Overview

• OCR Review + Compliance & Equity
• An opportunity to help our users
• Focus is on:
  – Our info about services, activities and programs
  – Our public web and social media
  – Our content now and moving forward
• Guidelines to follow: WCAG 2.0 (AA)
Web Templates

• They handle many accessibility items for us:
  – keyboard tabbing
  – page structure
  – color contrast
  – form labels
  – more…

• Enhancements across university sites this summer
  – slideshows and rotating elements
  – menu structures
  – ability to improve alt text
Web Content

- Images – brief, descriptive alt text
- Documents – must be accessible
- Cascade photosets – build using latest method
- Cascade tables – new caption field
- Hyperlinks – link to phrases that indicate destination
- Heading structure – don’t mimic with bold
- Video captions – required
- Help: www.wm.edu/cascade/accessibility
Video & Livestreaming

All video must be captioned when published – in-house or paid services available.

UMAC Video
Generates SRT files in house using YouTube for all videos they produce – they include on YouTube and make available for those of us posting natively to Twitter and FB.

News & Media
Now captioning their videos in-house for YouTube and native uploads to Twitter and FB.

Web & Design
Will be captioning any small videos we produce for Twitter and Facebook, and will begin captioning all video snippets we use in our Instagram Stories. Live captions and post-production captions by Ai-Media – costs range from $1-4 per minute.

eLearning
Uses Rev.com as a paid service to caption videos at $1 per minute. Seeking a university-wide solution for academic video.
Social Media

• Content must be accessible
  – images must have descriptions in the copy or alt text
  – Facebook, Twitter & Instagram posts offer this ability
  – videos must be captioned
  – linking to an accessible version of content is an option

• Summer workshop

• Help: www.wm.edu/social/accessibility
Alternative Text

• For visually impaired + those not loading images
• One of your biggest opportunities for impact
• Alt text should:
  – **Be brief** – less than 125 characters ideally
  – **Be descriptive** – accurate content and function
  – **Not be redundant** – consider adjacent content if possible
  – **Not use the phrases ‘image of…’ or ‘picture of…’**
• Bonus: SEO benefits!
Sample Alt Text

- a professor
- woman holding a rock
- “Professor Rowan Lockwood displaying a large fossil oyster” or…
- “Rowan Lockwood” (if adjacent content provides the other info)
Sample Alt Text

- Emergency alert
- System test
- “FEMA nationwide radio and television emergency alert system test on Wednesday, August 7, 2019 at 2:20 p.m. EDT” or…
- “” or “FEMA graphic” (if adjacent content provides the same info)
Resources

- www.wm.edu/accessibility
- www.wm.edu/cascade/accessibility
- www.wm.edu/social/accessibility
- webaim.org
- www.w3.org/TR/WCAG20/