

From Word to WCAG 2.0: solving accessibility challenges

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Our agenda

1. The gap between accessibility theory and practice.
2. What content authors really need to know.
3. Bridging the gap: practical ways to ways to boost the capability of general staff who author content.

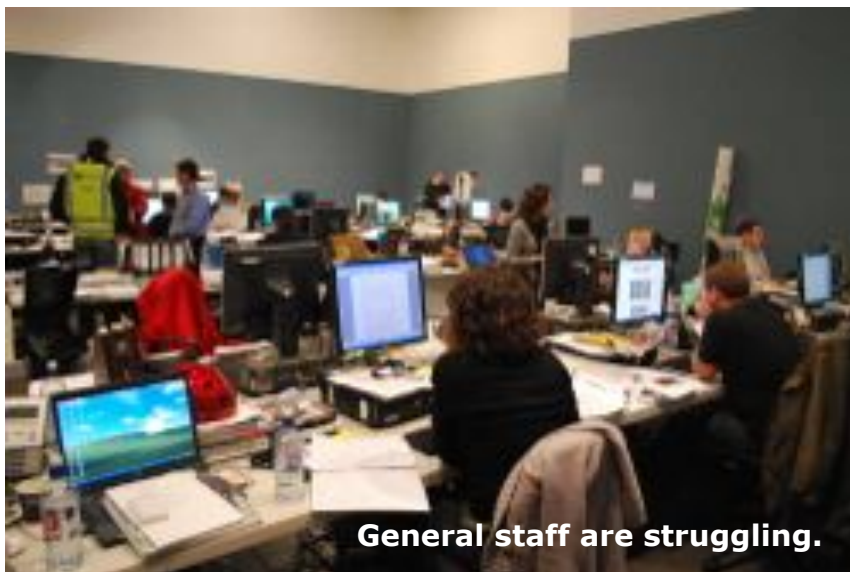


The reality: many difficulties

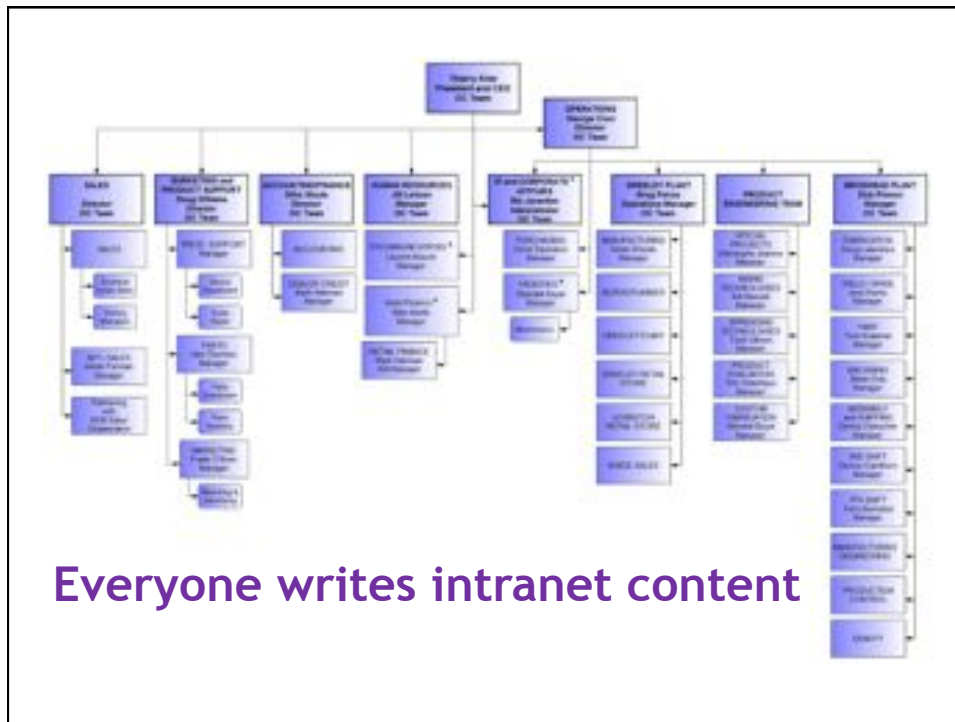
You're scrambling towards compliance deadlines, doing what is feasible and useful within your time and budget. Something like this?

1. Audit your intranet for accessibility.
2. Upgrade the accessibility of your intranet.
3. Train key staff in accessibility practice: intranet team, some HR, IT, Corp Comms staff—and maybe a few content owners and editors.
4. Phew! Done and dusted! Next please?

Meanwhile back at the desk front



General staff are struggling.



The big divide in your staff

Accessibility-wise



Accessibility-blind

What's your strategy?

When leadership is strong, and everyone works for the same goal, even a huge task is achievable.

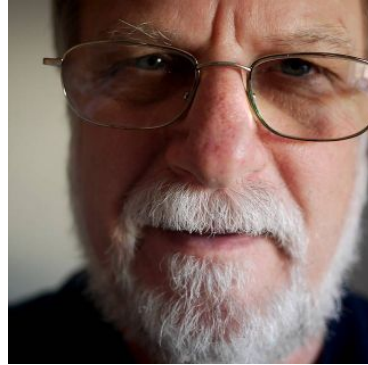


Get Olly, Holly & Polly on board



Olly from Risk Assessment, 62

- M.A. Eng. Lit & philosophy
- Old-fashioned academic style
- Policy & consultation docs
- Disdains templates
- Infographics, no alt-text
- Has never looked at HTML or Styles.



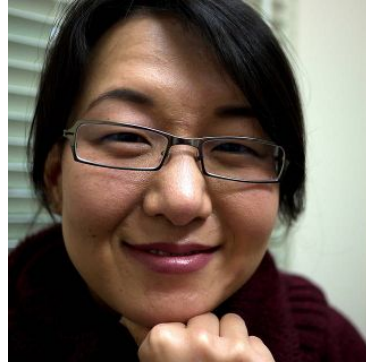
Holly from HR, 42

- Psych degree
- Corporate jargon
- Procedures, "memos"
- Tiny headlines, links, titles
- 100s of old PDFs
- Has never looked at HTML or Styles.



Polly from Office Supplies, 22

- Wikipedia/Facebook baby
- Chatters on Yammer
- News, videos
- Writing: no structure, context or grammar
- Has never looked at HTML or Styles.



2. What all staff need to know

- How people with disabilities access content
- The 4 principles of accessibility
- The 12 guidelines of WCAG 2.0
- How to use Word—and a CMS—correctly
- Their own role in WCAG 2.0 compliance.



Why staff must upgrade writing skills



Writing is now inseparable from technology.

Facts about disabilities



People with disabilities use special hardware and software to get information. Disabilities may be:

- Mild, e.g. slight hearing loss or colour-blindness
- Temporary, e.g. migraines, broken wrist
- Severe and permanent, e.g. blindness
- 100 other variations.

4 principles of accessible content

I can perceive it. I can use it. I can grasp it. I can access it.



1. Perceivable 2. Operable 3. Understandable 4. Robust

Staff need to know all guidelines

Perceivable	Operable
1.1 Text alternatives	2.1 Keyboard accessible
1.2 Time-based media	2.2 Enough time
1.3 ADAPTABLE	2.3 No seizures
1.4 Distinguishable	2.4 Navigable content
Understandable	Robust
3.1 Readable	4.1 COMPATIBLE
3.2 Predictable	Writer responsibility:
3.3 Input assistance	Obvious, substantial
	Indirect or partial
	POTENTIAL FOR DAMAGE

Adaptable content starts with writers

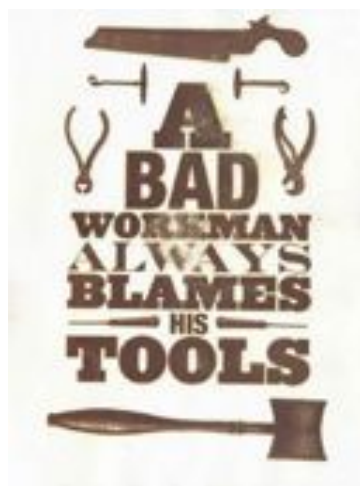
Adaptable content retains its sense and structure when presented differently.

To achieve Guideline 1.3, writers need to:

- Use writing tools correctly
- Structure text logically
- Supplement sensory instructions.



Use writing tools correctly or they cannot work



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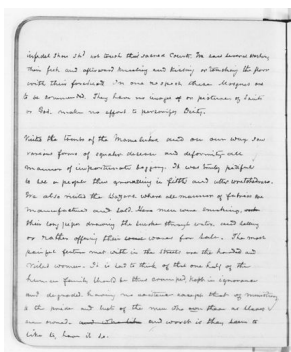
Misuse of CMS begins with Word



- Most staff don't understand Styles.
- Some use Styles to change text appearance.
- Most make lists the easy (wrong) way.
- Most create tables the easy (wrong) way.
- Many use tables to arrange text and images on a page.
- Very few complete Properties.
- Many give files unfindable names.

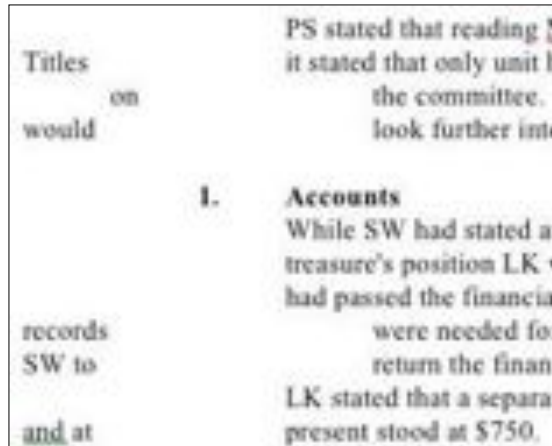
Structure starts with the words

Even a handwritten document must be structured well.



- Beginning, middle and end.
- Chunking.
- Start with a summary.
- Write a clear, complete headline.
- List items in a logical, consistent, predictable order.

How writers sabotage accessibility



- Daft template.
- Styles abused.
- Table layout.

This document cannot be saved as a tagged PDF.

Staff who can't use Word correctly...

- Can't use a CMS correctly.
- Don't know that <H1> labels function, not font.
- Constantly undermine your work—they can't help it.
- Force you to fix inaccessible content at a basic level.
- May not share the "Fair Go" aim of access for all.
- Need re-educating and inspiring!

How writing skills relate to WCAG 2.0

Contented course	Relevant parts of WCAG2.0
1. Know your online readers	Introduction
2. Brilliant headlines	1.3, 2.4, 3.1, 3.2, 4.1
3. Powerful summaries	1.3, 2.4, 3.1, 3.2, 4.1
4. Hyperlinks that make sense	1.1, 2.4, 3.1, 3.2
5. Plain language 1: Structure	2.4, 3.1, 3.2, 4.1
6. Plain language 2: Writing	2.4, 3.1, 3.2
7. Using images & graphs	1.1, 2.4, 3.1
8. Formatting web content	1.4, 3.1, 3.2, 4.1
9. WCAG 2.0 for content authors	Overview; 1.2, 1.4, 2.2, 2.3
10. Accessible DOCs and PDFs	1.1, 1.3, 2.2, 2.4, 3.1, 3.2, 4.1

How can we make progress?



4. Realistic ways to boost capability

Bridging the gap: practical ways to ways to boost the capability of general staff who author content.



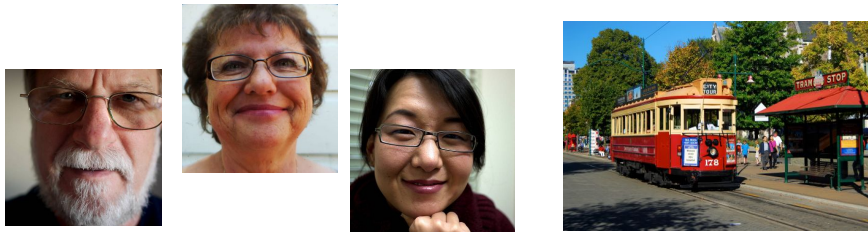
1. Review
2. Train
3. Resource
4. Action
5. Monitor

First review your content

1. How much content? What types of content?
2. Who owns what?
3. Which 20% gets 80% of use?
4. Delete ROT (redundant, outdated or trivial content).

TRAM: tips for Training

- Aim for maximum impact: essential skills.
- Train as many staff as possible (tipping point).
- Train online.
- Encourage, empower and inspire.
- Trained staff become your best PR for accessibility.



Training, not policing

- No use policing when staff don't get the point.
- No use policing when staff don't know the rules.



Trained staff
don't need
policing.

TRAM: tips for Resourcing

- Templates, checklists, model pages.
- Tips on the intranet are better than a Style Guide in the drawer.
- Showcase best new content, before-and-after.
- Use a buddy system.



TRAM: tips for Action plan

Learning sticks when it is put into action.

- Keep your action plan simple.
- Example: 3 weeks after training, every staff writer must produce 10 pages of accessible content.
- Support staff and celebrate progress.



Action plan: triage for PDFs



Low-priority
PDFs: bury
them.



Medium-priority
PDFs: patch
them.



High-priority PDFs: fix them.

TRAM: tips for Monitoring progress

What's feasible? Keep it simple.

- Test content with disabled testers.
- Use peer review.
- Use Google Analytics.
- Learn what works best.
- Repeat. Increase scope.



Prioritize. Start small. Carry on.



Accessible content is better for all

Making content accessible
makes it better for everyone.

Not just for blind people.

- More usable
- More findable
- More readable/audible
- More transparent.



A golden opportunity!

Pressure to comply with WCAG 2.0 is a rare chance to improve all enterprise writing and make general staff your greatest fans. Grab this golden opportunity!

Legislation → Deadlines → Budget



The push for WCAG 2.0 compliance

- What's your strategy?
- What's your worst problem?
- How can you fix it?
- What's your greatest strength?
- How can you use it?



Thanks for the images

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Please talk to us! We'd like to help.

