

A close-up photograph of a computer keyboard. The central focus is a large, blue key with the word "Access" printed in white, bold, sans-serif font. Above the blue key is a smaller, grey key with a white arrow pointing left and a right-angle symbol. To the right of the blue key is a grey key labeled "Delete" and another grey key labeled "End". Below the blue key is a grey key with a white arrow pointing up. To the left of the blue key are several grey keys with symbols: a plus sign and equals sign, a left square bracket, a right square bracket, a double quote and apostrophe, and a question mark. At the bottom left is a grey key with a white house icon and the word "Shift". The background is a light grey, semi-transparent rectangular area containing the main title and subtitle.

The Accessible Website:

If You Build It, Everyone Can Come!

An Infopeople Webinar
Presented by Kelli Ham
June 6, 2013

Objectives



By the end of the webinar, participants will:

- Understand online accessibility issues
- Know about accessibility tools for checking websites and content
- Have a starting point for creating accessible content



Libraries Are Friendly Places



The Physical Presence



The Library's Virtual Front Door

- Communication, promotion
- Current information, services, resources

The screenshot shows the top navigation bar of the PWPL website. On the left is the PWPL logo with the text 'port washington public library'. In the center is a photograph of the library building. On the right, there is a red section containing 'TODAY'S HOURS' (MON. 9:00 - 9:00), 'TEL (516) 883-4400', and several utility links: 'ABOUT US', 'MY ACCOUNT', 'ASK A LIBRARIAN', 'CONNECT WITH US', and 'RECEIVE E-MAIL ALERTS'. Below this is a horizontal menu with links: Home, Catalog, Events, Exhibits, TeenSpace, Kids, Research, Local History, and Donate.

The screenshot shows the main content area of the website, divided into three columns:

- Services**
 - Get a Library Card
 - Renew Items
 - Reserve Computers
 - Accessibility Services
 - Jobs & Careers Resources
 - More...
- Spring Features**
 - eBooks How To
 - Step to Poetry
 - Summer Reading
 - Connect with Us
- About**
 - At the Library 2013
 - Green Stacks
 - Library Commission
 - Advisory & Support Groups
 - Friends of SFPL
 - More...

On the right side of the 'About' column, there is a small image of a person working on a structure, with the caption 'SF Historical Photo Coll.' below it.

Our Users



- Who is the library for?
 - Everyone, not just the ones with good vision, hearing, & mobility!



The Library's Virtual Presence: Is it User Friendly?



Poll – Where Are You Now?

How far along are efforts to make site accessible?

- Not sure; I'm not involved in website development
- Just starting to think about it
- We have a plan, but haven't started implementing yet
- We are currently implementing
- We are done and fully compliant!

Acronyms and Terms



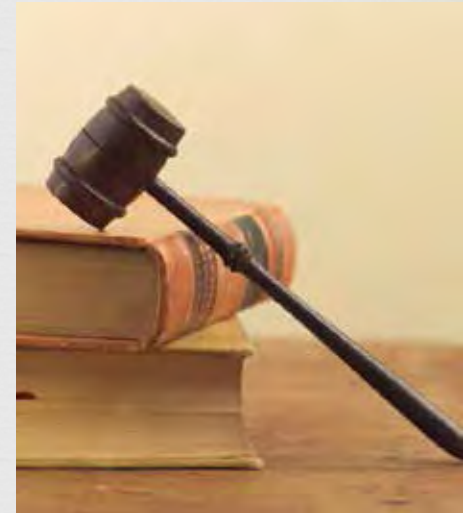
- Organizations
 - WebAIM (Web Accessibility in Mind)
 - W3C (World Wide Web Consortium)
 - NCDAE (National Center on Disability and Access to Education)
- WAI (Web Accessibility Initiative)
- WCAG (Web Content Accessibility Guidelines)
- Section 508 (law)

What is Section 508?



Federally-funded organizations must comply with the law

- Section 508 of the Rehabilitation Act (29 U.S.C. 794d), as amended by the Workforce Investment Act of 1998 (P.L.105-220), August 7, 1998.



www.section508.gov/index.cfm?fuseAction=1998Amend

In a Nutshell



When seeking information or services from a Federal department or agency, people with disabilities must have access and use of information that is comparable to that of people without disabilities



But We Aren't a Federal Agency

Many public agencies, including libraries, are choosing to be as accessible as possible to all users.

It's the right thing to do. In the United States:

- 6.4 million people have a visual disability
- 10.3 million people have a hearing disability
- 19.5 million people have a ambulatory disability.
- 13.8 million people have a cognitive disability.

Any way you look at it, millions of people in the United States have at least one disability that Section 508 is meant to address.

2010 Disability Status Report: United States Erickson, W., et al. (2012)
<http://digitalcommons.ilr.cornell.edu/gladnetcollect/558/>

Consider the User Experience (Walk a Mile in Their Shoes)



Conditions that make access to web content difficult

- Low vision or blindness
- Hearing loss or deafness
- Mobility issues
- Other issues



Accessibility: Technologies + Practices



Technologies

- Screen readers
- Video captions
- Text-to-voice
- Assistive devices
- A keyboard

Practices

- Good web design practices
- Good document design
- Administrative policies
- Commitment
- Staff training

Elements of Accessibility



- ✓ Many elements are the same for webpages, documents and other files.
- ✓ Learn the basic concepts; apply across all content
- ✓ Make accessibility a natural part of the workflow
- ✓ Accessibility doesn't happen by chance – build it in to all online content

Required Page Elements: Alt Text

Text equivalents for images and non-text objects

information through training, consultation, and collaboration. Specifically we specialize in presenting training and workshops around the state that assist librarians, health professionals, K-12 students, and members of the public become more effective users of the Internet and electronic resources.

During the past year our focus was on high school students, promotoras, and public health workers. In the case of the high school students, we are typically invited by a teacher who is doing a class which culminates in a research project on a health or



High school students learning about health information



Promotoras posing for a picture during a short break

```
<p></p>
```

Required Page Elements: Hyperlinks



Hyperlinks (meaningful text displayed)

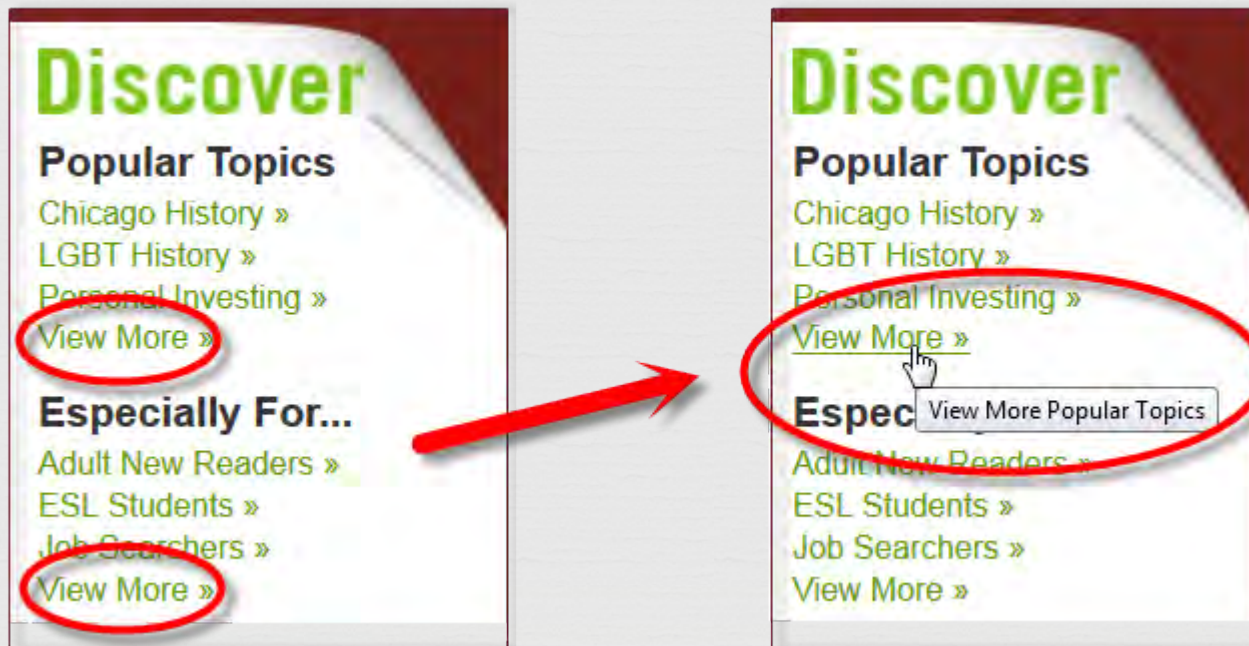


Table Formatting



- Need row and column headers
- No blank cells
- Logical order when navigating based on table content (left to right, top to bottom)
- In documents, use the Insert Table function rather than copying and pasting

Table Issues



This table was created for visual effect:


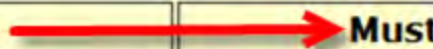


Note the visual reading path →



Reading Order



Basement		UP!
Toilets		Flush
		Must

The screen reader will read left to right, down and across. The user will hear or feel via Braille: "Basement UP! Toilets Flush Must"

Creating Accessible Tables, WebAIM
<http://webaim.org/techniques/tables/>

Required Page Elements: A Few More

- Video needs to be synchronized with equivalent alternative (captioning)
- Audio needs a written equivalent (transcript)

NLM Director's Comments Podcasts



MedlinePlus proudly presents a weekly audio update by Donald A.B. Lindberg, M.D., Director of the National Library of Medicine, highlighting health news and accompanying information from MedlinePlus.

TITLE	DATE	AUDIO	TEXT VERSION
NIH MedlinePlus Magazine Spring 2013	June 03 2013	Listen	Transcript
Under-the-Tongue Allergy Drops?	May 28 2013	Listen	Transcript
Early Stroke Increases Mortality Risk	May 20 2013	Listen	Transcript
Internet Search Provides Early Warning of Drug Interaction	May 13 2013	Listen	Transcript
ABIM: Avoid these Medical Tests	May 06 2013	Listen	Transcript
Lessons from Boston's Emergency Medical Response	April 29 2013	Listen	Transcript

Design Good Forms



Make sure users can complete and submit forms. Form elements (text field, checkbox or dropdown list) all have labels, and the label is associated to the correct form element using the <label> tag.

Library/Department Information	
Institution:	<input type="text"/>
Library/Dept.:	<input type="text"/>
Address:	<input type="text"/>
Address 2:	<input type="text"/>
City/Town:	<input type="text"/>
State:	<input type="text" value="-- select state --"/>

More Considerations



- Repetitive navigation links
 - Need ability to skip or ignore
- Decorative objects (borders)
 - Need coding for screen readers to ignore
- Use of **COLOR** to convey meaning
 - Avoid using color alone; state what it means

APPLICANT INFORMATION			
Name:			
Current address:			
City:	State:	ZIP Code:	
Phone:	Date of birth:	SSN:	
Own Rent (Please circle)	Monthly payment or rent:	How long?	

More Best Practices



- Avoid flickering, strobing or flashing images
- Offer ability to skip navigation
- Alert users of timed responses
- Use client-side image maps with alt text



Testing for Accessibility



- Web Tools
 - WAVE
 - FANGS
- Word and PowerPoint
 - Built-in checkers in Microsoft Office software
- PDF files
 - Accessibility tool in Adobe Acrobat Pro
- And many more

WAVE: Web Accessibility Evaluation Tool



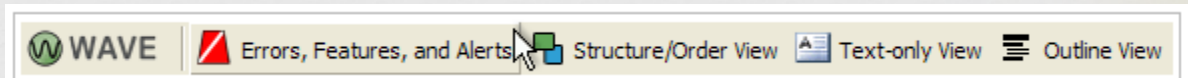
Wave Online Tool

- Works in any browser
<http://wave.webaim.org/>



Wave Toolbar

- Firefox add-on
<http://wave.webaim.org/toolbar/>



WAVE

Web Accessibility Evaluation Tool

The following apply to the entire page:

WAVE
web accessibility evaluation tool

medlineplus.gov

Styles No Styles Contrast

Documentation

X2 Alerts
Redundant link

What It Means
Adjacent links go to the same URL.

Why It Matters
When adjacent links go to the same location (such as a linked product image and an adjacent linked product name that go to the same product page) this results in additional navigation and repetition for keyboard and screen reader users.

How to Fix It
If possible, combine the redundant links into one link and remove any redundant text or alternative text (for example, if a product image and product name are in the same link, the image can usually be given alt="").

The Algorithm... in English
Two adjacent links go to the same URL.

Standards and Guidelines

lisinopril metformin
metoprolol shingles
tramadol

See more

Share this widget

FEATURED SITE

Picture of a child

Redundant link
Adjacent links go to the same URL.

[More Information](#)

This is National Children's Use
Prevention Month

WAVE Example

WAVE Report of Delaware City Library - New Castle County, DE - Mozilla Firefox

File Edit View History Bookmarks Tools Help

wave.webaim.org/report#/http%3A%2F%2Fwww2.nccde.org%2Flibraries%2FDelawareCity%... - public library delaware

WAVE - Errors, Features, and Alerts Structure/Order Text-only Outline Reset Page Disable Styles Icons Key Tools

Delaware City Library - New Castle C... WAVE Report of Delaware City Library...

WAVE
web accessibility evaluation tool

http%3A%2F%2Fwww2.nccde.org%2C

Styles No Styles Contrast

Summary

WAVE has detected the following:

- 4 Errors
- 56 Alerts
- 4 Features
- 28 Structural Elements
- 0 HTML5 and ARIA
- 5 Contrast Errors

Panel Options

- DETAILS: A listing of all the WAVE icons in your page.
- DOCUMENTATION: Explanation of the WAVE icons and how you can make your page more accessible.
- OUTLINE: The heading structure of the web page.

The following apply to the entire page:

New Castle County, Delaware
"The First County in the First State"

Search Our Site SEARCH

Follow Us Facebook Twitter YouTube

County Council

Boards Departments Executive Office

Libraries

- Online Catalog
- Databases
- Library Branches >
- How Do I...? >
- Hours
- My Library Account >
- Policies
- Featured Items >
- Taxes >


h1 Delaware City Library

Address: 5th and Bayard Sts, Box 541 Delaware City DE 19706
Phone: (302) 834-4148
Fax: (302) 834-1305

Hours

Monday	12:00pm
Tuesday	12:00pm
Wednesday	12:00pm
Thursday	12:00pm
Friday	Closed
Saturday	11:00am
Sunday	12:00pm

Director: Sheila Mikkelsen

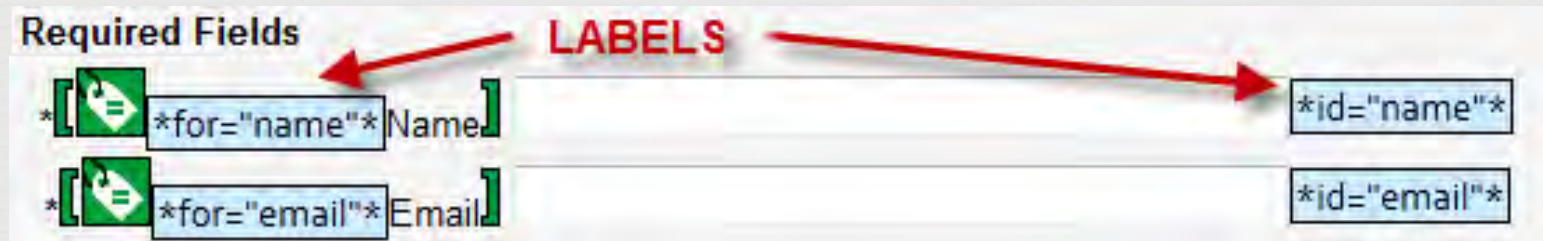


Form Labels



Accessible Forms

- When done correctly, you can see these HTML labels for Name and Email fields when you turn on the WAVE tool:



Wave Toolbar Example

Home - Chicago Public Library - Mozilla Firefox
File Edit View History Bookmarks Tools Help
www.chipublic.org

WAVE · Errors, Features, and Alerts Structure/Order T Text-only Outline Reset Page Disable Styles Icons Key Tools*

Home - Chicago Public Library +

Chicago Public Library CHICAGO PUBLIC LIBRARY

Home

WAVE · Errors, Features, and Alerts Structure/Order T Text-only Outline Reset Page Disable Styles Icon

Home - Chicago Public Library +

WAVE has detected no accessibility errors, but you must still check your page to ensure it is actually accessible.

h2

Chicago Public Library CHICAGO PUBLIC LIBRARY

What is the Difference?

Wave Toolbar

- Evaluation works on local machine only
- Evaluates the rendered version, locally displayed styles and dynamically generated content from scripts
- Can check intranet, password protected, dynamically generated, or sensitive pages

Wave at WebAIM

- Request goes through WebAIM server



FANGS

Screen Reader Emulator



- Firefox add-on
- Provides three options:
 - Text of a webpage just as a screen reader would read it
 - List of headers
 - List of links

Sample Library Web Page



Clermont County Public Library

[Mobile](#) | [Catalog](#) | [About Us](#) | [Research & Homework](#) | [Services](#) | [BooksMusicMovies](#) | [Downloads](#) |

Library Calendar

June 2013

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

[Calendar View](#)

[List of Programs & Events](#)

[Summer Reading Program](#)

[Educator information](#) about our summer reading program.

[Quick Links](#)



Civil War Presentation

Join us at the [New Richmond Branch](#) on Tuesday, June 11 at 6:30 p.m. as [Historic New Richmond](#) presents information about Civil War sites in Clermont County. There will also be a question and answer session.

Sign Up Now! Space is limited, so please reserve your spot by visiting the branch, calling 553-0570, or registering [online](#). For attendees ages 10-adult, children are welcome to attend this lecture, with their adult caregiver.

Books about [Ohio during the Civil War](#).

[BENTO BOX TAKEOUT](#)

Make a Japanese Lunch Box

Find It Here



Google site search

Stay Connected

[f](#) [t](#) [Teen](#) [Blog](#)

Library Meeting Room
If you'd like to use a CCPL meeting room, please read our [Meeting Room Policy](#) and [Meeting Room Rules](#). Fill out our [Meeting Room Use Application \(PDF\)](#).

FANGS Output Example

**Fangs output for:** Clermont County Public Library [Help and tutorial](#) 

Screen reader output

Page has five frames, twenty-four headings and eighty-seven links Clermont County Public Library dash Internet Explorer

Heading level one
Link Clermont County Public Library alt plus one List of two items List end List of seven items bullet Link Mobile vertical bar bullet Link Catalog vertical bar bullet Link About Us vertical bar bullet Link Research and Homework vertical bar bullet Link Services vertical bar bullet Link BooksMusicMovies vertical bar bullet Link Downloads vertical bar List end

Heading level one
Library Calendar Table with one column and nine rows Table with three columns and one row June two thousand thirteen Link Graphic slash arrowright.gif Table end S M T W T F S one two three Link four Link

More FANGS View Options

Headings

Screen reader output | **Headings list** | Links list

Headings list

- Clermont County Public Library: 1
- Library Calendar: 1
- Summer Reading Program: 1
- Quick Links: 1
- Of Special Interest: 1
- Answers: 1
- Get Involved: 1
- Find It Here: 1
- Stay Connected: 1
- Library Meeting Room: 2
- Board of Trustees Meeting: 2
- Civil War Presentation: 1
- Make a Japanese Lunch Box: 1
- Book Buddies Program: 1
- Guess the Photo Contest for Teens: 1
- Gnome Away from Home: 1
- Summer Reading Coming Soon!: 1

Links

Screen reader output | Headings list | **Links list**

Links list

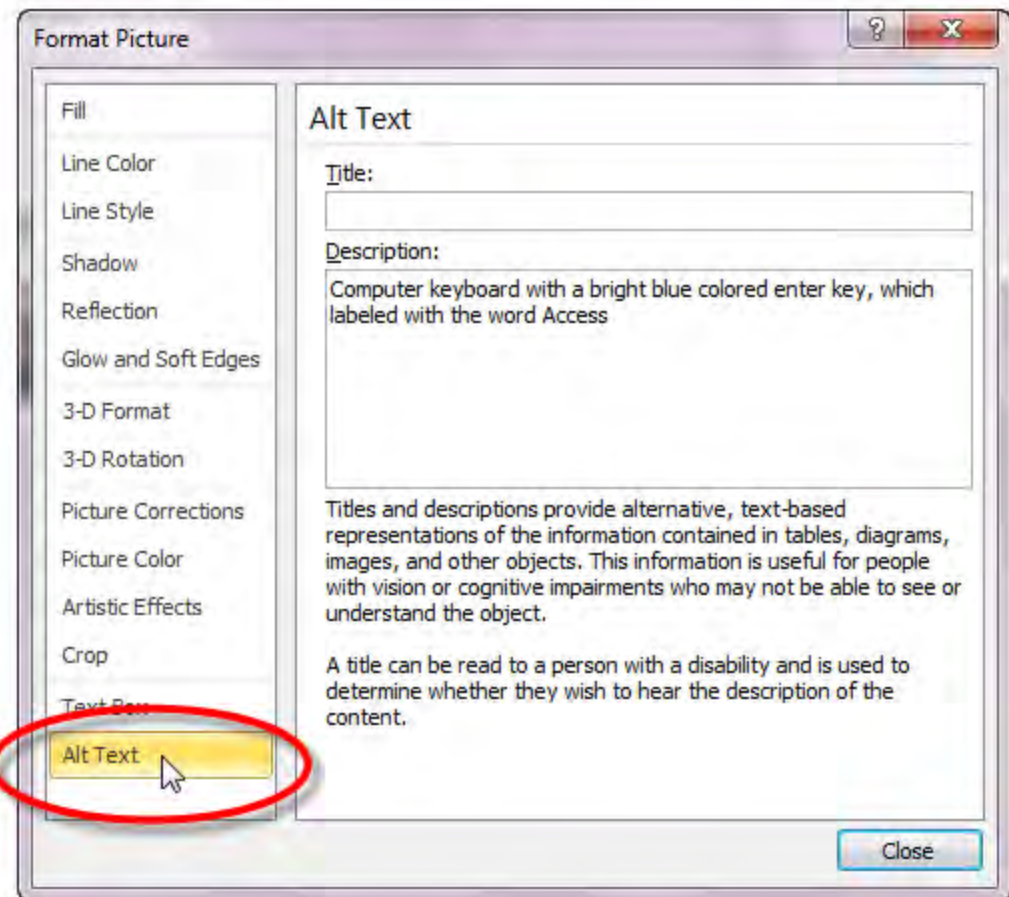
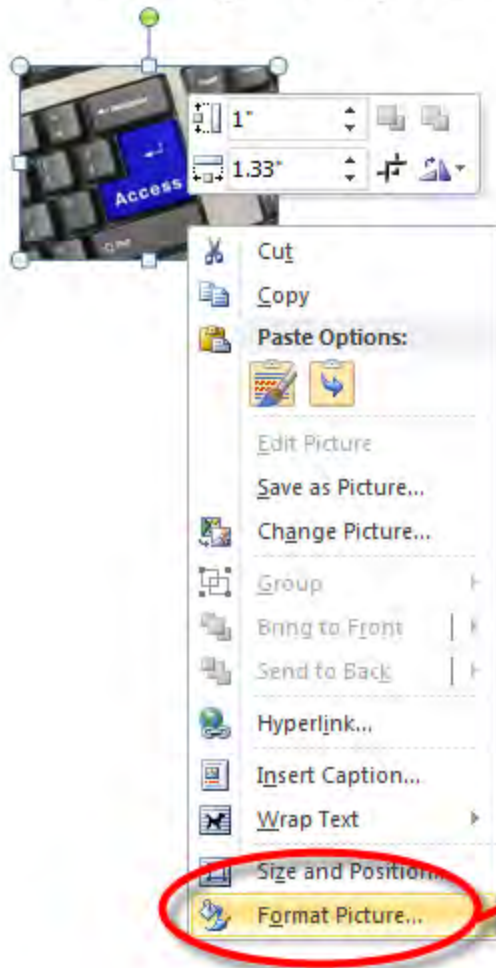
- Clermont County Public Library alt+1
- Mobile |
- Catalog |
- About Us |
- Research & Homework |
- Services |
- BooksMusicMovies |
- Downloads |
- 4
- 5
- 26
- 27
- 29
- Calendar View
- List of Programs & Events

Tips for Microsoft Word and PowerPoint



- Use built-in formatting structures, such as headers, layouts, and bullets. Screen readers rely on formatting.
- Images need alt text
- Hyperlinks need to be meaningful
- Almost always better to start fresh than to remediate

Right click the image, then Format Picture. Then click Alt Text and type in a short description. Use the shortest description possible to convey the meaning of the image.



Microsoft Accessibility Checkers



- Office 2007 or later
- Files must be created as .docx or .pptx to use checker
- File menu > Check for Issues > Accessibility
- Inspection Results - points to problems and gives suggestions for fixing

Microsoft Word

The screenshot shows the Microsoft Word interface with the 'File' tab selected. The ribbon includes 'Home', 'Insert', 'Page Layout', 'References', 'Mailings', 'Review', 'View', 'Developer', 'Add-Ins', and 'DYMO Label'. The left sidebar contains 'Save', 'Save As', 'Save as Adobe PDF', 'Open', 'Close', 'Info', 'Recent', 'New', 'Print', 'Save & Send', 'Help', 'Options', and 'Exit'. The main area displays 'Information about Caringhandout2013-Final' with the following sections:

- Compatibility Mode**: A 'Convert' button is present. Text: 'Some new features are disabled to prevent problems when working with previous versions of Office. Converting this file will enable these features, but may result in layout changes.'
- Permissions**: A 'Protect Document' button is present. Text: 'Anyone can open, copy, and change any part of this document.'
- Prepare for Sharing**: A 'Check for Issues' button is present. Text: 'Before sharing this file, be aware that it contains:'
 - Document properties, author's name and related dates
 - Headers and footers
 - Characters formatted as hidden text

A dropdown menu is open under 'Check for Issues', showing three options:

- Inspect Document**: Check the document for hidden properties or personal information.
- Check Accessibility**: Check the document for content that people with disabilities might find difficult to read.
- Check Compatibility**: Check for features not supported by earlier versions of Word.

The 'Check Accessibility' option is highlighted. A red box highlights the 'Prepare for Sharing' section and the dropdown menu. Partial text on the right side of the screen reads: 'for accessibility issues because of the' and 'this file.'

Errors and Warnings



MedlinePlus

www.medlineplus.gov

- Contains about 50 different health topic pages on mental health and behavior topics
- Topics include ADD, coping with disasters, OCD, panic disorder, bipolar, schizophrenia, phobias, post-traumatic stress disorder, teen and child mental health, depression
- Drug information from AHFS Consumer Medical Information from the American Society of Health System Pharmacists
- Directories: You may look up care providers by specialty in [Docfinder](#)

MedlinePlus Search Tips:

- ❖ Start with the health topics
- ❖ For basic information, you can use the medical encyclopedia
- ❖ Find providers and hospitals/facilities in the directories
- ❖ Find support groups in organizations section
- ❖ Learn more about drug information
- ❖ Learn about supplements

Tips for Advanced Searching with the Search Box

- ✓ For phrase searching, use quotes
 - "Asperger's Syndrome"
- ✓ Can search a specific site

Accessibility Checker

Inspection Results

Errors

- Missing Alt Text
 - Picture 20
 - Picture 8

Warnings

- Infrequent Headings
 - This Document
- Unclear Hyperlink Text (35)
- Heading is Too Long (1)
- Objects not Inline (22)
- Repeated Blank Characters
 - 8 Characters
 - 14 Characters
 - 9 Characters
 - 30 Characters

Additional Information

Why Fix:
Alternate text helps readers understand information presented in pictures and other objects.

How To Fix:
To add alternate text to a picture or object:
1) Right-click on the object and select the Format command.
2) Switch to the Alt Text tab.
3) Type a description of the object into the Title and Description text boxes.

Select and fix each issue listed above to make this document accessible for people with disabilities.

[Read more about making documents accessible](#)

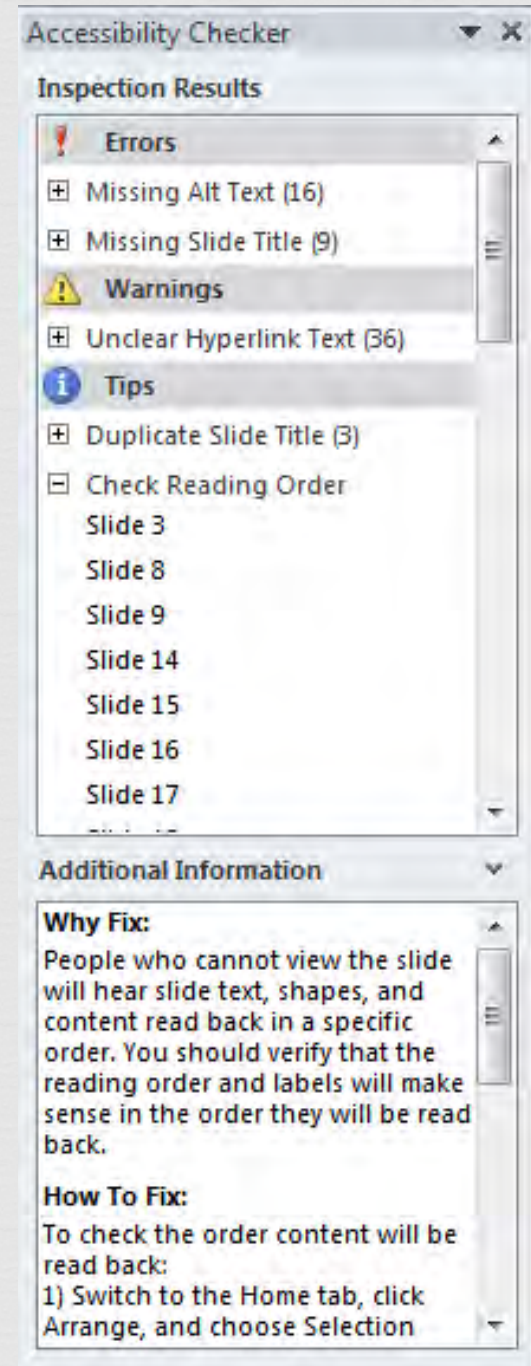
Techniques Unique to PowerPoint



- Start building slides using outline view
- Each slide needs a title (which can be hidden from view if necessary)
- Reading order is important
- Avoid using text boxes – screen readers can't “see” the content. Use the layout and content boxes instead

PowerPoint

- Errors are mostly missing alt text and slide titles
- Warnings – hyperlinks
- Duplicate titles
- Reading order



Reading Order Oddity



The screenshot shows the Microsoft Word interface with a slide titled "More FANGS View Options". The slide contains two columns: "Headings" and "Links". The "Headings" column lists various items, and the "Links" column lists a "Links list" with several items. The "Selection and Visibility" task pane on the right shows a list of shapes on the slide, including "Picture 5", "Picture 8", "Text Placeholder 6", "Text Placeholder 4", and "Title 3". The "Arrange" button in the Drawing ribbon is circled in red, and a red arrow points to the "Text Placeholder 4" entry in the task pane, which is also circled in red. This indicates a reading order issue where the text in the task pane is not in the same order as it appears on the slide.

More FANGS View Options

Headings

Links

Screen reader: output | Headings list | Links list

Headings list

- Clermont County Public Library: 1
- Library Calendar: 1
- Summer Reading Program: 1
- Quick Links: 1
- Of Special Interest: 1
- Answers: 1
- Get Involved: 1
- Find It Here: 1
- Stay Connected: 1
- Library Meeting Rooms: 2
- Board of Trustees Meeting: 2
- Civil War Presentation: 1
- Make a Japanese Lunch Box: 1
- Book Buddies Program: 1
- Guess the Photo Contest for Teens: 1
- Home Away from Home: 1
- Summer Reading Coming Soon: 1

Screen reader output | Headings list | Links list

Links list

- Clermont County Public Library alt=1
- Mobile |
- Catalog |
- About Us |
- Research & Homework |
- Services |
- Books/Music/Movies |
- Downloads |
- 4
- 5
- 26
- 27
- 29
- Calendar View
- List of Programs & Events

Selection and Visibility

Shapes on this Slide:

- Picture 5
- Picture 8
- Text Placeholder 6
- Text Placeholder 4
- Title 3

508ers New Best Friends

Shortcuts can be added to Quick Access toolbar:

- ✓ Right click in Quick Access toolbar
- ✓ Choose Customize Quick Access Toolbar
- ✓ Under “Choose Commands From” look at dropdown, then choose “Commands Not in the Ribbon”
- ✓ Add Accessibility Checker, Alt Text and Selection Pane (PowerPoint) for one-click access to these important tools

PDF Files

- Most complicated
- No guarantee that compliant document will retain compliancy when saved as PDF
- Structured docs work best
- Requires Acrobat Pro

PDF Files Can Cause Headaches!

The image shows a screenshot of a computer screen. On the left, an 'Accessibility Report' window is open, displaying details for a file named 'webform.pdf'. The report indicates that the checking option is 'Adobe PDF' and provides instructions on how to use the report to identify accessibility errors. A red circle highlights the 'Detailed Report' section, which lists 'Page Content Errors' for 'Page 1: Next Page'. The first error is '284 images(s) with no alternate text. (How to Add Alternate Text)'. Below this, a list begins with '1. No alternate text'. On the right side of the screen, a form for the 'National Network of Libraries of Medicine' is visible. The form includes the NN/LM logo, a mission statement, and a list of membership benefits. It also contains a 'Membership is FREE!' section followed by a 'National Network of Libraries of Medicine Application' form with fields for name, address, website, and contact information.

Accessibility Report

Filename:
webform.pdf

Checking Option:
Adobe PDF

Use this report to identify potential accessibility errors. Click on the link for each error to highlight the location of the error in the PDF file.

Detailed Report

Page Content Errors

Page 1: [Next Page](#)

- 284 images(s) with no alternate text. ([How to Add Alternate Text](#))

1. [No alternate text](#)

NN/LM Join a national alliance of health science libraries! Join the

National Network of Libraries of Medicine

Your library or organization is invited to join with health science libraries in our mutual goal:

to provide the best health information to the public.

Network membership can offer opportunities to:

1. Build relationships with health science librarians and medical library experts in your own community and state, and around the whole country.
2. Access interlibrary loan services, systems, and products utilized by U.S. health science libraries.
3. Be considered for funding for creative consumer health outreach projects.

Membership is **FREE!**

National Network of Libraries of Medicine Application

Library/organization's name _____

Library/organization's address _____

Library/organization's Web site url _____

Name of library/organization representative _____

Email of library/organization representative _____

Phone number of library/organization representative _____

Is your library/organization within a larger institution (like a school or company)? If so, _____

Name of institution _____

Return this form to the National Library of Medicine exhibit booth or send it to the National Network of Libraries of Medicine regional office for your state. (See the other side of this page for addresses.) For further information visit the National Network of Libraries of Medicine Web site at <http://nnlm.gov> or contact us from within the US at 1-800-338-7657.

A Drop in the Bucket

Type in the chat box
your most pressing
training needs:

Web accessibility?

Word?

Powerpoint?

PDFs?

Other?





Form and Function

We can have our cake and eat it too

- Commitment
- Planning, budgeting
- Good design, implementation
- Testing, evaluation

Workarounds?



- Is text equivalent sufficient? NO
 - No one wants to read pages of text.
 - Images and other objects can convey meaning and be more interesting for all users
 - Plan for equivalent experience to extent possible

Summary



- Just because it passes the test...
- Build accessibility techniques into the workflow
- Find solutions, not workarounds
- Improving accessibility improves usability for all users.
- It's the right thing to do

Thank You!



Kelli Ham, MLIS

NN/LM Pacific Southwest Region

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<http://nnlm.gov/psr/>

1-800-338-7657



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Infopeople  *helping libraries think differently*

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