Consider Accessibility [1]

April 26, 2018 by Melanie Jones [2]

Accessibility means a person with a disability is afforded the opportunity to acquire the same information, engage in the same interactions, and enjoy the same services as a person without a disability in an equally effective and equally inclusive manner, with substantially equivalent ease of use. Are you doing everything you can to make your digital communications and events accessible to all?

Recorded Webinar [3]
Presentation Slides [4]

Digital Communication Considerations

Alternative Text (Alt-text)

We must provide alternative (ALT) text that is contextually relevant to the message of the email, for images that we embed within the body of our email communication and that the alt tag conveys an accurate and concise description.

EXAMPLES

- lists the relevant data so that a bar graph can be understood
- explain what an image contains and why it is being used, rather than details about how the image looks

Contrast & Color

Provide sufficient contrast between the text and background.
- CU Color Scheme Contrast Scale [5]
- Contrast Checker [6]

Fonts

Sans serif fonts, such as Arial or Helvetica Neue, are considered to be the most readable on screen and by persons with cognitive processing impairments, such as dyslexia.
Larger font sizes are also easier to read. In email communications, font size should be at least

12 points.

Hyperlinks

Best Practice

- Links must reflect the context of the communication
  - EXAMPLE: Interested parties can <u>learn more about the submission criteria</u> [7] through resources available on our site.
- Embed the link within text that accurately describes where the link will lead
  - EXAMPLE: <u>Developing Accessible Technology Best Practice</u> [8]

Bad Practice

- Saying "click this link" or "click here" is considered ambiguous and unhelpful.
  - EXAMPLE: Interested parties can <u>learn more</u> [7] about the submission criteria through resources available on our site.
  - EXAMPLE: Interested parties can learn more about the submission criteria <u>here</u> [7].
- Pasting the full URL as the hyperlink is annoying and cumbersome to the screen reader user. Screen readers will try to read aloud all the characters of a hyperlink.
  - EXAMPLE: <u>https://www.colorado.edu/accessibility/aul-testing/developing-accessible-technology/developing-accessible-technology-articles</u> [8]

Event Registration Considerations

Registration Questions

Add a question to your Cvent registration form to capture accommodation requests as soon as possible. Your campus ADA expert will be able to support you with meeting these requests.
1. Question 1
   - Do you or your guest require accommodations related to accessibility? | Yes or No
2. Question 2
   - If the person selects yes, display this message with the appropriate dates and American's with Disabilities Act (ADA) expert contact information.
   - *Accommodation requests related to accessibility should be made [3-5 DAYS BEFORE EVENT] to [CAMPUS ADA EXPERT NAME AND EMAIL or PHONE NUMBER].*

CONTACT THE EXPERTS

- **CU Boulder** | Danielle Yatrakis, <u>Danielle.Yatrakis@colorado.edu</u> [9], 303-492-9725
- **CU Denver, Anschutz & South Denver** | Doug Kasyon, <u>doug.kasyon@ucdenver.edu</u> [10]
- **CU Colorado Springs** | Michelle Ward, <u>mward@uccs.edu</u> [11]

- **CU System** | Ashley Eschler, ashley.eschler@cu.edu [12]

Post-Registration Emails

Give your audience another opportunity to request accessibility accommodations with your post-registration communications. Checkout the language we advise you include in those messages.

1. Registration Confirmation Email
   - Accommodation requests related to accessibility should be made [3-5 DAYS BEFORE EVENT] to [CAMPUS ADA EXPERT NAME AND EMAIL or PHONE NUMBER].
2. Know Before You Go Email
   - Send questions including accommodation requests related to accessibility to {[P-EMAIL]} or call {[E-PHONE]}

CONTACT THE EXPERTS

- **CU Boulder** | Lauren Schipper, lauren.schipper@colorado.edu [13]
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- **CU Colorado Springs** | Michelle Ward, mward@uccs.edu [11]
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Related Content

- CU Boulder Accessibility Resources [14]
  - Developing Accessible Technology [8]
  - Universal Design [15]
  - Creating Accessible Content [16]
  - Creating Accessible PDFs [17]
- How can I ensure my email is accessible? [18]

Display Title:
Consider Accessibility
Send email when Published:
No

Source URL: https://www.cu.edu/blog/ecomm-wiki/consider-accessibility

Links
[1] https://www.cu.edu/blog/ecomm-wiki/consider-accessibility
[2] https://www.cu.edu/blog/ecomm-wiki/author/39
[3] https://youtu.be/TmXroxPZ4uA
[4] https://docs.google.com/presentation/d/1GMJ-WNcYrD1y6L-cRmNuBDHkDG2U0nm7bGCSoubN16o/edit?usp=sharing
[5] https://www.colorado.edu/accessibility/sites/default/files/attached-files/cu_boulder_accessible_color_contrast_recommendations_rev_6-28-17.pdf
[6] https://webaim.org/resources/contrastchecker/

[7] https://www.cu.edu/

[8] https://www.colorado.edu/accessibility/aul-testing/developing-accessible-technology/developing-accessible-technology-articles

[9] mailto:Danielle.Yatrakis@colorado.edu

[10] mailto:doug.kasyon@ucdenver.edu

[11] mailto:mward@uccs.edu

[12] mailto:ashley.eschler@cu.edu

[13] mailto:lauren.schipper@colorado.edu

[14] https://www.colorado.edu/accessibility/resources

[15] https://www.colorado.edu/accessibility/universal-design

[16] https://www.colorado.edu/accessibility/resources/creating-accessible-content

[17] https://www.colorado.edu/accessibility/resources/creating-accessible-content/creating-pdfs-checklist

[18] https://www.cu.edu/blog/ecomm-wiki/4-strategies-creating-accessible-content