



CARLI

Consortium of
Academic and Research
Libraries in Illinois

Welcome Professional Development Alliance member libraries!

This PDA session will begin at 1:00 p.m. (Central) and run until 2:00 p.m.

Please mute your microphone.

Near the end of the session, you will have an opportunity to ask questions via the chat box or by unmuting your microphone.

This session will be recorded. PDF slides and the recording will be shared with attendees.

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Accessibility Benefits Everyone

Tim Offenstein

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Preliminaries

- Who am I?
 - Technology Services
 - Adjunct faculty for GSLIS (iSchool)
- What is digital accessibility?
 - Information Technology (IT) vrs. Physical
 - Mainly the web



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Modern Library

- Why should you be concerned about accessibility?
 - Right thing to do (ethical model)
 - Avoid a lawsuit (legal model)
 - It's good for business (business model)

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Typical Library

- Short staffed, no resident web expert, tight budget
- Contracts for web services through a 3rd party
- Web is based on a Content Management System (CMS) that does not require HTML knowledge
 - Editing interface is like Word
 - Minimal design control or flexibility

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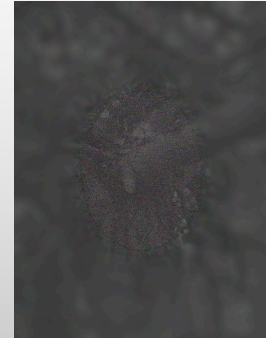
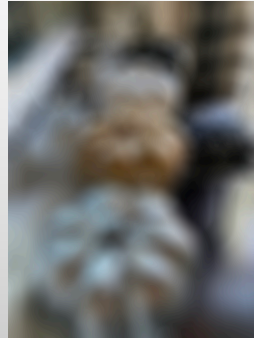
Link Text

- What is "Read more" talking about?
- How is "https://world.wng.org/sites/default/files/js/js_a0zCHleZmLCX4a8" pronounced?
- Include descriptive words and the destination so everyone knows where the link is going
- Please underline links and make them obvious

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Alternative Text

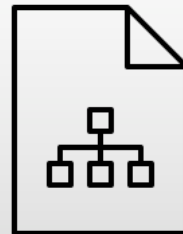
- What are these images?
- ALT text provides a brief description for audiences who can't see
- Make sure your CMS gives you the option to add ALT text



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Semantics

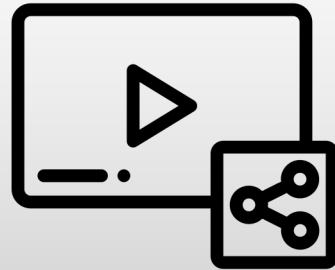
- HTML is structured with semantic markup
- Header tags (h1, h2, h3, etc.)
- No more than 2 h1 tags per page
- Use header tags as section titles, not just as bold text
- Use in sequential order and don't skip over them



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Videos

- Are your videos captioned?
 - Beware of “auto-captioning”
- Are your videos audio-described?
- Are you providing a transcript?



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Information Architecture

- Is the website organized in the way a patron thinks?
- Are we using jargon?
- Do we provide more than one way to retrieve information?



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Usability Testing

- Best way to determine if we are inside or outside the box
- Simple usability testing can be illuminating
- Multiple ways to discover how patrons think
 - Surveys, focus groups, card sorts
 - Computer testing

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Simple Usability Testing

- 6 - 8 questions, 4 - 8 testers
- The site is being tested, not the patron
- Avoid leading, avoid using key terms, avoid answering questions during the test
- Provide incentive for taking the test
- Don't use the same tester twice



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Listening to your Website

- Free screen readers
 - VoiceOver – Mac
 - NVDA – Windows (www.nvaccess.org/)
- Learning curve
- Control key = shut up!



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Accessibility Checks (1)

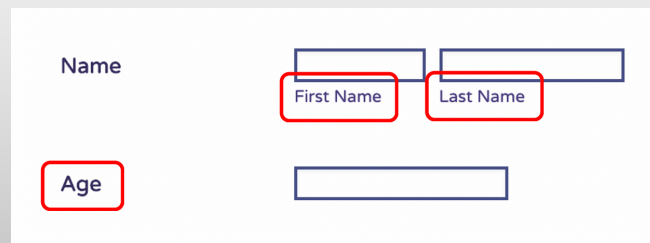
- Put the mouse away, use just your finger and the tab key
 - Can you see where "Focus" is?
 - Can you activate drop down menus?
 - Is the tabbing order logical?
- Only works on "focusable elements"



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Accessibility Checks (2)

- Check any form fields
 - Click on the visible label
 - Does the cursor show up in the field?



A screenshot of a web form with the following elements:

- A label "Name" followed by two input fields. The first input field is labeled "First Name" and the second is labeled "Last Name". Both labels are enclosed in red rectangular boxes.
- A label "Age" followed by a single input field. The label "Age" is enclosed in a red rectangular box.

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Tools

- Accessibility Bookmarklets –
 - <https://accessibility-bookmarklets.org/>
- WebAIM WAVE –
 - <https://wave.webaim.org/>
- Basic Accessibility Checklist – available handout

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