WEB LIAISONS MEETING

Fall 2018

University at Buffalo
Interdivisional Marketing and Communications
Enrollment Management

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What we'll cover today:

- ✓ Web Accessibility.
- ✓ PDF Files.
- ✓ Reminders.
- ✓ Questions.

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WEB ACCESSIBILITY

"Web accessibility means that people with disabilities can use the web.

More specifically, web accessibility means that people with disabilities can **perceive**, **understand**, **navigate**, and **interact** with the web, and that they can **contribute** to the web."

Web Accessibility Initiative

12.6%

of Americans* have a disability.

**Civilian non-institutionalized population.*
U.S. Census Bureau, 2015 American Community Survey 1-Year Estimates.

“The power of the web is in its universality.

Access by everyone regardless of disability is an essential aspect.”

Tim Berners-Lee (1997)
W3C Director and Inventor of the World Wide Web

Web accessibility encompasses all disabilities that affect access to the web.

- ✓ Auditory.
- ✓ Cognitive.
- ✓ Neurological.
- ✓ Physical
- ✓ Speech.
- ✓ Visual.

Also benefits people ***without*** disabilities.

- ✓ Small screens, different input modes.
- ✓ Changing abilities due to ageing.
- ✓ Temporary disabilities.
- ✓ Situational limitations.
- ✓ Slow internet connection.

Why now?

- ✓ Our focus on accessibility.
- ✓ OCR complaint and what it means for UB.
- ✓ WCAG 2.0 AA Standards.

What we're doing.

- ✓ Prioritizing sites.
- ✓ Correcting site-wide issues.
- ✓ Ensuring QA in site maintenance.

What you need to do.

- ✓ Use correct headings and semantic structure.
- ✓ Write descriptive link text.
- ✓ Write descriptive, useful alt text.

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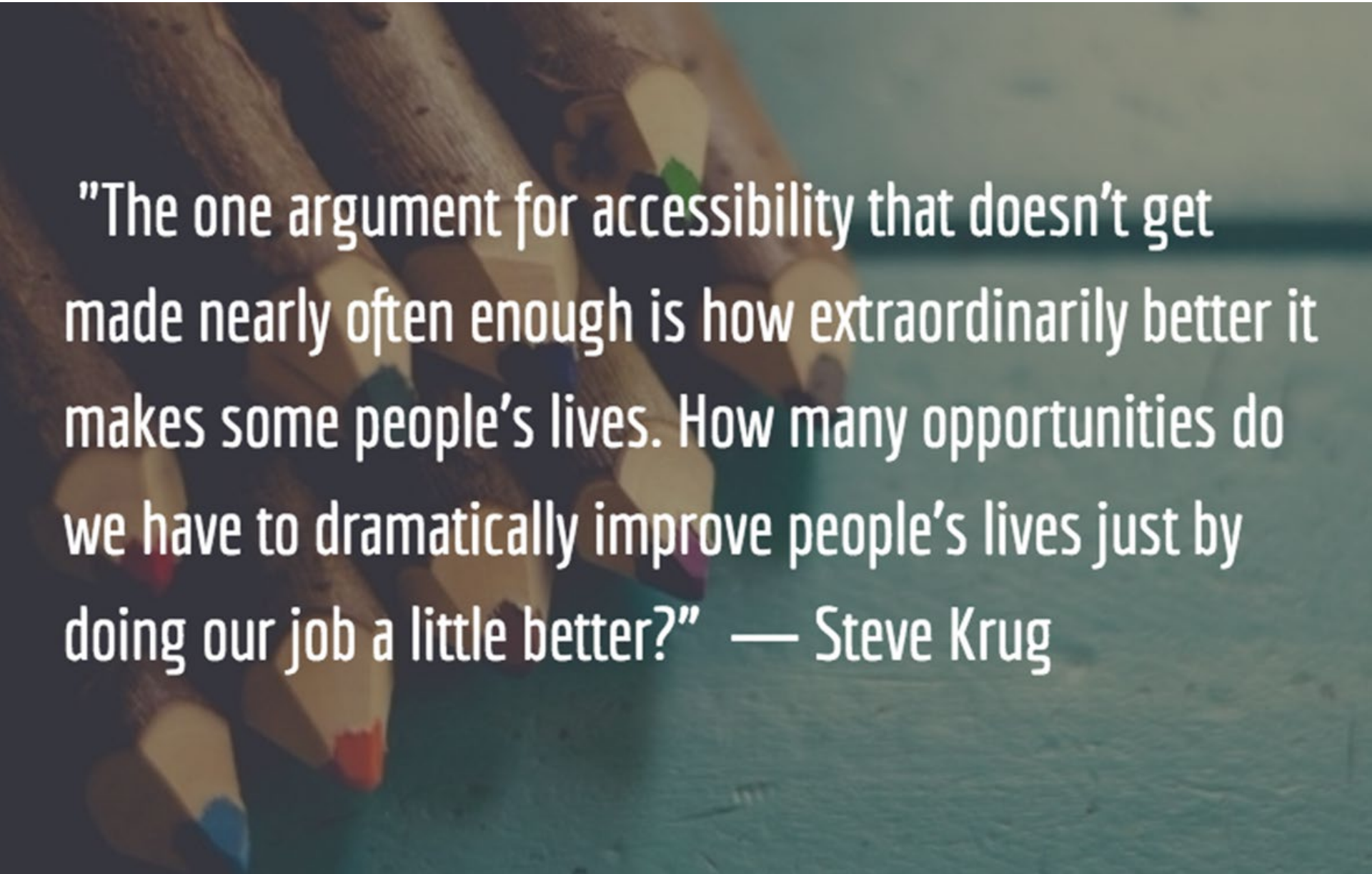
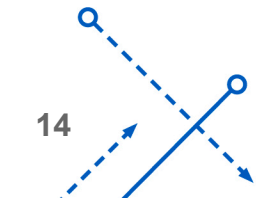


Semantic structure.

- ✓ Use correct document structure: headings, paragraphs, lists.
- ✓ Picture your content in an outline.



Semantic structure.

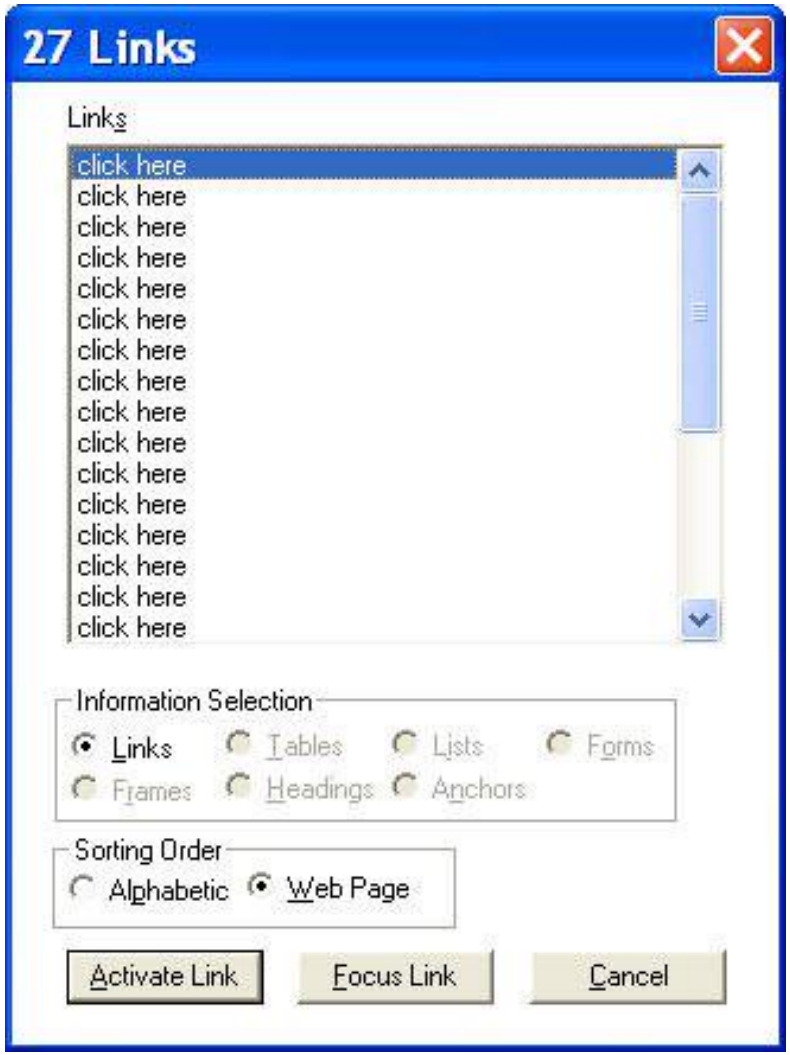
- ✓ Heading levels 1 - 6.
- ✓ Bulleted lists.
- ✓ Numbered lists.
- ✓ Tables for data only.

Descriptive link text.

- ✓ Avoid using “click here” or “learn more.”
- ✓ Link text should stand on its own.
- ✓ Avoid using URL as link text.

Tips for writing links.

- ✓ Start with a keyword.
- ✓ “What will the user get when they click this link?”
- ✓ Include (PDF) or (Word) in document links.
- ✓ And remember, avoid using “click here” or “learn more,” etc.


27 Links
Links
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click here
click here
Information Selection
Links
Tables
Lists
Forms
Frames
Headings
Anchors
Sorting Order
Alphabetic
Web Page
Activate Link
Focus Link
Cancel

Bad example.

There are several things to consider in creating accessible link text. learn more

Click here to learn the difference between accessible, usable and universal design.

The article, "The Veil of Ignorance," challenges readers to imagine awakening in a new reality in which they are no longer the person they were with a potentially new social/economic status, gender, ethnicity, appearance, disability or combination. How would this impact the readers' approach to design, from building and devices to the internet?

http://mrmrs.io/writing/2016/03/23/the-veil-of-ignorance

Good example.

There are several things to consider in creating accessible link text.

Learn the difference between accessible, usable, and universal design.

The article, "The Veil of Ignorance," challenges readers to imagine awakening in a new reality in which they are no longer the person they were with a potentially new social/economic status, gender, ethnicity, appearance, disability or combination. How would this impact the readers' approach to design, from building and devices to the internet?

Examples from University of Minnesota
https://accessibility.umn.edu/core-skills/hyperlinks

Write useful alt text.

- ✓ What is the content conveyed by the image?
- ✓ What information should the reader gain from the image?
- ✓ Avoid using “image of” or “graphic of.”
- ✓ Avoid using images of text.

pancakes

Stack of blueberry pancakes with powdered sugar.

researcher

Student looking into microscope in research lab.

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PDF FILES

Remediating PDFs.

- ✓ Review what's on your site now.
- ✓ Can any be deleted?
- ✓ What can become web content?
- ✓ Fix remaining.

Training.

We will hold **training sessions in early 2019.**
Stay tuned!

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REMINDERS

Work order system.

Use the work order system to submit requests to the digital team.

Review your site!

- ✓ Any out-of-date content?
- ✓ Siteimprove access.

IMC staff retreat.

Our team will be out of the office tomorrow.

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This is not what I had in my mind when I said staff retreat!

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someecards.com

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QUESTIONS?

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Photo from http://ladderupinc.com/happy-holidays-2/