

Achieving 99.996% Accessibility And Other Improbabilities

**2007 Nonprofit Technology Conference
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**Andrew Cohen
Forum One Communications
acohen@forumone.com**

- How to approach accessibility as a **consultant, web manager, communications officer or techie**
- Approaches for **persuading** your boss, co-worker, or programmer!



What We Hear...

“What is web accessibility?”

“We’ve never had a complaint.”

“It sounds complicated.”

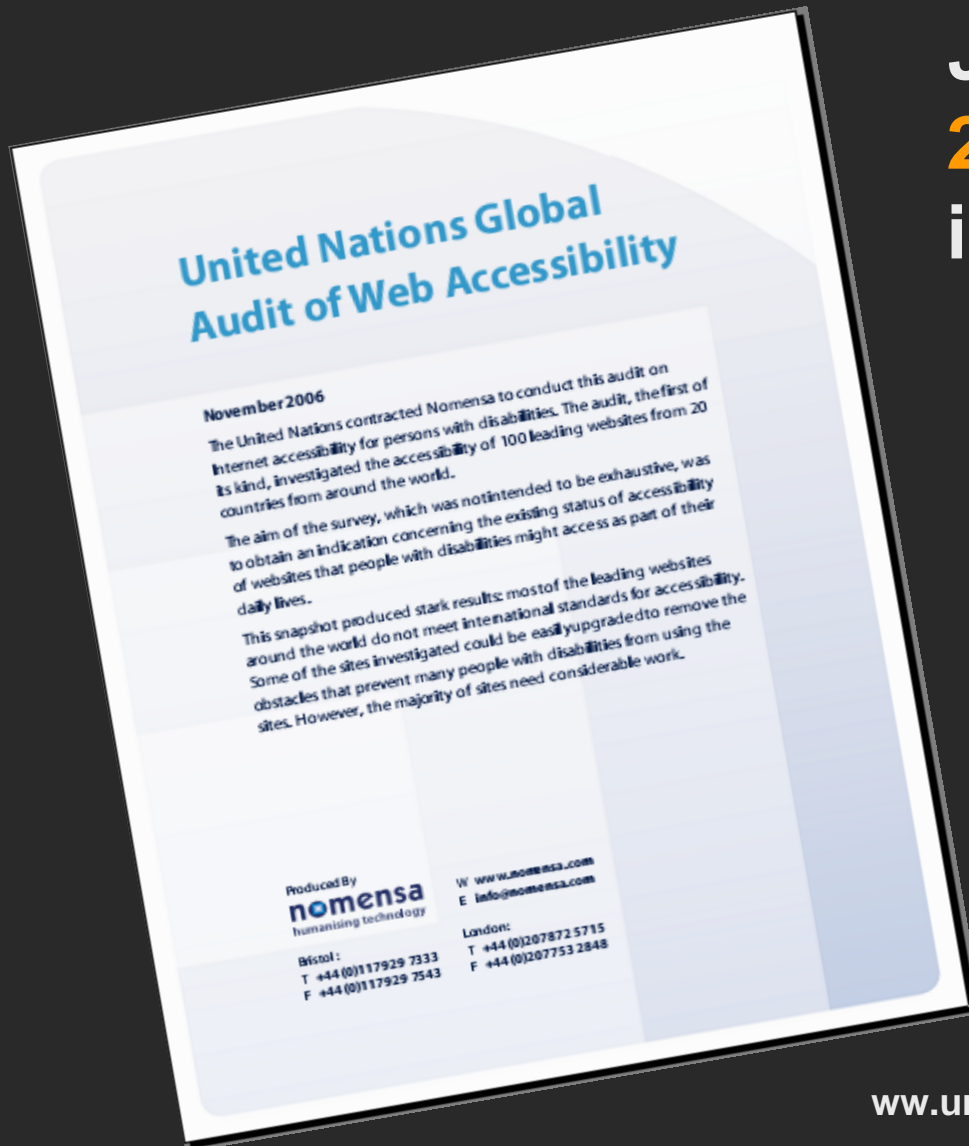
“It will make our site ugly.”

“We don’t have time to caption our videos.”

“What will it cost us?”

What We Find

Just **3 of 100** sites from **20 countries** met basic international guidelines!

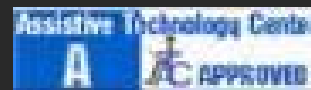


Don't Despair!

- Consider your universal audience
- “Access-orize” regularly
- Incorporate into your process



This is Not Accessibility



Don't Make It *Only* About PWD

“I don't care about accessibility.”

—Jeff Veen, usability expert

- Design for the web
- Code properly
- Design for various bandwidth situations
- Design for various operating systems
- Design for various hardware platforms.
- Design for a “spectrum of degradability.”

“When web design is practiced as a craft, and not a consolation, accessibility comes for free.”

Who is Your Audience?

Demographics

- Age
- International

Technologies

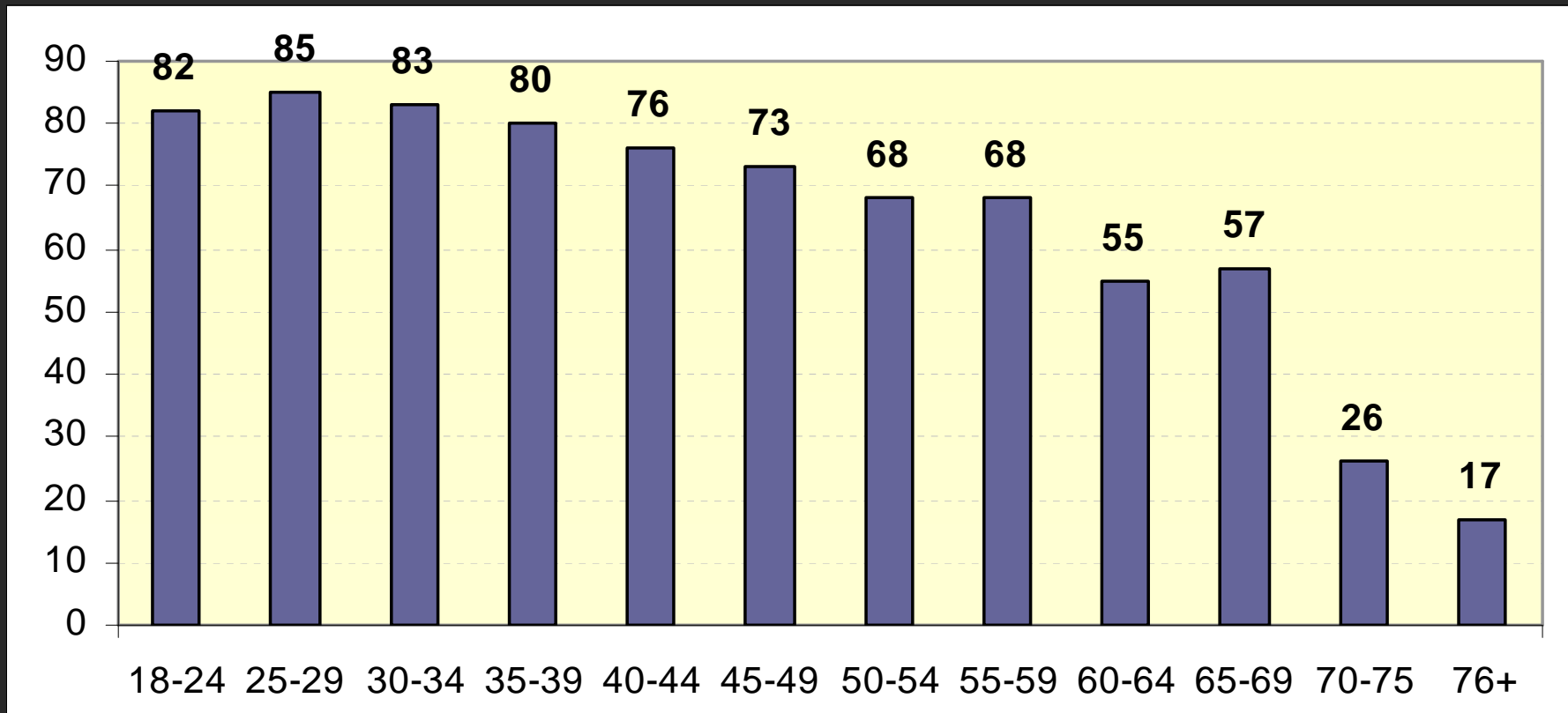
- Browser
- Bandwidth
- Mobile

Type of Disability

- Eyesight
- Hearing
- Mobility
- Cognitive

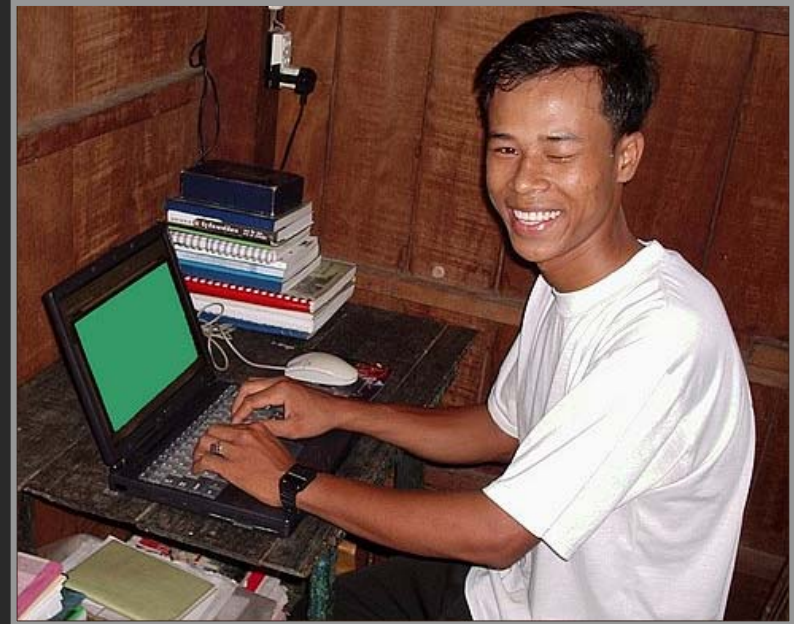


Aging Audiences

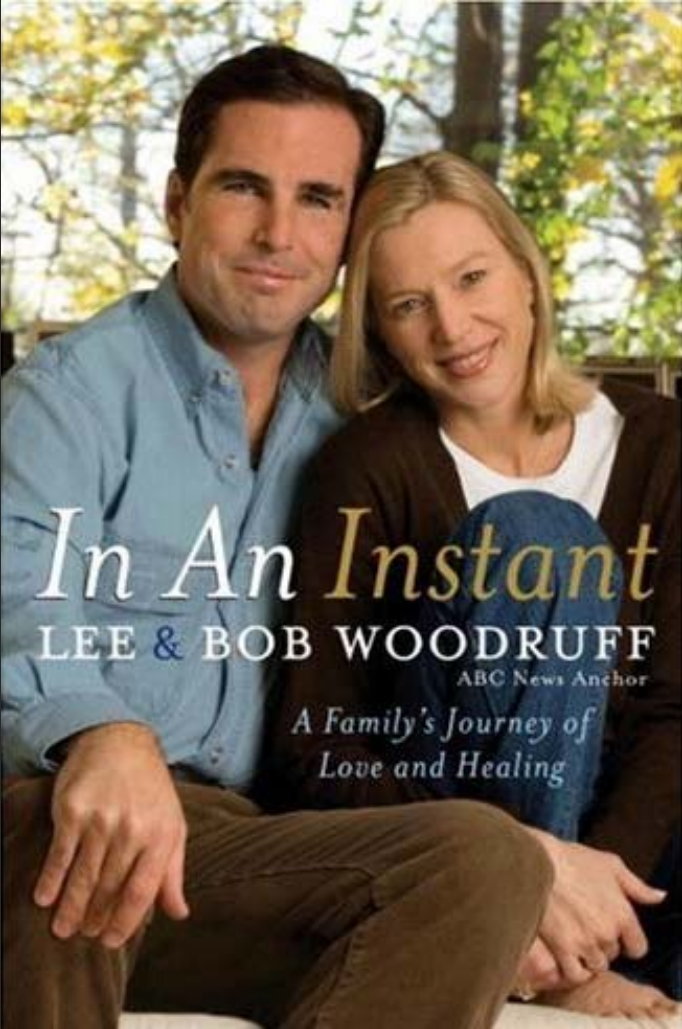


Source: Presentation by Susannah Fox, "The Future of the Internet,"
Pew Internet & American Life Project.

Who is Your Audience?



Disabilities Are Sometime Invisible



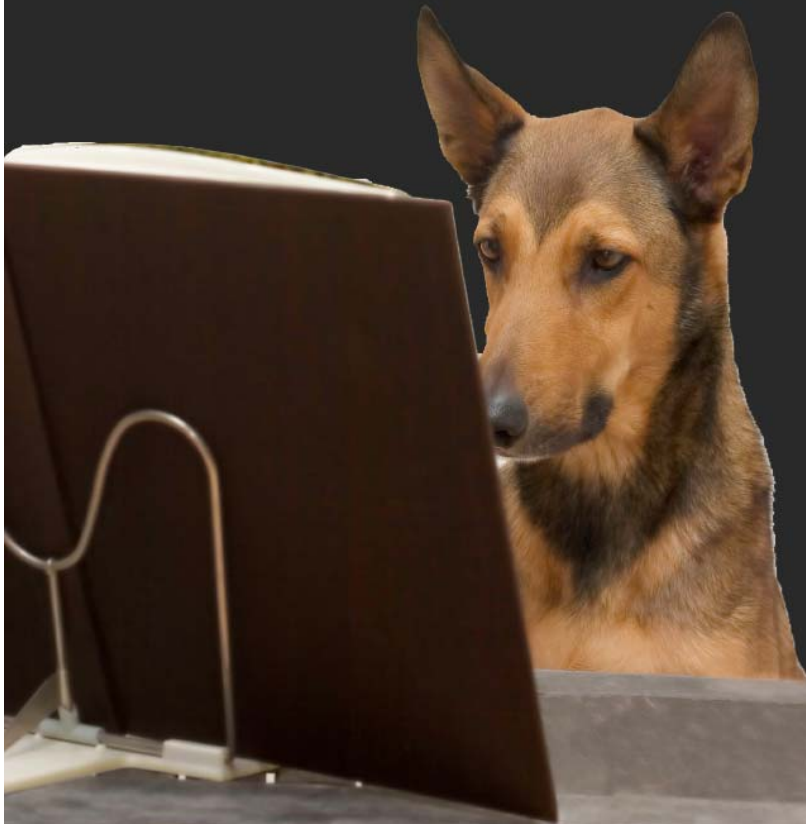
When Should You “Access-orize?”



Answer: Regularly!

Scrutinize:

- **ALT attributes**
- **Link constructions**



ALT Tags & Firefox Toolbar

Your Nonprofit Technology Community | NTEN: The Nonprofit Technology Network - Mozilla Firefox (Build 200702...)

File Edit View History Bookmarks Tools Help del.ido.us

http://nten.org/ Google

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

Alt=Logo **NTEN** Nonprofit Technology Network

Alt=A photo on Flickr Alt=A photo on Flickr Alt=A photo on Flickr Alt=A photo on Flickr Alt=A photo on Flickr Alt=A photo on Flickr

About Contact Search

> JOIN

- Become a Member
- Why Join?
- Connect with Peers
- Save with Discounts
- Member Services

> CONNECT

- Attend Our Conference
- Find a Local Club
- Join an Online Group
- Attend an Event

> LEARN

- Read the Blog
- Take a Webinar
- Get the Newsletter

> ADVOCATE

- NTEN Research

Your Nonprofit Technology Community

NTEN is the membership organization of nonprofit professionals who put technology to use for their causes.

We enable our members to do their jobs better and help their organizations strategically use technology so that they, in turn, make the world a better, just, and equitable place. Become a member of NTEN today.

News From the NTEN Connect Blog

Applications Now Being Accepted for The Techies!
Submitted by Holly on Fri, 02/16/2007 - 8:29am.
07NTC | NPTEch

Alt=

NTEN community member Grassroots.org wants to celebrate the ingenuity and innovativeness of the nonprofit sector with a new award, *the Techies*. Every day, nonprofits are building their own web-based tools to help them do their work better. And we think you should be recognized!

More from the blog

Alt=

Register for the NTC

Alt=

April 4 - 7, Washington, DC

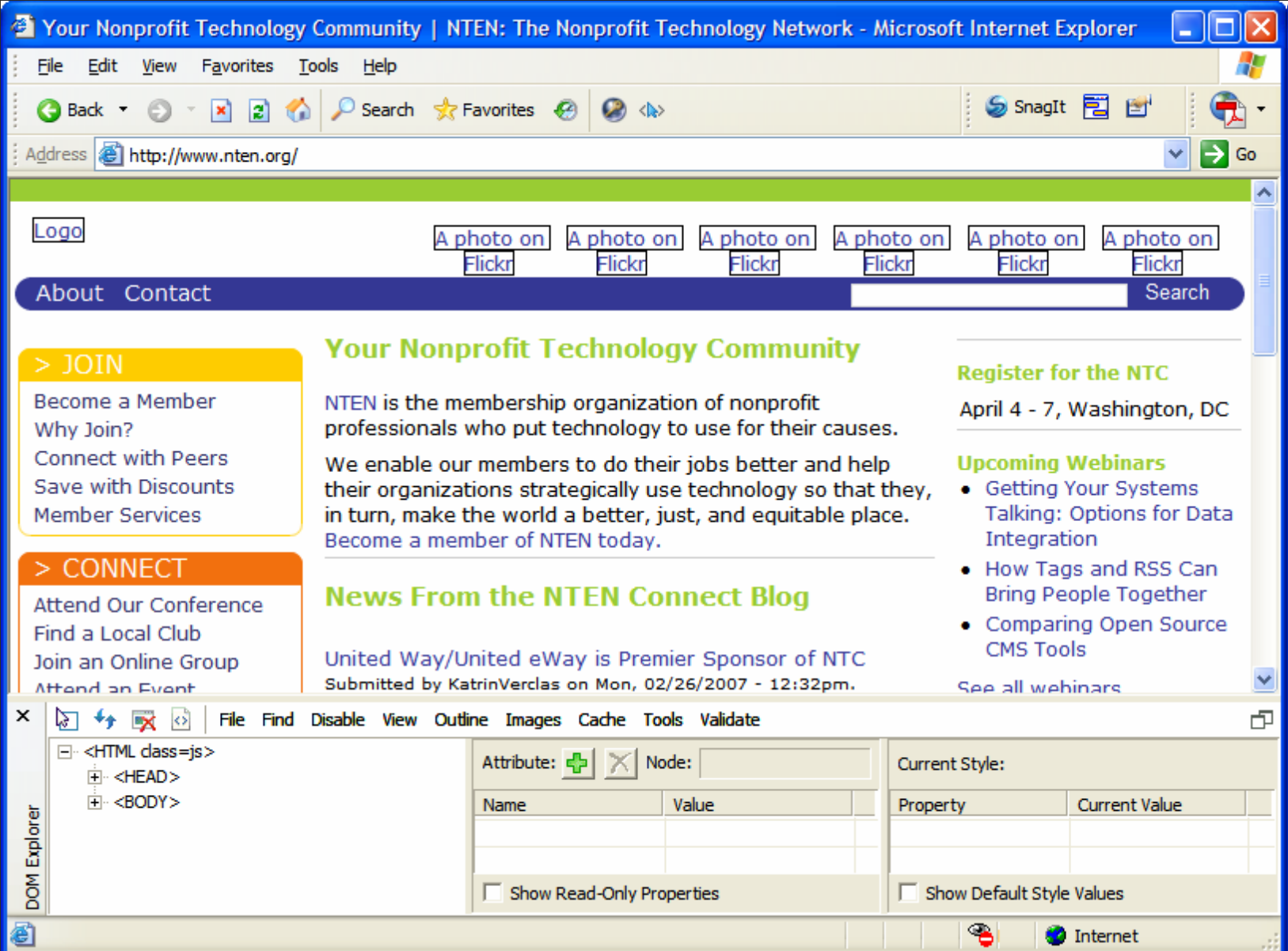
Upcoming Webinars

- Getting Your Systems Talking: Options for Data Integration
- How Tags and RSS Can Bring People Together
- Comparing Open Source CMS Tools

See all webinars

No Strings Attached -

Internet Explorer Web Dev Toolbar



The screenshot shows the Microsoft Internet Explorer browser window displaying the website <http://www.nten.org/>. The browser's address bar and menu bar are visible at the top. The website content includes a navigation menu with 'About' and 'Contact', a 'JOIN' section with links like 'Become a Member' and 'Why Join?', a 'CONNECT' section with links like 'Attend Our Conference', and a main content area with the heading 'Your Nonprofit Technology Community'. A 'News From the NTEN Connect Blog' section is also present, mentioning 'United Way/United eWay is Premier Sponsor of NTC'. On the right side, there are sections for 'Register for the NTC' and 'Upcoming Webinars'. At the bottom of the browser window, the 'DOM Explorer' toolbar is open, showing the document structure with 'HTML class=js', 'HEAD', and 'BODY' elements. The toolbar also includes a table for 'Attribute' and 'Node' information, and a 'Current Style' table with columns for 'Property' and 'Current Value'. There are checkboxes for 'Show Read-Only Properties' and 'Show Default Style Values'.

Events

[Home](#) > Events

Living Our Judaism Eternally

Please join us for a special tribute to **Joan Levin**: leader, mentor, friend, mother and LOJE, on March 7, 2007; at a private home in Northern Virginia. All women who have made their 2007 pledge of \$1,800 or more are welcome to attend. [RSVP now](#) or contact [June Marlin Falb](#) at (301) 230-7224. [more](#)

Attendanc **Health 2.0: Creating A People-Powered** :vel of \$1,000

Health Care Revolution

[Clic](#) The Jewish Federation's Technology Affinity invites

ledge.

[Clic](#) you to **Health 2.0: Creating a People-Powered**

ledge.

[Click h](#) 2007; 6:30 p.m. networking reception, 7:30 p.m.

pledge or

program. Located in Northern Virginia. Contact [Savitra Wright](#) at (301) 348-7350 or see event [web page](#). [more](#)

Link Text

Bad: Click here to donate

Better: Click here to donate

Best: Donate or Donate to our Safe Pets fund

Bad:

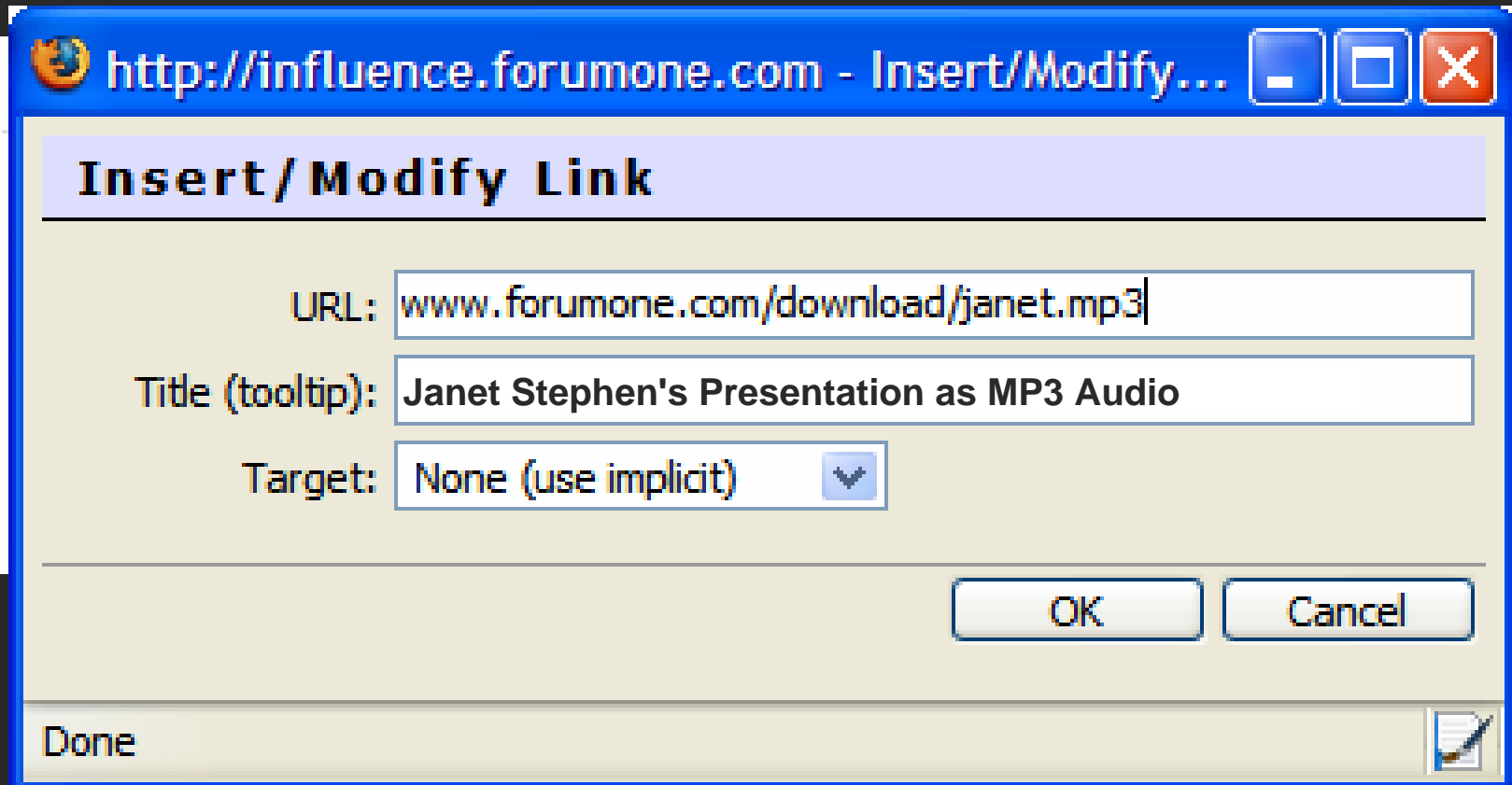
- What is rabies?
- How do I adopt an animal?

Better:

- Rabies: What is it?
- Adoption: How do I adopt an animal?



Link Titles

```
<a href="link.html" title="Janet Steven's presentation as MP3 audio">MP3</a>
```



ALT Text for Links Example

HELP NOW

-  **Donate Now**
-  **Give Blood**
-  **Tissue Donation**
-  **Volunteer**
-  **Planned Giving**
-  **Donate Goods**

Find Out How You Can Help.

- [Donate Online](#)
- [Give Blood](#)
- [Donate Tissue](#)
- [Volunteer](#)
- [Planned Giving](#)
- [Donate Goods](#)

www.redcross.org

Take Aways

- **Consider your universal audience**
- **Access-orize regularly**
- **Make it part of your process**



- **Developing A Business Case for Accessibility**
 - <http://www.w3.org/WAI/EO/Drafts/bcase/Overview>
- **Firefox Web Developer Toolbar**
 - <http://www.ariadne.ac.uk/issue44/lauke/>
 - <http://chrispederick.com/work/webdeveloper/>
- **Making the Case for Usability in Government**
 - <http://www.usability.gov/government/makingcase.html>
- **Internet Explorer Web Developer Toolbar**
- www.webaim.org/intro/ (good videos)
- www.accessify.com
- www.usability.gov
- www.section508.gov
- www.w3c.org/wai/