

CU Denver Team Shares Email Accessibility Best Practices at eduWeb Summit ^[1]

July 23, 2026 by melanie.zakhem@cu.edu ^[2]

CU Denver was represented at this year's [eduWeb Summit](#) ^[3] in Orlando, one of the nation's leading conferences for higher education marketing, communications, and digital professionals. Monica C Cutler, Director of Digital Marketing and Strategy for CU Denver Advancement, and Elly Lewis, Marketing and Communications Specialist for CU Denver's College of Liberal Arts and Sciences, presented a poster session titled "Accessibility Without the Anxiety: Building Inclusive Emails Step-by-Step." The session highlighted practical, low-effort improvements communicators can make to create more accessible emails, using real CU Denver examples built in Salesforce Marketing Cloud.



Accessibility Building Inclusion

Accessibility isn't about starting

1. Image Sizing

Image is not appropriately sized and is too big to properly render in the email design. File size may cause emails to load slowly or force copy to expand beyond the window.

2. Alt Text

Missing alternative text that displays when image is blocked, nor is it marked as decorative. Recipients with visual disabilities and assistive technology cannot fully comprehend content.

3. Headings

Formatted text only. Missing the <h1> proper heading. Assistive technology cannot navigate content.

4. Text Formatting

Large amount of copy that is centered with single spacing between lines. Challenging to read or scan.

5. Descriptive Links

Hyperlinked text says "click here" so it is unclear where the link directs, especially when taken out of context.

6. Color Contrast

Buttons and hyperlinked text lack proper color contrast levels making the call to action invisible or difficult to see for some recipients.

Connect with us

Let's keep the conversation going! Ask us anything—we're here to share, learn, and connect.



Monica C

Rather than focusing on a complete redesign, the presentation emphasized six simple practices that can make a meaningful difference: appropriately sizing images, writing meaningful alt text, using true heading styles, improving text formatting for readability, creating descriptive hyperlinks, and ensuring sufficient color contrast. Attendees also received a one-page accessibility checklist to help incorporate these practices into their own email workflows.

As accessibility expectations continue to evolve, these small, intentional improvements help ensure our communications reach and engage the broadest possible audience. Whether you're creating emails for prospective students, current students, alumni, donors, faculty, or staff, accessibility benefits everyone and can be incorporated into your existing eComm process one step at a time.

Monica and Elly offer the reminder, "Accessibility isn't about starting over. It's about making small, intentional improvements that make communication work better for everyone."

Accessibility

Building Inc

Accessibility isn't about

1. Image Sizing

Image is not appropriately sized and is too big to properly render in the email design.

File size may cause emails to load slowly or force copy to expand beyond the window.



eduWeb Poster Session Handout.docx [4]

Display Title:

CU Denver Team Shares Email Accessibility Best Practices at eduWeb Summit

Send email when Published:

No

Source URL:<https://www.cu.edu/blog/ecommerce-wiki/cu-denver-team-shares-email-accessibility-best-practices-eduweb-summit>

Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/cu-denver-team-shares-email-accessibility-best-practices-eduweb-summit> [2] <https://www.cu.edu/blog/ecommerce-wiki/author/281892> [3] <https://www.eduwebsummit.com/> [4] <https://www.cu.edu/doc/eduweb-poster-session-handoutdocx?download=true>