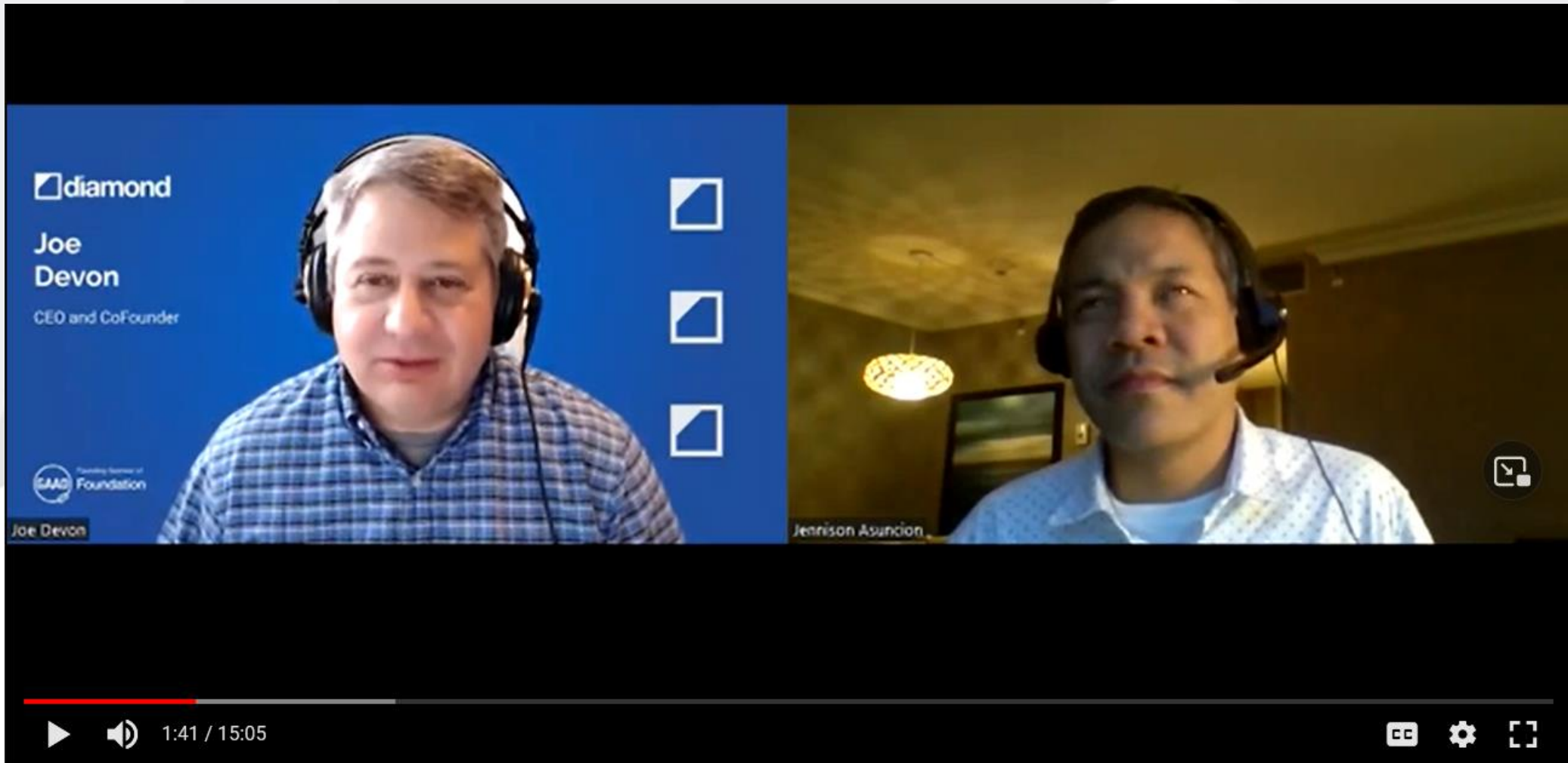
Welcome

Happy Global Accessibility Awareness Day (GAAD)

- Launched in May 2012 – this is the 11th annual GAAD
- Founded by Joe Devon and Jennison Asuncion
- Purpose: To get everyone talking, thinking and learning about digital (web, software, mobile, etc.) access/inclusion and people with different disabilities.

Poll:

Have you celebrated GAAD before – how many times?



Joe Devon and Jennison Asuncion reflect on (GAAD) Global Accessibility Awareness Day

How do YOU use the Internet?



The Problem

***More than 1 billion people world wide
live with disabilities – around 20%***

Among the states in the US, Texas has
the second highest number of
people with disabilities

– more than 50% of people over 60

Barriers in website design often lock
people out of equal participation



**More than 5 million Texans live with disabilities *
- too often the Internet does not work for them**



Source CDC Website

Accessibility means

People with disabilities

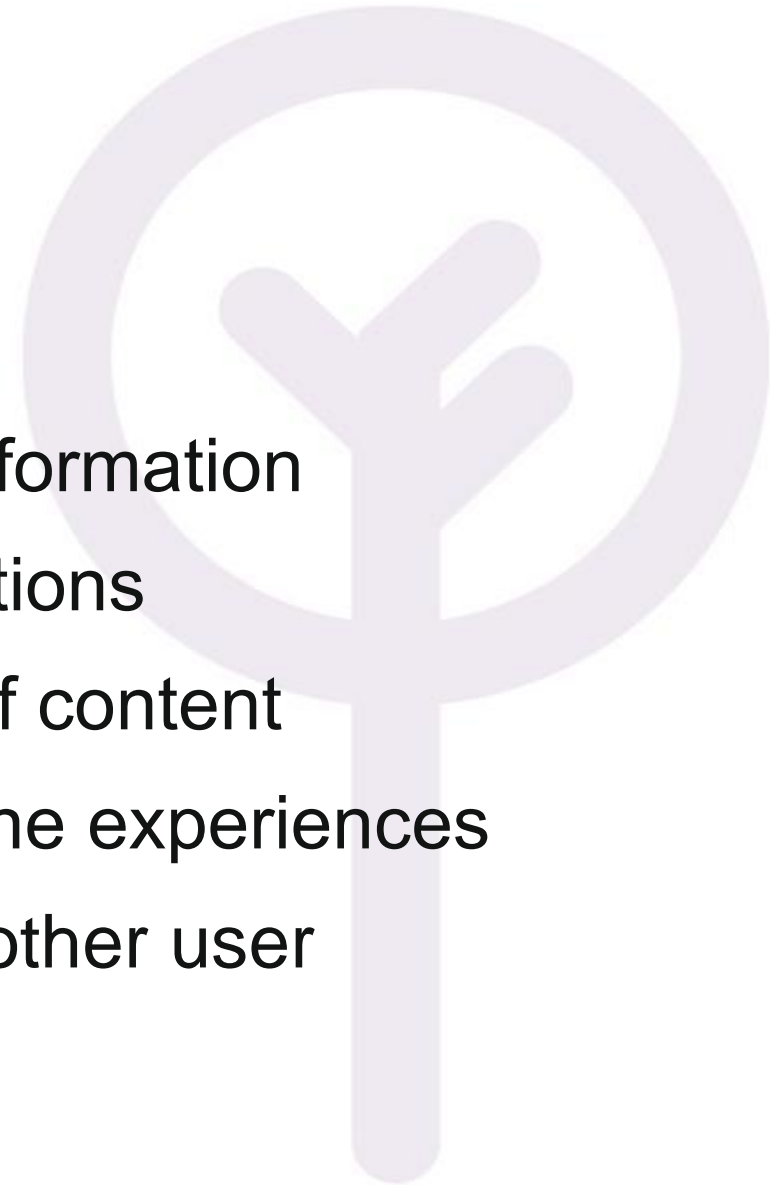
...can acquire the same information

...perform the same functions

...be active producers of content

...have interactive online experiences

equivalent to any other user



Real People



Older Users – remember disability increases with age



Where do the standards come from?

- W3C global accessibility standard (WCAG) 1999, revised periodically
- European Directive and other global legal requirements
- Section 508 – US Federal Rehabilitation Act (refresh 2017)
- Texas Administrative Code (TAC) §206.50 and §§213.10 - 213.17
- FCC Requirements specific to emergency communications
- Air Carrier Access Act updated specific to web in 2016

- ...and the courts have said the Americans with Disabilities Act applies to the web

In the context of State Government Agencies

Effective, accessible communication can save lives

- Set policy tied to state and federal law
- Include people with disabilities in planning
- Integrate accessibility provisions into general planning
- Distribute accessibility responsibility throughout the organization
- Disseminate information in tested and validated accessible formats
- Ensure accessible social media techniques
- Provide feedback loops

Accessibility is not a destination, it is a journey



Poll: Internet use during the pandemic

- Work
- School
- Kid's school
- Grocery shopping
- Doctor appointments
- Vehicle and voting registration
- Civic Engagement
- Social events
- Professional development
- More....

So how are we doing?

- COVID 19 Highlights Gaps in Accessibility for People with Disabilities
<https://tinyurl.com/COVID-access-gaps>
- Disaster Preparedness for People with Disabilities: Same But Different
<https://tinyurl.com/FEMA-same-diff>
- Communication Accessibility During a State of Emergency
<https://tinyurl.com/accessible-emergency-comms>
- The WebAIM million
<https://webaim.org/projects/million/>

Challenges YOU submitted

- Organizations such as Health and Human Services and Housing Authority not following the rules properly and perhaps falsely representing individuals when service is requested/required
- Municipal and public web sites that are not accessible to JAWs and having pictures without descriptions
- Getting school districts (ISDs), colleges and universities, government agencies as well as the general public to understand accessibility...I've been fighting every single day for years with my children's schools to make them aware of the inaccessible documents on their website and help them find ways to fix them.
- Our biggest challenge is video description - where to start, how to do it in a timely cost-effective manner.

Poll:

Studies show that digital accessibility....

Drives Innovation



Increases Market Share



Enhances brand awareness



Reduces Legal Risk



Is it time for new strategies?

- What new approaches might change Global Accessibility AWARENESS Day to ACTION Day?
- How to put the GLOBAL in Global Accessibility?
- Do Corporate Diversity and Inclusion efforts sufficiently address disability inclusion? How to move the needle?
- What about schools?

Share your thoughts in chat, then we'll wrap up



Thank you!

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