Introduce Accessibility to your Organization by Inspiring Behavioral Changes

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Why Accessibility?

Awareness is higher due to the number of lawsuits

Globally there is a significant increase in implementation of regulations, standards and policies for accessibility

Lack of attention to accessibility can impact sales and revenue

- Expensive to retrofit accessibility
- Products are constantly evolving

Maturing population represents a strong demographic for revenue opportunity

- People are staying in the workforce longer
- Retired population is tech savvy
Accessibility Challenges

Accessibility is not being implemented consistently across products and the organization

Lack of awareness of accessibility and standards leads to poor or incomplete implementation

No clear policies or direction on what you need to achieve for accessibility

Teams are not sure when accessibility is good enough or if they have implemented it correctly

Accessibility is considered an afterthought
The Evangelism Struggle

The accessibility seed is planted somewhere:

• Top Down
• Bottom up
• Middle Out
Change is Hard!
Cognitive Behavioral Therapy (CBT) Model for Change

- Pre-contemplation
- Contemplation / Understanding
- Preparation / How?
- Action
- Maintenance / Measuring
- Relapses / Monitoring

Contemplation / Understanding

Pre-contemplation

Relapses / Monitoring

Maintenance / Measuring

Action

Preparation / How?
Pre-contemplation

- No knowledge of digital accessibility
- No knowledge of the ROI
- No knowledge of the legal risk
- Don’t understand that people with disabilities access the web or access it differently.
- Don’t understand how people with disabilities access the web.

To affect change it is important to understand what key influencers don’t know and what is important to them.
Contemplation / Understanding

- Aware of digital accessibility
- Aware of the ROI
- Aware of the legal risk
- Some understand that people with disabilities access the web
- Some understand how people with disabilities access the web.
- Aware that there are guidelines
Contemplation / Understanding

Given information that has an impact on their role, the influencer will start to consider the importance of accessibility.
Legal

• Legal Risk to the Organization
• Lawsuits in your industry
• How to mitigate risk
  • Conform to WCAG 2.0 Level AA
  • Create Policies
  • Ensure continuing efforts
Business

• Aware of the legal risk
• Customers requirements
  • Conformance to WCAG 2.0
  • Accessibility Statements (VPAT)
• ROI
  • The aging populations relies on your technology now and will become more disabled as they age
  • 57 Million people with disabilities living in the US.
Development

- Is or may become a requirement
- Understand that people access their product or website in ways they may not expect.
- Understanding accessibility increases their value to the organization
- Today best practices are changing to include accessibility
Preparation / How do you become accessible

• Assessments:
  • Assess Website / Applications
  • Assess Organizational Capabilities
Preparation / How do you become accessible

• Assessing Websites / Applications
  • W3C Website Accessibility Conformance Evaluation Methodology (WCAG-EM)
## Preparation / How do you become accessible

### Assess Maturity Level (PACS / CMM)

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reactive</strong></td>
<td>Organization does not have a commitment to accessibility and processes are undocumented. Accessibility is done on an adhoc, uncontrolled and reactive manner.</td>
</tr>
<tr>
<td><strong>Emerging</strong></td>
<td>Accessibility is implemented on an as needed basis usually in response to business requirement or legal agreement. Some processes may have been developed but is used only on some projects and not at organizational level. Organization is encouraging discipline and increasing the repeatability of accessibility processes.</td>
</tr>
<tr>
<td><strong>Defined</strong></td>
<td>Accessibility processes and procedures are defined and documented at the organization level. Processes and procedures have been communicated to all staff with responsibilities for accessibility.</td>
</tr>
<tr>
<td><strong>Managed</strong></td>
<td>Accessibility processes are defined, standardized, integrated into the organization and the development lifecycle. Management controls are in place.</td>
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<td>Processes are continually improving based on performance. Accessibility conformance is measured and tracked.</td>
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</table>
Preparation / How do you become accessible

Assess Maturity Level In Process Areas

• Some Process Areas
  • Dev Life Cycle
  • Legal
  • Procurement
    • Procedures
    • Policies
Action

• Remediation
  • Development Lifecycle
  • Remediate Issues
Action

• Maturity Action Plan
  • Implement Procedures
  • Create Policies
  • Deliver Education
  • Implement Technologies
Measure

• Verification
  • Regression Testing (Manual QA)
  • Documentation (VPAT)
Measure

- Maturity Action Plan Progress
  - Checkpoints
  - Mentoring
  - Weekly Checkups

Pre-contemplation
Contemplation / Understanding
Preparation / How?
Relapses / Monitoring
Action
Maintenance / Measuring
Relapse / Monitoring Success

• Reviews
  • Automated Scanning
  • Manual Reviews
• Risk Analysis
• Knowledge Assessments
  • Annual Training
  • Best Practice Updates
• Policy and Procedure Review
Back Where We Started. Here We go ‘round Again

Pre-contemplation

Contemplation / Understanding

Preparation / How?

Relapses / Monitoring

Maintenance / Measuring

Action
Pre-contemplation

- Missing knowledge of digital accessibility
- Missing opportunity for ROI
- Additional unknown legal risk or some areas are not working
- Missing how some people access the web
- Misunderstand how people with disabilities access the web.

This is an important concept because it illustrates the need for continued evaluation of competence even if the behaviors have not lapsed. “Can we be doing this better?”
Pre-contemplation

**Reactive**

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**Emerging**

Accessibility is implemented on an as needed basis usually in response to business requirement or legal agreement. Some processes may have been developed but is used only on some projects and not at organizational level. Organization is encouraging discipline and increasing the repeatability of accessibility processes.

**Defined**

Accessibility processes and procedures are defined and document at the organization level. Processes and procedures have been communicated to all staff with responsibilities for accessibility.

**Managed**

Accessibility processes are defined, standardized, integrated into the organization and the development lifecycle. Management controls are in place.

**Proactive**

Processes are continually improving based on performance. Accessibility conformance is measured and tracked.
Questions?

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