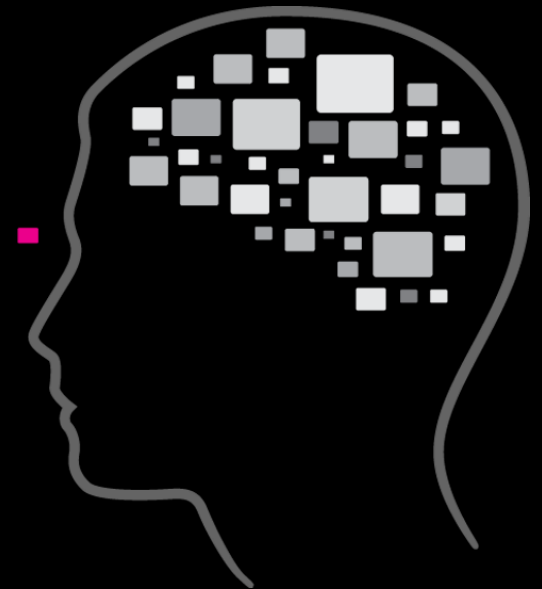MEDIA ACCESS AUSTRALIA
INCLUSION THROUGH TECHNOLOGY

The digital accessibility path to inclusive learning
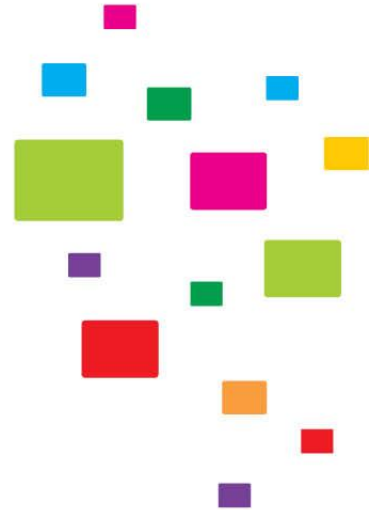
Natalie Collins

Pathways 13 Conference — 30 November 2016

What is digital accessibility?

Digital accessibility is the inclusive practice of ensuring people with disabilities can access, interact with and understand digital (web-based) applications, content and communications.

What are some the adjustments provided to students now?

- Note taking
- Captioning
- Interpreting
- Audio books and large print
- ….

To be successful, students need..

Online enrolment

Course materials

Student services

Study and social

Campus wayfinding

Employment options

To be successful, students need..

Online enrolment

- Accessible forms

- Web accessibility

Student services

- Web accessibility

Campus wayfinding

- App accessibility
  & assistive tech
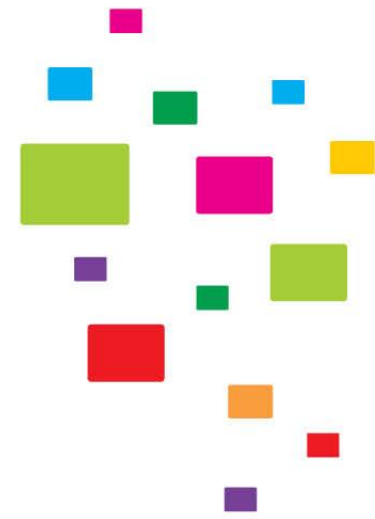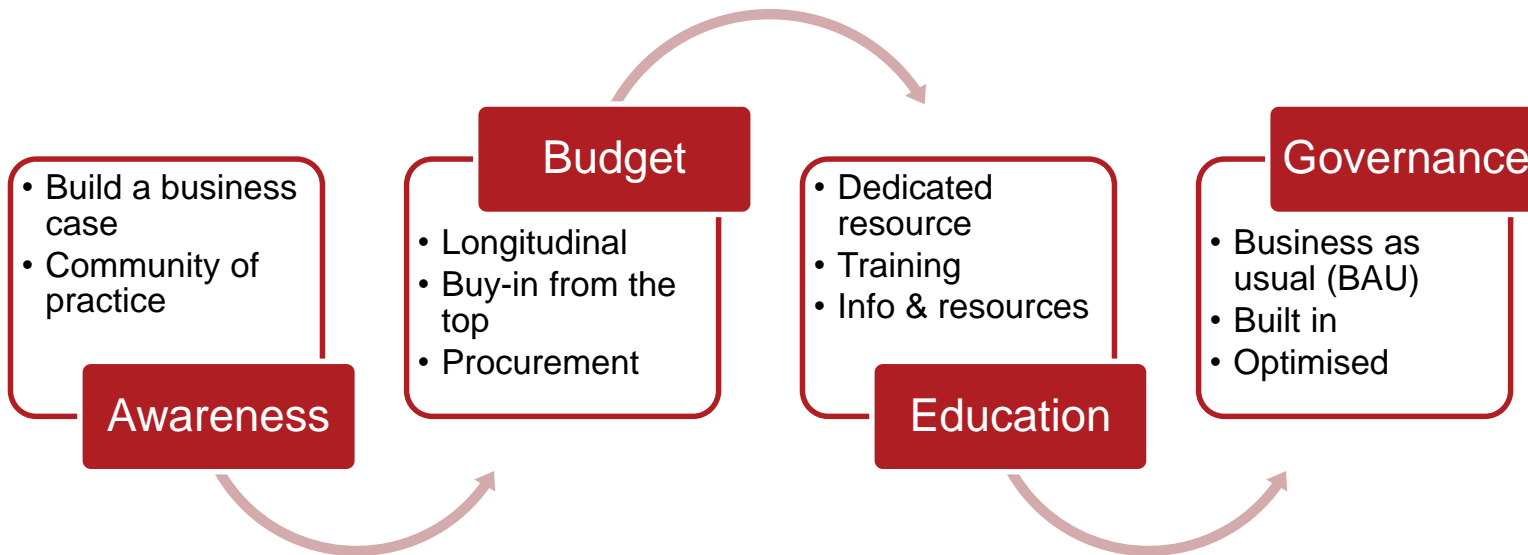
Course materials

- Captions, AD,

- Accessible docs

Study and social

- Accessible apps
  and platforms

Employment options

- Assistive tech

Strategically thinking…

Awareness
- Build a business case
- Community of practice

Budget
- Longitudinal
- Buy-in from the top
- Procurement

Education
- Dedicated resource
- Training
- Info & resources

Governance
- Business as usual (BAU)
- Built in
- Optimised

Complaint or breach of human rights

Reduction in student enrolments

Alienation and inability to cater for different learning styles

Reputation

The Deakin University path

Drivers for Deakin

- Historical – first to have disability support resource
- Disability Action Plan
- Increasing adjustments budget / bill - captioning
- Compliance with standards and government policy
- Digital innovation and desire to lead

- Sustainability…

The Digital Accessibility Project

- Established a university wide Reference Group (Known champions and practitioners)

- Sponsored through Equity & Diversity

- Digital Accessibility Project website

- Dedicated Project Manager (Part-time)

Big Picture stepping stones

1. Understand the current (digital) environment
2. Budget: Web accessibility audits
3. Education: Training and central information & resources
4. Establish long-term governance and responsibility

Digital Accessibility Maturity Assessment (DAMA)

Organisation-wide view and gap analysis of current practice and a benchmark of where it sits against standards and best practice.

- Summary of findings
- Maturity scorecard
- Risk profile
- Priority Action Plan

Digital Accessibility Maturity Scorecard

| Focus Areas	Level 1 Unaware	Level 2 Informal	Level 3 Defined	Level 4 Repeatable	Level 5 Managed and Optimised
Business Drivers	Acting alone. The organisation has no identified drivers at this stage	A complaint or fear of complaints have motivated management	Legal requirement to meet WCAG 2.0 AA & reduce complaints.	Promoted as a way to reduce risk & improve customer service & delivery	Maximised customer engagement, inclusion.
Awareness	No organisational awareness at this stage	Some management buy in but organisation is largely unaware	Executive acknowledgement. Official job role or champion	Executive buy in. Multiple access champions.	All board, management and staff aware and responsible.
Staff Resourcing	No staff responsibility yet	Partial role defined	Specialist role or multiple roles with access responsibility	Multiple management roles & access champions	Induction for all roles & procurement. Active board/CEO buy in
Budget/Funding	No budget allocation	Some budget assigned to web development or training	Education resources available and budget allocated for projects	Budget for annual retesting. E-learning for induction	Access built in to all project budgets and operational processes
Content - Website	Unaware of accessible content requirements	No consistent accessibility checks	Checklists or CMS prompts to remind staff.	Routine checks by authors	Regular checks & advances to web content.

Key DAMA findings

- Commitment to WCAG 2.0 Level AA
- Located passionate people
- Procurement practices are a key issue
- Central capability to direct enquiries
- Central information resource
- Training of key staff
- Establishment of on-going governance

Video accessibility assessment

Review where and how video material is created and make 'aspirational' recommendations on how process can be improved

Where and how video material is created

Is there a practice for creation of transcripts and captions?

Options for captioning
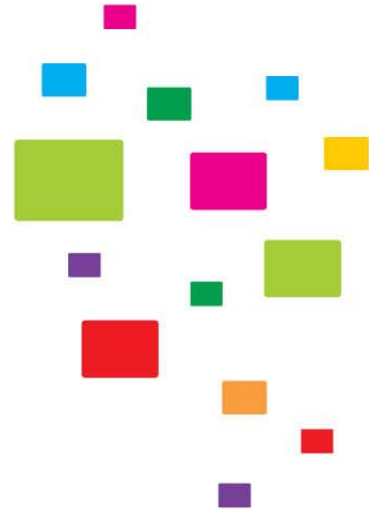
Video accessibility assessment

- Limitations of video player
- Little of no awareness of audio description
- No cataloguing of captioned content. Could be captioned twice!
- Who or how is budget approved?
- Captioned content could be prioritised.
  1. Captioning provider
  2. Captioned internally
  3. DIY captions
- Practice was varied
  - Captioning policy for external videos
  - Auto-captions used widely
  - Reasonable adjustments was excellent but only available for that student

https://www.youtube.com/watch?v=IyDRJWIKSGg

Web and digital environment

Key student facing applications and websites tested to understand level of compliance.

Outline of the work required to meet compliance and best practice.

Knowledge the team required to attain accessibility

Education

Staff needed immediate knowledge

- Understanding the principles: Creating accessible content
- Testing for web accessibility compliance: 2-day workshop
- Specific training: InDesign

Information resource: Accessibility Centre of Excellence

Governance

Reference Group

Commitment to comply with WCAG 2.0, AA

Policy review:

- Web publishing
- Procurement
- Communications and social media

https://video.deakin.edu.au/media/t/0_vto07ckb

Media Access Australia

Inclusion through technology

- Advocacy – media and digital access

- Industry liaison – technology solutions

- Education and consulting services

  - Digital accessibility strategy & planning
  - Web, mobile audits
  - Training and education programs
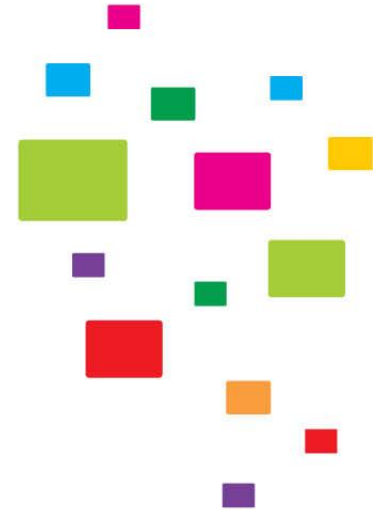
Other useful resources

Affordable access:
www.affordableaccess.com.au

Cognitive Disability Digital Accessibility Guide:

http://www.mediaaccess.org.au/digitalaccessibilityservices/cognitiveguide/

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Mediaaccess.org.au

Digitalaccessibilityservices.com.au

Web accessibility know how