Digital Accessibility at Columbian College
Agenda

- Introduction
- Digital Accessibility Best Practices
- PDFs & Accessibility
- Accessibility in Emma
- Accessibility Training Opportunities & Assistance
What is Digital Accessibility?

All digital content must be available to all users in a manner that is:

- **Perceivable**: Users must be able to perceive the information being presented.
- **Operable**: The user interface should be operable with any device or software tool, such as a keyboard, touchscreen, or screen reader.
- **Understandable**: Users must be able to understand the information presented.
- **Robust**: Users must be able to access the content from a variety of devices and assistive technology.
Why is Digital Accessibility Important?

• Provide equal and inclusive digital access to all users, including users with disabilities.
• Increase the scope and reach of prospective audience and maximize recruitment strategy.
• Comply with the University’s obligation to ensure all websites and digital assets are accessible.
Digital Accessibility Best Practices

Alt-text in Images

- All uploaded images must have alt-text.
- Alt-text should be descriptive.
- If there is text in the image, all of the text must be included in the alt text.

Alt-text example

- **Good**: Spring flowers bloom across Kogan Plaza
- **Okay**: Kogan Plaza
- **Bad**: Kogan
Digital Accessibility Best Practices

Headings and Subheadings

• Use Headings in sequential order to *organize content* (H2 for a section header, followed by H3, H4; H1 is the page title).

• Never use headings as decorative text or a visual element in body text.
Digital Accessibility Best Practices

Hyperlinks

- Hyperlinks must be contextual and descriptive.
- Do not use raw URL in hyperlink text.
- Do not use vague language, such as ‘click here’, ‘read more’, ‘learn more’, etc.
- Do not use the same language to link to different locations.
  - **Good**: For more information, visit the [CCAS website](#).
  - **Bad**: For more information, [click here](#).
  - **Bad**: For more information, go to [columbian.gwu.edu](#).
Digital Accessibility Best Practices

Color Contrast

- Use the GW Web Color Palette in graphics and promo to ensure sufficient color contrast.
- Do not change the default font colors of GW Drupal.
PDF Accessibility

• Refrain from uploading PDFs if the content can be presented in the webpage copy
  • Example: Policies and procedures can be entered as web page content instead of PDFs
• In circumstances where uploading a PDF is required, check to make sure the PDF is accessible before uploading.
PDF Accessibility (continued)

• Use the Adobe Acrobat accessibility checker to fix simple accessibility issues

• **Create accessible PDFs from Microsoft Word:**
  - ([https://go.gwu.edu/ccasdrupalresources](https://go.gwu.edu/ccasdrupalresources))

• Consider Open Access Technologies: paid, professional PDF remediation
  - Used for more complex, “high-stakes” documents
  - Process: Estimate in 1-2 business days, 3-5 business days to remediate PDF from time of approval
  - Can pay with P-Card over the phone
Accessibility in Emma

- Recreate templates using accessible template developed by MCS.
- Use the same digital accessibility best practices as web.
- Visit Online Strategy office hours or contact Terry Carter at tcarte85@gwu.edu for assistance.
Accessibility Resources & Training

- **Online Strategy Accessibility guidelines:**
  - [https://drupaldemo.gwu.edu/accessibility](https://drupaldemo.gwu.edu/accessibility)

- **Accessibility training and tutorials on Lynda:**
  - [https://go.gwu.edu/accllynda](https://go.gwu.edu/accllynda)

- Visit **Online Strategy Office Hours** for help with digital accessibility:
  - [https://creativeservices.gwu.edu/training-support](https://creativeservices.gwu.edu/training-support)