

Framing the Journey: One State Agency's Plan for Improving Accessibility

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ACCESSIBILITY FOR ALL

COMPLIANCE + CULTURE

DEFINING THE WORK

SCOPE

- DPI
- *PSUs*
- *Educators*

STAKEHOLDERS

- Students
- Families
- Communities
- Employees

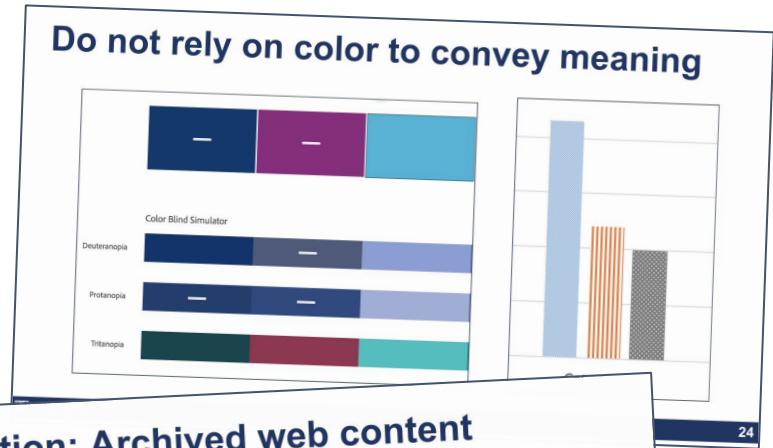
DEVELOPING THE STRATEGY

- GOALS**
- Achieve compliance
 - Build capacity
 - Implement processes
 - Manage risks
 - Foster culture of accessibility

DEVELOPING THE STRATEGY

- Awareness & communication
- Audit & remediation
- Resources & support
- Design & procurement
- Roles & responsibilities

AWARENESS & FOUNDATIONAL KNOWLEDGE



Exception: Archived web content

- Web content or reproductions of paper documents/ physical media created before compliance date
- Retained for reference, research, or recordkeeping
- Not altered or updated after date of archiving
- Organized and stored in dedicated area(s) clearly identified as being archived.

44

COMMUNICATION

- Key groups
(e.g., procurement,
communications)
- Office/department-specific
- Alignment to goals

SELF-ASSESSMENT

Focus area	Lacking	Initiated	Established
Awareness and understanding	<p>No awareness of web accessibility requirements.</p> <p>No efforts have been made to inform staff or stakeholders about ADA compliance for web content.</p>	<p>Some awareness exists among a few staff members.</p> <p>Initial discussions about web accessibility requirements have started, but no formal training or communication strategy is in place.</p>	<p>Most staff and stakeholders have a basic understanding of web accessibility requirements.</p> <p>Formal training sessions have been conducted, and resources are available.</p>
Team development	<p>No team or designated individual is responsible for web accessibility compliance.</p>	<p>A team or individual has been identified but lacks clear roles, responsibilities, or authority to make changes.</p>	<p>A dedicated team with defined roles and responsibilities is in place and actively working on compliance efforts.</p> <p>Team members have a clear understanding of their tasks.</p>
Initial audit	<p>No inventory or audit has been performed.</p> <p>There is no understanding of current compliance levels.</p>	<p>An initial inventory and audit is underway, but it's limited in scope or depth.</p> <p>Efforts to identify major issues have started but are not comprehensive.</p>	<p>A comprehensive audit of web content and mobile apps has been completed, identifying key areas of non-compliance and prioritizing issues based on impact.</p>

IDENTIFYING THE CURRENT LANDSCAPE

INVENTORY

- Created
- Procured
- Shared

AUDIT

- Accessibility
- Processes
- Resources

AUDIT & REMEDIATION

DPI Web Content and Mobile Apps Inventory

This document is designed as an optional support tool to help DPI teams identify and inventory various types of digital content. It includes a non-exhaustive list of content categories to consider as teams assess the current landscape of digital resources.

Web pages

Web page	URL	Content admin/manager(s)	Content types

Social media channels

Exception or compliance	Impact	Effort	Priority order	File type	Title	Content admin/manager(s)	Notes
Review	High	Med	2	Word processing	Standards support documents		
Electronic doc				PDF	2015-2019 Reports		
Review	Low	Low	4	Presentation	PSU 123 training presentations		

RESOURCES & SUPPORTS

- Professional learning
- Technical assistance
- Consultative support

Digital Accessibility
Office of Technology Services

North Carolina Department of
PUBLIC INSTRUCTION

Digital Accessibility
by North Carolina Department of Public Instruction
Playlist • 4 videos • 7 views

▶ Play all

- 1 go.ncdpi.gov/ColorAccess
Designing with Color
Donna Murray, Digital Accessibility Specialist, NCDPI
51:22
- 2 go.ncdpi.gov/IsItAccessible
**Is it Accessible?
Identifying Accessibility
Issues of Web Content**
Donna Murray, Digital Accessibility Specialist, NCDPI
52:42
- 3 go.ncdpi.gov/AltText
**Got images?
Then you need alt text.**
2024 Webinar
Donna Murray, Digital Accessibility Specialist, NCDPI
48:58
- 4 go.ncdpi.gov/RuleDeepDive
Deep Dive into ADA Title II Rule
Donna Murray, Digital Accessibility Specialist, NCDPI
49:15

DIGITAL ACCESSIBILITY SITE



**Introduction to Digital
Accessibility**



**Creating Accessible
Digital Content**



**Procuring Accessible
Digital Content**



Professional Learning



ADA Title II Rule



**Web Content
Accessibility Guidelines
(WCAG)**

DESIGNING CONTENT

- Information governance
- Accessible templates
- Design processes

Perceivable



Information and user interface components must be presented in ways that users can perceive. This includes providing text alternatives for non-text content, creating content that can be presented in different ways (e.g., simpler layout) without losing information, and making it easier for users to see and hear content. Key success criteria include:

- **Text Alternatives:** Provide text alternatives for non-text content, such as images and multimedia.
- **Time-Based Media:** Offer alternatives for time-based media, including captions for videos and transcripts for audio.

PROCURING CONTENT

- Project life cycle
- Collaborating with suppliers
- Processes

Evaluation Methodology

- Does your organization use internal staff, a third party, or a combination of both for accessibility testing?
- Describe how the accessibility of the product/service is evaluated.
 - Testing based on general product knowledge
 - Automated testing (Provide name of testing tool(s). Explain testing rules and protocols, and frequency of/process for testing.)
 - Manual testing (Explain testing rules/protocols, including what features, functionality, and content were tested. Explain frequency of/process for testing.)

RISK MANAGEMENT

Risk	Probability	Severity	Description
Inconsistent Implementation Across Divisions and PSUs	High	High	Variability in accessibility practices can lead to compliance gaps and uneven user experiences for students and staff.
Resistance to Change and Lack of Awareness	Medium	High	Lack of buy-in and awareness among staff and leadership can reduce support for accessibility, impacting visibility and resource allocation.

ROLES & RESPONSIBILITIES

- Everyone's job and someone's job
- Shared responsibility
- Leverage learning together

STRATEGIC PARTNERSHIPS

- NCDPI Offices
 - Communications
 - Exceptional Children
 - IT Project Management
- Communities of practice
- Agencies in other states

LESSONS ON THE JOURNEY

- Automated testing is not enough
- User engagement is key
- This will be an iterative process
- Focus on progress over perfection
- Accessibility isn't an add-on



**ACCESSIBILITY
FOR ALL**

CULTURE > COMPLIANCE

RESOURCES DOCUMENT

[go.ncdpi.gov/
FramingTheJourney](https://go.ncdpi.gov/FramingTheJourney)

