NBDC Webinar - Digital Accessibility Fundamentals for Websites, Documents, and Videos
Host: The Viscardi Center

Q1: When creating documents that will work with a screen reader... What are some do's and don'ts?
A1: There are many do's and don'ts to consider, however, a few critical dos are: make sure the reading order is correct, make sure there are alternative-text descriptions for all images, especially elements such as charts and graphs. There are some key document properties that should also be set such as the Language of the document and as well the Title is populated with a relevant value. The inverse would apply for the don'ts with one very key item never to do and that is conveying meaning using color i.e. a map indicating the red states are a republican and the blue are democratic.

Q2: Will you be addressing native apps as well today?
A2: We can address approach to native apps, desktop or mobile.

Q3: Do any of the organizations presenting today consult on accessibility compliance for native apps?
A3: We can address approach to native apps, desktop or mobile. Depending on how they are designed, they can qualify for a remediation software. In those cases (~10%) they are called hybrid apps. For most native apps, they must be tested and fixed at the source code level. There are approaches to this we can talk through.

Q4: I am tasked with creating a touchscreen interface. Is there a guideline or document that could help me create a GUI that will work best for all users? (colors/contrast, font, font size, button size standards)
A4: I would refer to WCAG for that guidance on how to do it assuming you are using HTML. If you are using a different language, WCAG can still provide the guidance but it will be trickier to implement.

Q5: Are there some basic tools available through applications like Word and PDF that we should consider trying to get started?
A5: Microsoft Word has a built-in accessibility checker, Check Accessibility, which can be found in the Ribbon under the Review tab. Adobe has their built-in tool called Full Check which can be found in the Accessibility tool. Both tools flag accessibility issues as well as provide guidance on how best to correct.

Q6: regarding JAWS- is this a program we must have on our websites or are we only responsible for correctly captioning- meta tagging the documents so that users can understand the info
A6: This is a software screen-reader you must assure works with your websites and documents. It is the leading screen-reader in the US. You don't need to make it available as blind users have JAWS, just ensure it works with JAWS through proper testing and implementation.

Q7: We create documents both in Microsoft Office and Google Suite. We can convert to pdf using Adobe or just by downloading docs as PDFs. Is there anything special we need to do to insert metadata to make the docs accessible?
A7: When creating documents in native applications such as MS Word or Google Suite it is best practice to use features such as Styles, Themes, and Lists to name a few. This provides better accessibility metadata accuracy during conversion to PDF format. Native documents should also make use of built-in accessibility checkers when available.

Q8: Are there corporate memberships for CART? Rather than paying per event, can an organization pay an annual membership and have accessibility to everything?
A8: CART Captioning is billed on an hourly basis; however, discounts are available depending on projected captioning needs.

Q9: How much are/were people with disabilities consulted when developing accessibility standards?
A9: If you are referring to WCAG then a GREAT DEAL and they are included in on-going efforts.

Q10: How is manual testing normally facilitated?
A10: Using people of all abilities, but they must understand WCAG, how to test and the various assistive technologies. The methods to test vary from vendor to vendor, and the assistive technologies vary as well and often depend on a specific engagement.

Q11: How do you rate the automated live captioning delivered by Microsoft Teams?
A11: Microsoft Teams automated tool is useful for 1-on-1 and non-technical/low profile conversations. Although Microsoft offers this tool, I can tell you that we support all Microsoft employees with both onsite and remote CART captioning provided by human captioners.

Q12: How often are people with disabilities doing the manual testing?
A12: It is not required but highly encouraged for usability feedback especially. Someone without a disability can test for accessibility and whether criteria in WCAG are met.

Q13: There are a variety of different disabilities that you can cater design to, with a lot of diverse accommodations that can be made, is there a happy medium to achieve in document design?
A13: A good rule of thumb is to keep it simple and stick to basic design techniques such as using headings and lists, not use color as a way to communicate meaning, stay away from images that are decorative and add no substantive meaning. HHS.gov has a good checklist to work from and can be found at: https://www.hhs.gov/web/section-508/making-files-accessible/index.html

Q14: What software besides ADOBE Acrobat Pro you can use to test accessibility of a PDF file? I am trying to fix color contrast of some text, but it messes container descriptions within the file.
A14: To fully test for PDF accessibility one requires a combination of tools and manual testing. Aside from the built-in Adobe Full Check tool a common tool to use is the PDF Accessibility Checker (link provided in the Takeaways slide from the presentation). Once a PDF passes technical checks it still must be manually checked for things like correct reading order and alternative-text descriptions for images. Remember, a PDF can pass a technical check, however, fail a usability check if the manual tests mentioned are not performed. When trying to fix content such as color contrast for text often the only option is to revert to the original document and change the content using the native application e.g. InDesign.

Q15: is it possible to develop website templates (or do some exist) that would reliably work with reader programs (thinking of maintaining a site with hundreds of pages and changing little bits of text all the time)
A15: Yes, absolutely! This should be a focus of an organization. Templates that meet the requirements of the business, are repeatable and accessible.

Q16: Can you share some automation tools for document remediation?
A16: There are no commercially available automation tools to remediate documents. Currently, the process should be done by using the accessibility checkers built into MS Office products and Adobe Acrobat DC. Adobe has an auto-tag feature but that will not obtain 100% compliance. There will still be manual tagging required, such as alt-text descriptions, and reading order checks to ensure full compliance.

Q17: Can you send me the link to Alternative Communication Services, please?
A17: www.acscaptions.com

Q18: What if people typing in the closed captioning during a show, there's word "TEST" across the screen. Does it mean it messed up or they're taking a break from typing?
A18: The word "TEST" is usually the captioner verifying their connection ensuring that their text is streaming properly.

Q19: What's the requirement and expectation for WCAG when looking at a company's intranet? Are the requirements the same as a customer-facing site or is it up to the company's discretion on how to best meet any accessibility requests from employees?
A19: WCAG is not the compliance body so keep that in mind! Your question seems compliant oriented. If you are a commercial company, you are not only bound by the ADA Standard but now you're entering regulatory territory on EEO. An internal policy is and should often be different than an external policy. When it comes to fixing the intranet, the technical guidance of WCAG is the best source. This is a great question and requires more of a conversation by your particular organization.

Q20: what is the standard for text accuracy percentage wise for voice to text use case?
A20: The expected accuracy for professional voice to text captioning is 98% or higher.

Q21: Any Higher Education institutions that are representing a gold standard of accessibility for students and employees in many areas including human resources, marketing, online and classroom instruction, various forms of communication…?
A21: There are some HE institutions that are doing a great job and work hard at it. Syracuse and Harvard come to mind. HE does face the challenge of A LOT of content, especially from a website perspective--they have hundreds of thousands, often millions, of pages on their website because of massive content creation from professors, students, administration. The scale with most commercial organizations is not as large in most cases.

Q22: Does anyone know how well Lighthouse for Chrome is for preliminary testing for sites?
A22: It can give you a baseline understanding of where you are at, but you usually must do further investigation. Some tools are better at detecting errors than others but feedback on this one that we've seen has been generally good.

Q23: Is there any resource showing major retailers that are doing well?
A23: We can provide some examples of retail organizations that do a good job on web accessibility. Many of them are not and the lawsuits have gone up specifically in retail because of it. They have their own challenges given the nature of retail. This year alone, 140 lawsuits in retail last I checked and that is about 50% of all of them that we track.

Q24: Person utilizing a screen reader attempted a typing assessment. The screen reader could not read the text and allow the person to type at the same time. Without making the assessment a test of recall, are you aware of any updates with preinstalled readers?
A24: Screen-readers get updates but the question that comes to my mind is "is the code accessible?" We would need some more details to understand the problem holistically.

Q25: what do you think of automatic captioning available in PowerPoint or Microsoft Stream?
A25: Depending on the quality of audio, number of speakers, and content the results of using automatic captioning can be very different. What I can tell you is that here is a place for ASR in controlled environment situations.