

WEB ACCESSIBILITY 101

OVERVIEW

Web sites are the first point of contact for potential audience members, donors and other participants for your organization. How good is that first customer service experience on your web site – particularly for people with disabilities? If you are not sure that it's the best, then *Web Accessibility 101* is for you.

This four-part training program will provide an overview of ADA accessibility online and will teach participants about web development tools available to increase accessibility. The program will also include web site evaluation for each participant and individualized coaching to help address any ADA issues found.

Designed for people ranging from novices to experts in the areas of ADA accessibility and web development, this program will run September – November and will be limited to 30 nonprofit organizations. Fees range from \$20 for organizations funded by the City of Raleigh, to \$50 for other arts organizations in Raleigh, to \$600 for arts organizations and other nonprofits headquartered outside of Raleigh.

PROGRAM COMPONENTS

I. Web Site Accessibility Evaluation -- September

In September, high-level accessibility reviews of participant web sites will be performed. Testing will determine whether or not accessibility is addressed in even the most basic way in terms of adhering to W3C WCAG 2.0 AA, Section 508 of the Americans with Disabilities Act (ADA,) and other relevant accessibility standards. In October each participating organization will receive a report on their web site from the testing company that details any findings.

II. Webinar: *Web Accessibility 101* – October 19 & 20

Web Accessibility 101 is a two-part webinar designed to provide an overview of web accessibility and includes examples of specific barriers experienced by people with disabilities. The course covers HTML techniques for creating accessible websites emphasizing the importance of separating content from presentation technologies. ADA Section 508 and WCAG 2.0 guidelines and tools for testing will be demonstrated throughout the class.

III. Phone Consultations – November 4-12

In November, each participating organization will have an individual, 30-minute phone consultation with consultant Sharron Rush, Executive Director of Knowbility, to go over their report in detail and get questions answered about any web accessibility issues cited in it.

IV. *A Web for Everyone* – Reference Text

As an additional reference source once the web site evaluation and training are over, each participant organization will receive a copy of *A Web for Everyone, Designing Accessible User Experiences*. By grounding its approach to web development in universal design principles, this book provides solutions, practical advice and examples of how to create sites that everyone (both people with disabilities and the temporarily able-bodied) can use.

CONSULTANT

About Sharron Rush

Sharron Rush is the co-founder and Executive Director of Knowbility. Since 2007, she has served as an invited expert to the Education and Outreach Working Group (EOWG) of the Web Accessibility Initiative (WAI) of the W3C. In 2009, she became liaison from WAI to the e-Government Interest Group, developing standards and best practices for using the Web to improve government accountability and transparency. Rush is a Computer World Laureate and an advisor to the SXSW Interactive Media Conference. In 2001, she was named one of the Top 25 Women of the Web. Rush is also co-author, with Dr. John Slatin, of *Maximum Accessibility*, a definitive web accessibility resource.

About Knowbility

Knowbility is a nonprofit organization with a mission to create a barrier-free world of information technology so that people with disabilities can fully participate in the business, educational, and cultural marketplaces. Since 1998, Knowbility has been training communities, businesses, nonprofit organizations and government agencies in the how and why of accessible IT design. The organization also partners regularly with VSA Texas on arts inclusion projects and provides web accessibility consultations annually at the Leadership Exchange in Arts and Disability conference. Knowbility has been recognized for excellence and innovation by the Peter Drucker Foundation, the White House, the Department of Labor and the SXSW Interactive Media Conference, among many others.

REGISTRATION

To register for this program, please complete the registration form and submit it to the Office of Raleigh Arts, Attention: Sarah Corrin, Arts Grant Coordinator. The deadline to register is **September 15, 2015**.

CONTACT INFORMATION

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