



PHILADELPHIA • JUNE 26-30

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Build Your Digital Accessibility Strategy:

From theory to practice

Brittni Ballard, Rob Carr, Katherine Klosek, Victoria Van Hyning, and Jerry Yarnetsky



Introductions Who We Are & How We Met



Brittni Ballard (she/hers)

- Learning Technologies Librarian, Towson University (Maryland):
 <u>bballard@towson.edu</u>
- Disabled neurodivergent chronically ill faculty with multiple ADA accommodations
- IAAP Certified Professional in Accessibility Core Competencies

Nothing about us without us: I can help you connect with your disabled campus community and draft inclusive language for services. Connect with me on LinkedIn!





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Rob Carr

- Strategic Accessibility
 Coordinator at WebAIM at Utah
 State University
- 15 year digital accessibility professional
- Seasoned trainer, consultant, technical auditor, and public speaker
- <u>r.carr@usu.edu</u>; @robcarra11y on LinkedIn





Katherine Klosek



- Director of Information Policy and Federal Relations at the Association of Research Libraries (ARL)
- Copyright, accessibility policy
- kklosek@arl.org



Victoria Van Hyning

- Assistant Prof of Library Innovation, University of Maryland, College of Information, Director, Center for Archival Futures, member of Maryland Initiative for Digital Accessibility
- Accessibility, crowdsourcing, and serving diverse user needs inc. incarcerated and detained people (ALA 2024 Standards).
- Chronic migraine warrior princess (ask me more)





Jerry Yarnetsky

- Web Services Librarian at Miami University in Ohio
- Practice and teach interaction design, user experience, and digital accessibility.
- Researching the intersection of AI and accessibility.
- Chair of ALA's Accessibility Assembly
- Admin/editor for ala.org/accessibility
- jerry.yarnetsky@miamioh.edu or @g33klibrarian on Bluesky





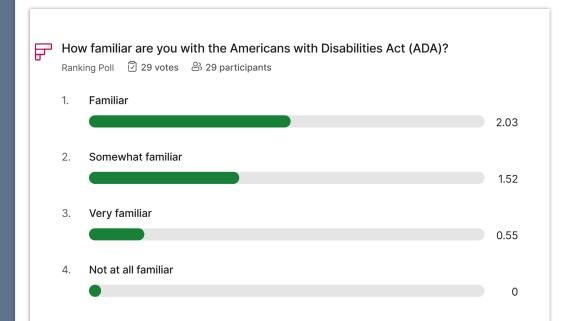
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bit.ly/AccessWorkshop2025



Follow along: Scan the QR code or use the short link



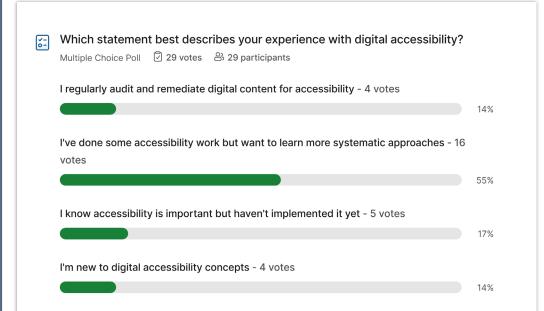


The majority of us are familiar with the ADA.

Those of us who are very familiar, could it be you're also disabled and need to know how to fight for your rights?

slic



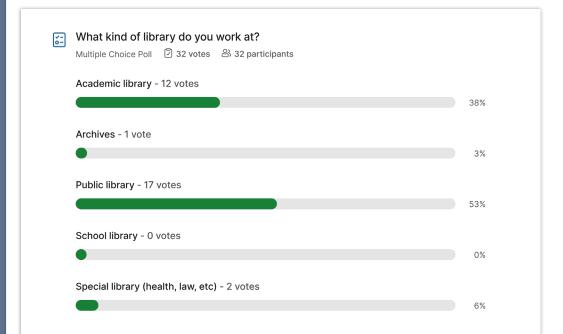


The majority of us have done some accessibility work, but want to learn more systematic approaches.

Hopefully, by the end of this workshop, you'll have some ideas for more programmatic work!

slido





We are a bold blend of public and academic library workers.

Our panelist make up is a little skewed toward the academic side, but we will do our best to answer everyone's questions and follow up later or refer you to others as needed.

slido



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Learning Outcomes

- 1. Define the **technical standard**, **scope**, **and exceptions** in the new ADA digital accessibility regulations.
- 2. Determine your institution's compliance deadline.
- 3. Evaluate three key factors to **prioritize** accessibility for digital content.
- 4. Describe the **human impact** of common accessibility barriers and apply fixes to documents and web content.
- 5. Explore **tools**, **resources**, **and strategies** to support accessibility in your library.



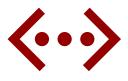


Hour 1: What & Why



Welcome

10 minutes



Digital Accessibility Intro

25 minutes



New ADA Title II Regs

25 minutes





Hour 2: How to do it



Break

10 minutes



Implentation with Q&A

40 minutes



Resources

10 minutes





Hour 3: I do, We do, You do



Break

5 minutes



Hands On Workshop

40 minutes



Closing

15 minutes





The New ALA Accessibility Portal

ala.org/accessibility

- Strategies for the New ADA Online Accessibility Rules
- Building Accessible Content Online





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The what and why of ADA and WCAG

- Digital Accessibility Introduction
 - The disability community
 - Accommodations vs accessibility
- New ADA Title II Regulations





I had always imagined Paradise as a kind of library. There I was, the center, in a way, of nine hundred thousand books in various languages, but I found I could barely make out the title pages and the spines.

Jorge Luis Borges

"Blindness" (p. 110) of Seven Nights (1980)



Include: What we're meant to do.

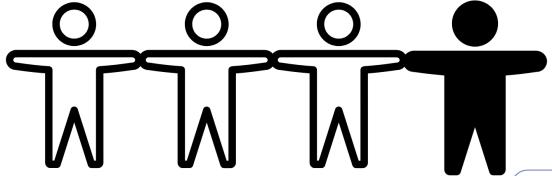


Disability is Human

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More than 1 in 4 adults (that over 70 million of us!) over the age of 18 have at least one type of disability.

CDC July 16, 2024 Press Release







The Americans with Disabilities Act 21

The ADA is a federal civil rights law that protects people with disabilities from discrimination in everyday life.

What it does:

- Prohibits discrimination based on disability, just like protections based on race, sex, age, and religion.
- Ensures **equal access** to: employment; goods and services; and state and local government programs.



Disability According to the ADA 22

A person with a disability is someone who:

- has a physical or mental impairment that substantially limits one or more major life activities,
- has a history or record of such an impairment (such as cancer that is in remission), or
- is **perceived by others** as having such an impairment (such as a person who has scars from a severe burn).





ADA Title II

State and local governments must ensure that services, programs, and activities are accessible to people with disabilities.

Applies to: All public entities and government functions (public libraries plus libraries in public schools, community colleges, and universities), including digital services like:

- Websites and mobile apps
- Online forms and electronic documents

In other words: Digital accessibility is a civil right.



Reasonable Accommodations

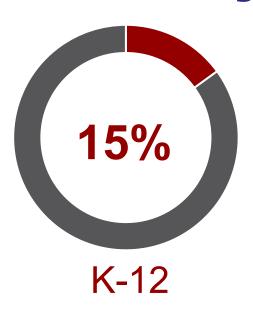
Adjustments that ensure **equal access** for people with disabilities in physical and online spaces.

For qualifying individuals in workplaces, public services, and organizations open to the public

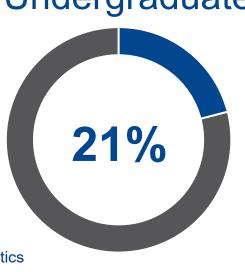
Address barriers related to:

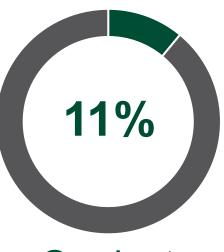
- Architecture and transportation
- Administration and communication

In other words: Accommodations help people with disabilities participate fully in life, school, and work.









Graduate

National Center for Educational Statistics

ALA Annual 20 Conference & Exhibition 25 PHILADELPHIA • JUNE 26-30

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Disability in K-20 Educators

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If disabilities affect one-fourth of all American adults...

Then over 1.3 million educators could need accommodations!

Job Accommodation Network's "<u>Accommodating Educators with</u>
<u>Disabilities</u>"





Disability Services for Students



Only one-third of students who did have a disability while attending college informed their college.

NCES April 26, 2022 Press Release





Accommodations are not inclusion

- No diagnosis? No accommodations.
- No disclosure? No accommodations.
- Diagnosis and disclosure? Maybe accommodations.



Let's get more inclusive!

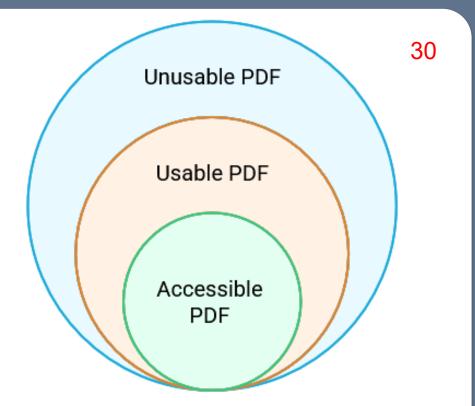
- Accommodations are reactive; accessibility is proactive.
- Incorporation of Web Content Accessibility Guidelines (WCAG) regulations in ADA helps move from accommodations to accessibility.



Scanned image of text = No functionality

OCRed text for manual interaction = Commenting and highlighting

Language metadata plus tags and verified reading order with alt text = Fully interactive with assistive technologies



Usability vs Accessibility



What is Assistive Technology?

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Туре	Computer Based	Adaptive Software	Non-Computer Based
Definition	Digital tools	Can support assistive technology or be used alone	Physical aids
Example	Screen readers: Convert the text and structural information of interfaces and content to speech	Immersive Reader: Adjusts the size, spacing, color, contrast, and font of text while defining words	Cardboard communication boards
			ALA Annual 22



Accessible, Says Who?

Although technology can check for known barriers, only another human can verify whether something is accessible!





Enter: Universal Design

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- Universal design aims to make products and environments usable by as many people as possible without special adaptations.
 - Universal design for learning by CAST
- Accommodations are individualized adjustments that ensure equal access for people with disabilities.

Universal design doesn't replace accommodations, but it can reduce the need for them.





Meet the ADA's New Regulations

Updates to Title II of the ADA

- Published April, 2024
- Requires a proactive approach
- Governs web and native mobile apps
- Also, "conventional electronic documents"
- Refers to WCAG 2.1 AA
- WebAIM's Roadmap to conformance





Contractual, Licensing, or Other Arrangements

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AKA: Third-party platforms, content, etc.

- Purchasing entity is responsible
- Formalize your technology purchasing and use policy, governance, and processes to include accessibility





Exceptions

- Archived content
- Preexisting conventional electronic documents
- Preexisting social media posts
- Individualized, password-protected documents
- Content posted by a third party when it's not due to "contractual, licensing, or other arrangements"







Note on Exceptions

If someone needs material in an exception category, you must still provide access via accommodation!



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Existing Responsibilities Still Exist

- Title II and Title III of the ADA
 - Long held to cover digital
 - Enforcement still happening
 - Enforcement may change
- Section 503 and 504 of the Rehab Act
- State and local law and policy





Section 504 Under HHS

Health and Human Services (HHS)

- Final Rule here
- Fact Sheet here
- Many parts
- On web, aligns with Title II





Conformance Deadlines

What is the population of your service area? Contact your State Library if assistance needed.

- April 24, 2026
 - Service area population at or over 50,000
- April 26, 2027
 - Service area population under 50,000
 - Special district governments





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Not number of card holders, students, etc.

- Local library? Use municipality populations
- County library? Use county population
- School library? Use full district population
- State university library? Use state population
- Consortia? Use joint service area populations





Deadline Example

The libraries in Madison, Indiana, <u>population 12,357</u>, have different deadlines.

Library	Service Area & Pop.	April Deadline in
Jefferson County Public Library	County Library 33,147	2027
Madison Consolidated Schools libraries	School District 23,506	2027
Ivy Tech Community College at Madison	Statewide College system 6.78 million	2026





Exercise: What's your deadline?

Chat with your neighbors and try to figure out your deadlines.

- data.census.gov
- View the <u>answer to this question</u> on the new ALA Accessibility portal





Hour 2

From here to there: Removing barriers to accessibility

- Implementing the Rules in Your Library
 - Prioritization
 - Copyright and licenses
- Available Resources





What does "web archive" mean in Title II?

Older forms and web content that are no longer needed by the public to interact with the organization.

- Aka outdated application forms that are superseded by new accessible forms.
- Does not mean actual web archives or scrapes and snapshots of past web content deposited in a web archive like Internet Archive.
- Does not mean web-based special collections and archives. These are not exempt.

Special Collections and Archives Remediation Options

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- Crowdsourcing alt text, captions, transcription, optical character recognition (OCR) correction.
- OCR, handwritten text recognition, and AI can be used to autogenerate transcriptions, alt text, and captions but use with caution and perform human checks.
 - Label as machine generated.





Special Collections and Archives

"Issues are getting texts that are out of print....Or if the texts come from special collections or rare books, or if they include...acetate slides, certain microfilms are not ... accessible."





Take It in Stages



Catalog content by type



Analyze legal requirements by category



Assess risk tolerance...

Consult a lawyer!





Digital Item Content Types

- Text
- Images
- Audio & Audio-Visual
- Maps
- Notated Music





Really: Take It in Stages!



Catalog content by type



Analyze legal requirements by category



Assess risk tolerance...

Consult a lawyer!





Risk Matrix Template

Likelihood of Risk (columns label) by Consequence of Risk (rows label)						
Almost certain	[Level 2 Yellow]	[Level 3 Orange]	[Level 4 Red]	[Level 4 Red]	[Level 4 Red]	
The consequence is						
expected to occur in most	Your content type or	Your content type or	Your content type or	Your content type or	Your content type or	
circumstances, eg 80% +	platform HERE	platform HERE	platform HERE	platform HERE	platform HERE	
chance of occurring in the						
next 12 months.						
Likely	[Level 1 Green]	[Level 2 Yellow]	[Level 3 Orange]	[Level 4 Red]	[Level 4 Red]	
The consequence has a						
reasonably high chance of	Your content type or	Your content type or	Your content type or	Your content type or	Your content type or	
occurring in many	platform HERE	platform HERE	platform HERE	platform HERE	platform HERE	
circumstances, eg 60% -						
80% chance of occurring in						
the next 12 months.						
Possible	[Level 1 Green]	[Level 2 Yellow]	[Level 3 Orange]	[Level 3 Orange]	[Level 4 Red]	
The consequence could						
conceivably occur in some	Your content type or	Your content type or	Your content type or	Your content type or	Your content type or	
circumstances, eg 30% -	platform HERE	platform HERE	platform HERE	platform HERE	platform HERE	
60% chance of occurring in						
the next 12 months.						
Unlikely	[Level 1 Green]	[Level 1 Green]	[Level 2 Yellow]	[Level 3 Orange]	[Level 4 Red]	
The consequence is						
unlikely to occur in most	Your content type or	Your content type or	Your content type or	Your content type or	Your content type or	
circumstances, eg 1% -	platform HERE	platform HERE	platform HERE	platform HERE	platform HERE	
30% chance of occurring in						
the next 12 months.						
Rare	[Level 1 Green]	[Level 1 Green]	Level 1 Green]	[Level 2 Yellow]	[Level 4 Red]	
The consequence would						
occur only in exceptional	Your content type or	Your content type or	Your content type or	Your content type or	Your content type or	
circumstances, eg less	platform HERE	platform HERE	platform HERE	platform HERE	platform HERE	
than 1% chance of						
occurring in the next 12						
months.						
	Insignificant	Minor	Moderate	Major	Extreme	
	Operational impact <u>easily</u>	Some disruption possible;	Significant disruption	Operations severely	Disaster; extreme impact	
	handled through normal	able to be managed with	possible; managed with	damaged or <u>disrupted;</u>	on staff, plant, and/or	
	internal control processes.	management input.	additional management	requires extraordinary	operations.	
			input and resources.	management input		
				and resources		

Download this Word doc version, then save it to your own device





Print Text in Foreign Language



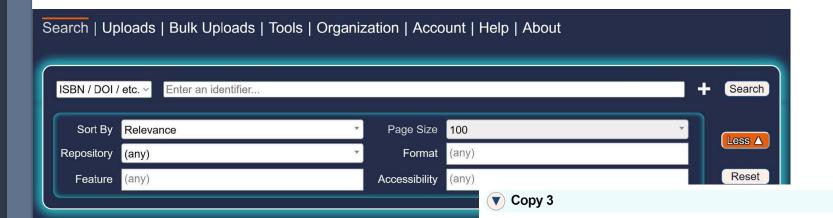
Details	
Title	Le Jargon, ou, Langage de l'argot réformé, a l'usage des merciers, porteballes et autres, tiré et recueilli des deux fameux argotiers de ce temps
Creator	Baudot.
Variant Title	Langage de l'argot réformé
Published	A Troyes, Chez Baudot, [17]
Edition	Nouv. éd., corrigee et augmentée de tous les mots qui n'étaient point dans les précédentes éditions.
Full Collection Name	Bibliothèque bleue
Other Identifiers	#50. Call #: PQ805 .B53 v.9:4 Bancroft
Subject (Topic)	French language Jargon. Cant Dictionaries French. French language Slang Dictionaries.
Geographic Coverage	France Troyes.

Assistive technology devices should be able to identify the text as French and read it aloud





Meet Emma!



Educational Materials Made Accessible

ALAAmericanLibraryAssociation

Part(s) Remediated	All		
Remediation Comments	Converted to EPUB from publisher file		
Retrieval Link (?)	https://emma.lib.virginia.edu/download/u64231794z13		
Source of Content	Publisher		
Repository Record ID	u64231794z13		

Remediated

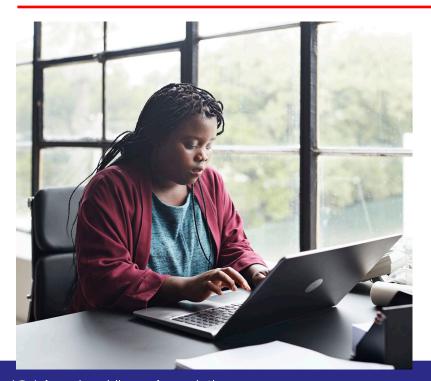
EMMA Record ID emma-u64231794z13-epub

Remediation Status

EMMA Title ID 36dd6851-0747-4bfb-966c-d0f24f3f7ed9



The Book Famine



Less than 10 percent of all published materials are accessible to blind or low vision people.

World Blind Union

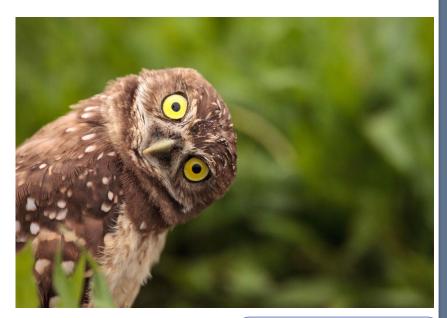




Copyright and Licenses

Question:

When we encounter a copyrighted electronic document that requires remediation, are we legally allowed to remediate?







Answer: Yes!

Section 121, Chafee Amendment

 Permits authorized entities to make copyrighted works available to people with print disabilities in accessible formats without permission

Section 107, Fair Use

Right to use copyrighted works without permission



On Copyright and Contracts 1

- A library can remediate works even if there is no contractual agreement to do so.
- Contracts can also impose additional requirements.
- Contracts may prohibit remediation, explicitly or implicitly.



On Copyright and Contracts 2

ARL Resources:

- "The Law and Accessible Texts: Reconciling Civil Rights and Copyrights"
- <u>"E-resource licensing explained"</u> (Pressbook)





Librarian Superpower: Certification!

"Eligibility [of a person with a print disability] must be certified by one of the following: doctor of medicine, doctor of osteopathy, ophthalmologist, optometrist, psychologist, registered nurse, therapist, and professional staff of hospitals, institutions, and public or welfare agencies (such as an educator, a social worker, case worker, counselor, rehabilitation teacher, certified reading specialist, school psychologist, superintendent, or librarian). (36 C.F.R. 701.6(b)(2))"

NLS access under Marrakesh Treaty





From Remediation to **Accessible Purchasing**

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- Account for accessibility from the start.
- Integrate into policy, process, vetting, documents.
- Address free and low-cost products.
- Inventory third-party products, identify contracts to update.





Process and Documents

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- Request for Proposal, Contract, Agreement
- Vet vendors and products
 - Vetting documentation for accessibility by WebAIM
 - Keep your eye on offerings for the <u>StrategicA11y</u> -Virtual Strategic Web Accessibility Workshop!



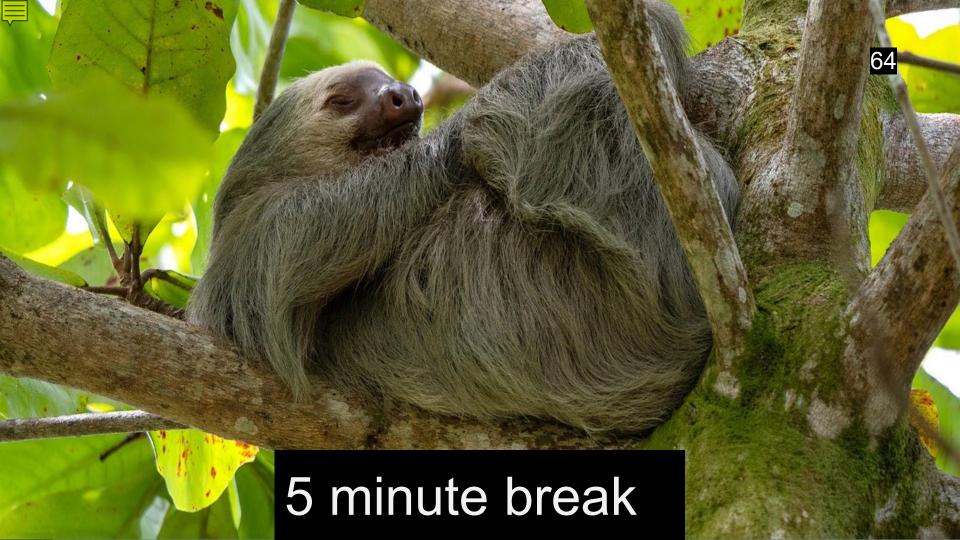


Big Picture: Cornerstones

Entities need to support this work.

- Leadership vision and commitment
- Planning and implementation
- Resources and support
- Assessment and continuous improvement
- WebAIM's Strategic Framework





Hour 3 65

I do, we do, you do: Put it into Practice

- Workshop
 - Top four accessibility issues
 - Practice activities
- Closing



Team Trump hits back as doubts linger over Iran's nuclear programme

America's top general highlighted the accuracy of the bunker-busters dropped on an enrichment plant but refused to specify the extent of the damage

US news

Trump says trade agreement with China is a 'done deal'

President says it's ready to go 'subject to final approval from President Xi and me'

Fconomics

Trump 'sees Putin as obstacle to Ukraine peace talks'

Radoslaw Sikorski, a Polish minister, also says the cost of keeping the war going could bring down the Russian leader's regime

Russia-Ukraine war



'I have two degrees in computer science. AI is stealing my jobs'

Once seen as the best qualification to future-proof a career, coding is becoming obsolete as artificial intelligence takes over

US news



Why millionaires are planning to escape from



Anna Wintour steps back from running Vogue —



INTERVIEW

Trump hates the media. This is the one journalist he loves

US news

SALENA ZITO BOOK EXCERPT

I spoke to Trump moments before he was shot — and after. How did he really feel?

US news

'Jeff in Venice': Bezos's three-day wedding party gets under way

Europe

MARTIN SAMUEL | NOTEBOOK

I'm at the US border but will the guards play ball?

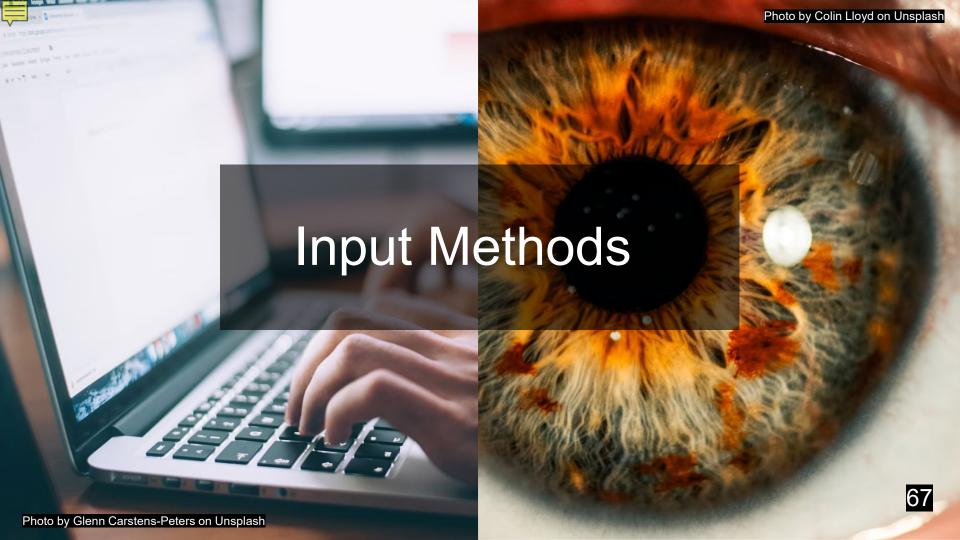
Columnists

What is the top news of the day?

66



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Assistive technology allows us to switch senses

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Three Layers of Accessibility

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- Content Management
 System software
- Website Templates
- Website Content





Data Points

The WebAIM Million

 Automated check of home pages of the web's top 1,000,000 sites.

Screen Reader User Survey

 Survey on preferences of screen reader users between December 2023 and January 2024, with 1,539 valid responses.





Top 4 Content Accessibility Issues

- 1. Headings
- 2. Color contrast and use
- 3. Descriptive link text
- 4. Alternative text for images

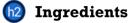




Headings

- Describe sections of content
- Useful for navigation, understanding





- 1 cup butter, softened
- 1/2 cup sugar
- 2 1/2 cups flour



- Preheat the oven to 300 F.
- 2. Cream butter and sugar.

- Gradually stir flour into the creamed mixture until blended.
- Pat the dough in the bottom of an ungreased 9x13 baking pan.
- Bake at 300 F for 30 to 40 minutes, until just lightly browned.
- Remove from oven and pierce all over with a fork.







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Color Contrast

4.5:1

- Gray on White
- Purple on White
- Red on Yellow

3.0:1 – Large text

- ≥18pt (24px)
- BOLD: ≥14pt (18.67px)





Color contrast best practices

Thursday, June 26, 2025





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Space	11:00am	12:00pm	1:00pm	2:00pm	3:00pm	4:00pm	5:00pm	6:00pm	7:00pm	8:00pr
☐ King Study Rooms (Key Access (
King 018 (Capacity 4)										
King 019 (Capacity 4)										
King 029 (Capacity 2)										
King 030 (Capacity 4)										
King 113A (Capacity 4)										
King 123 (Capacity 8)										
King 124 (Capacity 4)										
King 125 (Capacity 4)										







What version makes the most sense to you?

- Click here
- Click here to log in
- Click here to log in
- Log in





Interacting with Images

76

Alternative text (alt text) embedded in the image's HTML is read by assistive tech





Alt Text Best Practices

- Describe your image's...
 - Content
 - Function
 - Intent
- Keep it brief, but functional





When Not to Use Alt Text

If an image is decorative or if the information is repetitive of the text, use a null value in the alt attribute...

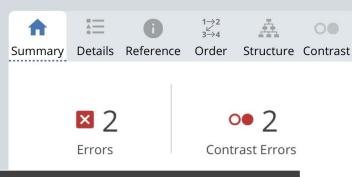


powered by WebAIM



Styles: OFF ON

Summary



Testing Alt Text

The following apply to the entire page:







79



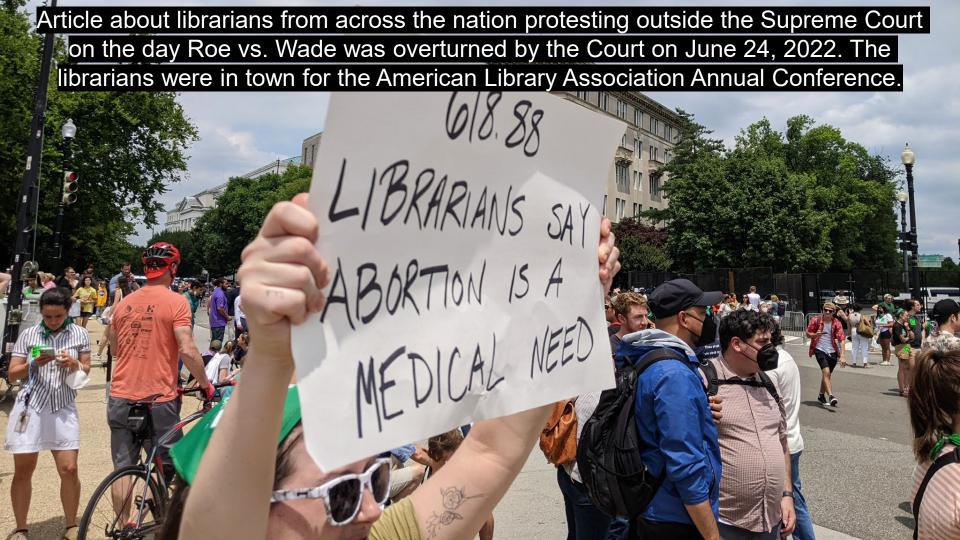




Exercise: Write Some Alt Text

- You're the editor for a news site.
- These photos are illustrations for articles to be published on your site today.
- Write alternative text for the images so everyone can access the image content.







Learn More and Contribute

- Join ALA <u>RUSA</u>
 Accessibility
 Assembly
- Check out ALA's other <u>accessibility-related groups</u>





Connect With Us!



- WebAIM training, consultation, evaluation
- ARL accessibility resources



Accessible Text Platforms

- Bookshare
- Accessible Books Consortium
- National Library Service for the Blind and Print Disabled



References 1

- ADA.gov's <u>Fact Sheet: New Rule</u> on the Accessibility of Web Content and Mobile Apps Provided by State and Local Governments
- American Library Association <u>Standards for Library Services for the Incarcerated or Detained</u> (PDF)
- Association of Research Libraries (ARL) <u>Digital Special</u> <u>Collections and ADA Title II</u> (PDF)
- ARL <u>The Law and Accessible Texts</u> (PDF)
- ARL Title II Regulations: <u>Implications for Libraries (PDF)</u>

References 2

- Big Ten Academic Alliance (BTAA) Libraries <u>Standardized</u> <u>Accessibility License Language</u>
- Copyright.gov's Copyright Law of the United States Title 17
- Health and Human Services (HHS) Office of Civil Rights Section 504 of the Rehabilitation Act of 1973 Final Rule: <u>Section by Section Fact Sheet</u> for Recipients of Financial Assistance from HHS [for all HHS funded programs and activities]
- Level Access' <u>ADA Compliance for Websites: A Five-Step Guide</u>

References 3

- National Library Service <u>Marrakesh Treaty</u> to Facilitate Access to Published Works for Persons Who Are Blind
- Southwell, Kristina L., and Jacquelyn Slater. "Accessibility of Digital Special Collections Using Screen Readers." *Library Hi Tech* 30, no. 3 (August 31, 2012): 457–71. https://doi.org/10.1108/07378831211266609.
- W3C's <u>Web Content Accessibility Guidelines</u> (WCAG) 2.1
- WebAIM's <u>Roadmap to Meeting Title II Obligations</u>
- <u>Library Accessibility Alliance (LAA) testing page</u>



Crowdsourcing and Automated Remediation Resources

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- Crowdsourcing From the Page transcription platform
- Audio: Otter.ai, WhisperAl and others. (use caution)
- Adam Matthew Digital, Quartex special collections DAM/CMS with on-the-fly OCR, HTR, and captioning
- Van Hyning, V., Jordan, J. B., & Jones, M. (2024).
 Responsible Practices for Crowdsourced Transcription and Accessibility for Web-based Library, Archive, and Museum Content" *Proceedings of the Association for Information Science and Technology*, 61(1), 1117–1119.

https://doi.org/10.1002/pra2.1203



Training Resources

- Chad Chelius's <u>Creating Accessible PDFs</u> LinkedIn Learning
- International Association of Accessibility Professionals <u>Certified</u> <u>Professional in Accessibility Core Competencies</u>
 - Knowledge Booklet (PDF, free)
 - Deque University Self-Paced Course (\$60)
- Southeast ADA Center Courses (\$5 each)
 - Foundations of the Americans with Disabilities Act
 - At Your Service: Welcoming Customers with Disabilities
- Office for Civil Rights Video Series on Digital Access



Disability News and Events

- ADA National Network <u>Regional Centers</u>
- Converge Accessibility Blog
- <u>Disability Rights Education and Defense Fund</u> (DREDF)
- Law Office of Lainey Feingold <u>Laws and Legal</u> <u>Updates</u>
- National Council on Disability (NCD) <u>Newsroom</u>

