



ADA and Accessible Content

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Accessibility in Higher Education

- Key Topics and Questions:
 - **What is Accessibility?**
 - **Why** do we need to make content Accessible?
 - What if no one identifies as having a disability?
 - **HOW** can we *easily* make most content accessible?

What does it mean to make content Accessible?

- Accessibility - extent to which one can **obtain, view** or **use** an item or service.
- ADA (Americans with Disabilities Act) - accessibility refers to all American citizens' ability to traverse a street or building, consume a piece of media, or use a tool or device.
- Since 1990, when the ADA was passed, all public institutions have been required to make all goods and services they offer to the public accessible to all, regardless of ability.
- **Thirty years later ... we are still scrambling** to catch up **to make all classroom content and college materials accessible** to all students and consumers of higher education.

Why make Materials and Content Accessible?

- **Format** - Accessible Word documents and PowerPoints provide a logical format or structure to your word processed work.
 - **HEADINGS are KEY!**
- **Screen Readers** - Accessible content can be viewed by screen readers for people who are blind and visually impaired.
 - If documents are not accessible, a person who needs a screen reader has to review and re-review pieces of a document that the sighted can scan past to get to the substantive content of the document.
- **Captioning and Videos** – all video content must be closed captioned ... WHY?
 - Deaf and hard of hearing
 - People with learning disabilities
 - ESL / ELL
 - Supports multiple learning styles
 - **CAPTIONS MUST BE CORRECT ... Beware of YouTube videos!**

No Students Identifying as Disabled?

- ADA compliance requires “**same-time**” action.
 - At any point in which a student identifies as needing accessible content, a provider must be able to provide it if they are also providing the resource to others.
- Refer to the **settlement agreement** between the United States of America and Louisiana Technical University:
<http://www.ada.gov/louisiana-tech.htm>
 - **MORAL OF THE STORY:** Assume all students need accommodations, and prepare all documents, presentations, podcasts and videos to be accessible.

What proportion of your materials include: Word doc, emails, PDF docs, Power Points, & audio or video recordings?

Hand's on Activity: Making Content Accessible

- MS Word Documents
- PDF Documents
- Emails
- PowerPoints

Wrapping it All Up...

- Make all Content in an applications that supports Accessibility.
- Word, Emails, PDFs, website content, PPTs all can be made accessible at the time of creation.
 - **DO NOT FORGET:**
 - **Headings**
 - **Alt Text** as you create
- **Only deploy Captioned Videos**
 - Inquire at time of purchase – publisher and learning management system vendor
 - Ted Talks, PBS, etc.
 - Create in-house with Camtasia or use YouTube and edit YOURSELF!
 - iPhone user? Use CLIPS for quick video messages and tutorials.
 - Contract a captioning vendor: Automatic Sync Technologies & 3Play Media

Thank you ...

- Thank you for your time!
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