Equity through Website Accessibility

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Illinois Center for Specialized Professional Support (ICSPS)
Who is ICSPS?

founded in 1977 at Illinois State University
creates, supports, and delivers professional development for career and technical education professionals across Illinois
provides technical assistance, develops publications, and facilitates program improvement strategies for our partners
focuses on transition, recruitment, retention, and completion—encouraging achievement of special populations learners
<table>
<thead>
<tr>
<th>Who are Special Populations Students?</th>
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<tbody>
<tr>
<td>Individuals with Disabilities</td>
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<tr>
<td>Economically Disadvantaged</td>
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<td>Nontraditional Fields</td>
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<td>English Learners</td>
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<td>Youth Experiencing Homelessness</td>
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<td>Foster Care Involved Youth</td>
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<td>Military Connected Youth</td>
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<td>Single Parents, Parenting Teens, &amp; Pregnant Mothers</td>
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<td>Out-of-Workforce Individuals</td>
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What to expect in the next few minutes

- Strategies and tips to improve accessibility of your website
- Ways to utilize your website as a recruitment tool
- Nod your head, smile, and scratch down a note
Your webpage is the gateway to your program
Ensure there is a clear place to go to get answers?
Review your website to insure it is...

- Intuitive
- Accessible
- Easy to Navigate
- Inviting for potential students
1. Use **onboard formatting tools** to create and provide appropriate labels. Verify structure by using onboard accessibility features.

2. Include **alternate text** for all images, complex image groups, graphs, and tables.

3. Provide **alternative access** to information provided visually or through audio. Alternate access for pre-recorded audio or video media could include audio tracks for information.

4. Provide **methods to stop visual and audio effects** from playing automatically. Repeating sounds, flashing lights, or automatically moving sliders can cause problems related to user experience.
5. All functionality is available through **keyboard commands**. If any function cannot be achieved through arrow keys or tab function, then the user must be prompted.

6. Choose **colors carefully**.

7. Enable **resizable** text.

8. Turn **off auto features** that cause problems for users with disabilities. (e.g. text wrapping)

9. Use **hyperlink text to provide context** and inform users of destination.

10. Create **content with accessibility** in mind.
Tips for Recruiting!

Get Excited and Challenge the Status Quo!

“You can’t fix a problem with the same thinking that got you into trouble.”

“If nothing changes, then nothing changes.”
The three E’s of Successful Recruiting!

Engage    Equip    Empower
Evidence Based Practices.

It is crucial to dispel stereotypes held by instructors, parents, and/or the learners themselves regarding college opportunities by raising awareness of program opportunities early in the recruitment process.

When using pictures of any student show them working – not just watching.

Include pictures with individuals in context to reduce stereotypes by displaying elements of their personality or identity that are not work-related.
Be Intentional In Representing ALL Students

Use images of diverse individuals on marketing materials – both online and printed materials.
EBP

Provide services and recruitment campaigns that draw diverse students to programs but do not take actions that single them out.

*Use common language* instead of professional/bureaucratic terms in promotional materials; if potential students do not recognize the meaning of language do not use it in recruitment efforts.
EBP

When recruiting learners, it is important to use **multiple forms of media to market** to learners and family members since the decision to enroll in any program is often a family decision.

Use **gender inclusive language**, not gender specific; you are actively seeking students of all genders.

Use **promotional materials that feature photos and testimonials of current learners and graduates** of programs.
Success stories matter…

Word-of-mouth marketing is a critical—and overlooked—part of recruitment!
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Rethink word of mouth – texts, tweets, posts, shares – are all word-of-mouth communication.

Create a “Student Success in...” section on your website to highlight current and completed student experiences.
Does your program have a social media presence?
Leverage new technology

<table>
<thead>
<tr>
<th>Find</th>
<th>Find what works for your team and your program.</th>
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<tbody>
<tr>
<td>Start</td>
<td>Start small but start somewhere!</td>
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<tr>
<td>Engage</td>
<td>Engage with potential and current students!</td>
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</table>
Follow up with Students!

- Email students from previous semesters
- Call and/or text students to check in
- Follow up with social media
Take-a-ways

✓ Share one strategy that you will take back to utilize your website in recruiting participants for your programs?

✓ Share one strategy that you will take back to enhance your website accessibility?
Resources

Website Self-Assessment Checklist:
http://webaim.org/standards/508/checklist

Electronic Documents Self-Assessment Checklists:
http://www.hhs.gov/web/section-508/making-files-accessible/checklist/index.html#

Tutorials and Guides:
http://icsps.illinoisstate.edu/2016/08/electronic-and-web-accessibility-webinar-series/

List of website Self-Check Resources:
http://www.dhs.state.il.us/page.aspx?item=36441
Compliance Standards

Web accessibility is guided by the following laws and standards. Each standard has guidance on how to achieve compliance:

**Section 508 Standards for Electronic and Information Technology:**


**Illinois Information Technology Accessibility Act:**

http://www.dhs.state.il.us/IITAA/IITAAStandards.html