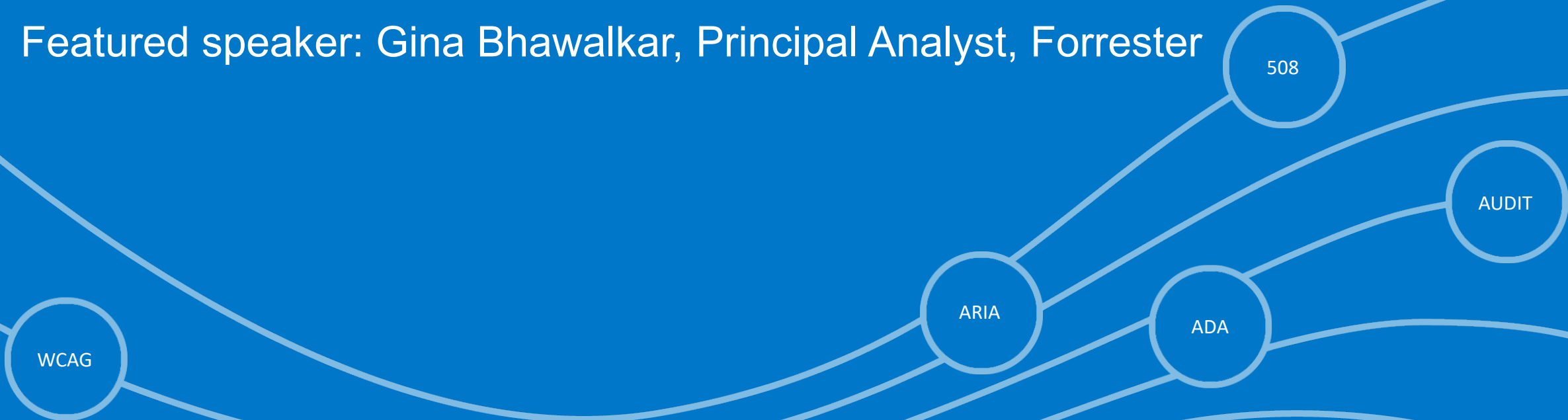




Building an action plan to advance accessibility at your organization

Featured speaker: Gina Bhawalkar, Principal Analyst, Forrester



Today we will cover:

The digital accessibility landscape (25 minutes)

How to advance your organization's maturity (45 minutes)

Share and learn from your peers (30 minutes)

Discussion (10 minutes)

Your action plan & next steps (10 minutes)

Digital Accessibility Landscape

Trends

Challenges

Maturity model for standing up an accessibility program

How many websites
are still inaccessible
in 2021?

According to WebAIM's annual analysis of the top 1,000,000 website homepages:

97.4%

Of homepages had detectable accessibility failures

(April 2021)

98.1%

Of homepages had detectable accessibility failures

(February 2020)

What was the most commonly detected issue?

Low contrast text.



Encouraging trends

More companies report they're prioritizing digital accessibility for the CX benefits, not only compliance-focused reasons

What is the primary driver of your organization's commitment to accessibility?

In 2019

36%

“fear of a lawsuit or a desire to be compliant with accessibility standards”

41%

“to create better experiences for all customers”

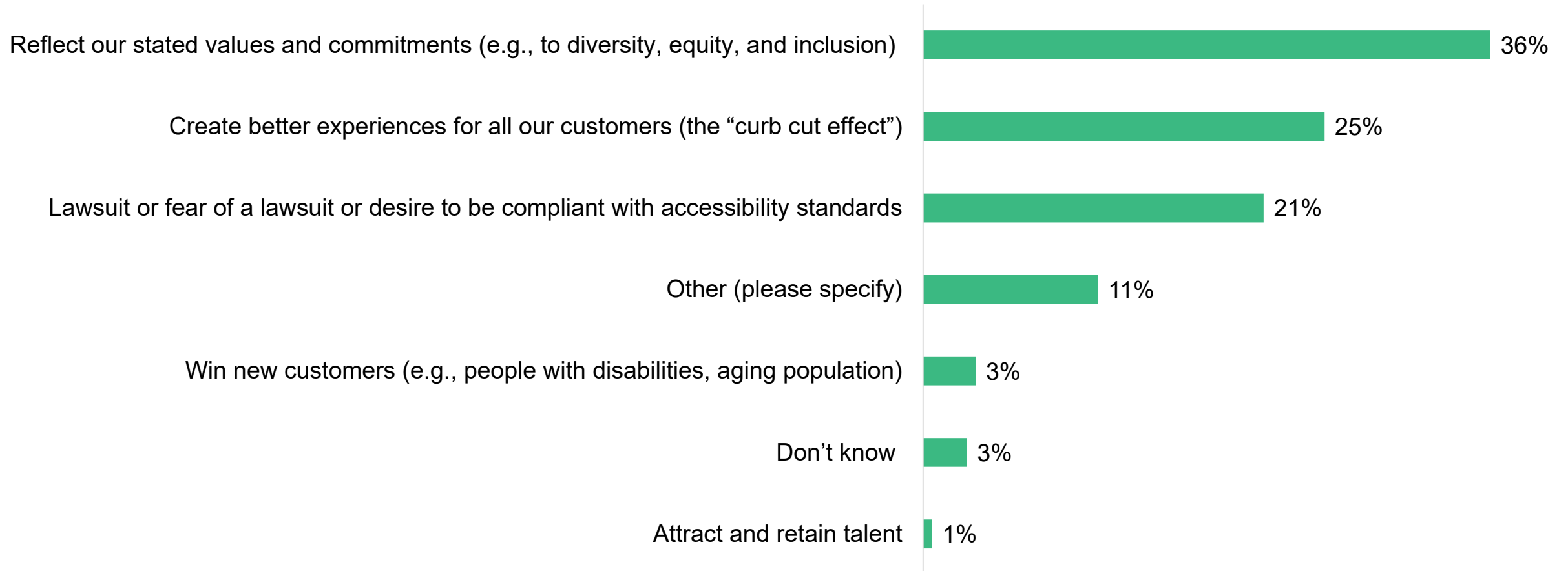
In 2020

↓ 24%

↑ 61%

You told us:

What is the primary driver of your organization's commitment to accessibility?



Why is this encouraging?

Compliance-focused approach



- Bolted on at the end
- Narrow focus on development and testing phases only
- Results in compliant experiences

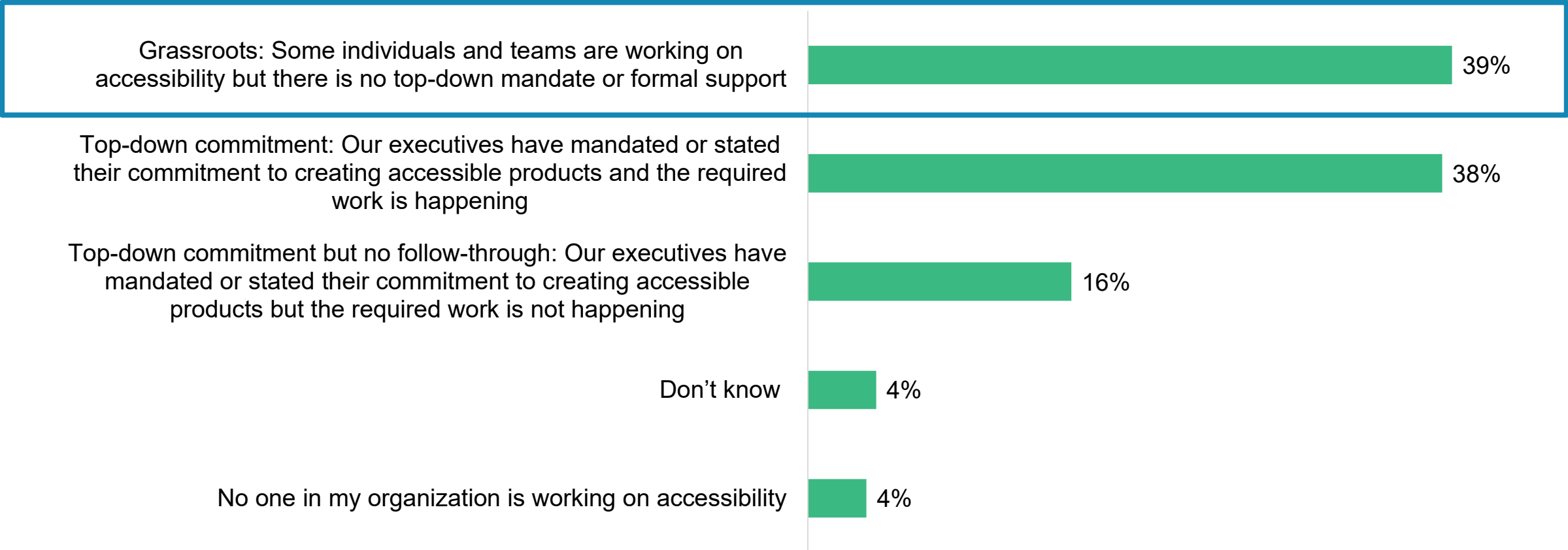
Approaching as a CX or DE&I imperative



- Accessibility is a focus in design
- Tool for innovation
- Results in great user experiences (not compliance alone)

In the absence of top-down commitment, employees are still doing the work. You told us:

Which of the following statements best describes your organization's efforts around digital accessibility?



Source: Deque pre-webinar survey May 2021; Base: 342

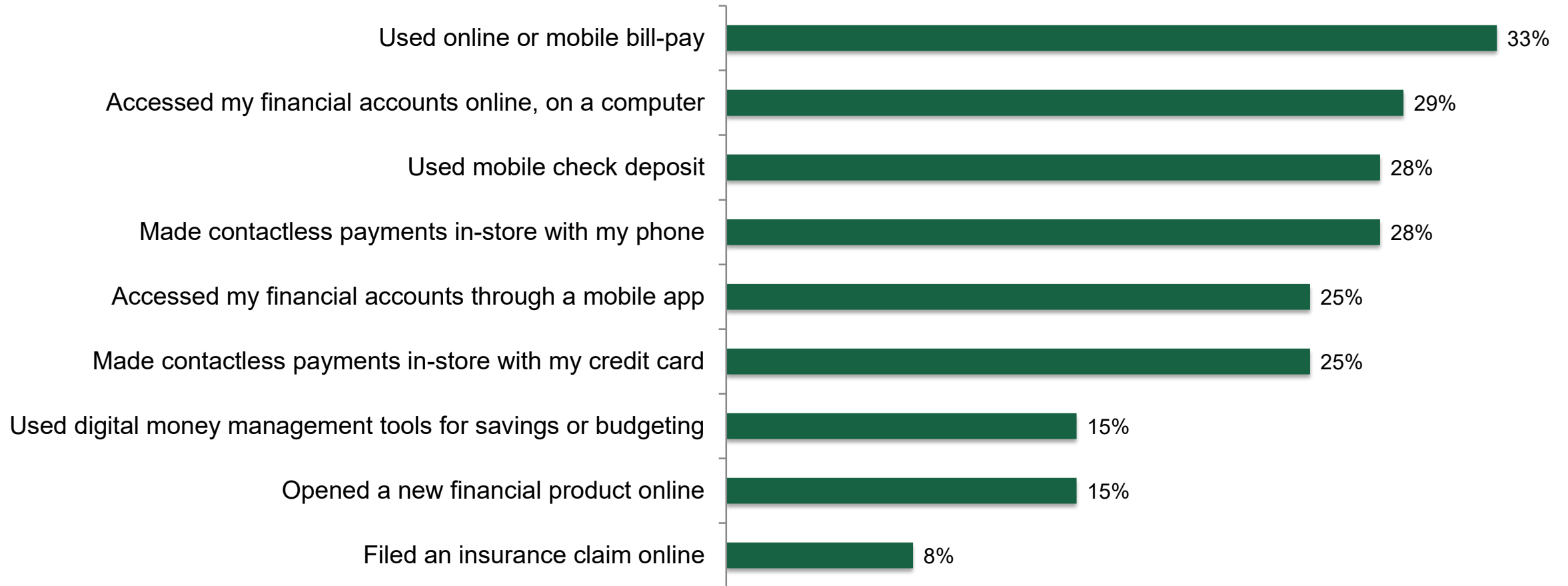
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“We don’t have a top-down mandate BUT we are creating some important projects around accessibility from the UX team.”

- Survey respondent

During the pandemic, many consumers turned to digital services for the first time, shining a light on the importance of accessibility

Which of the following financial activities have you done for the first time during the COVID-19 pandemic?

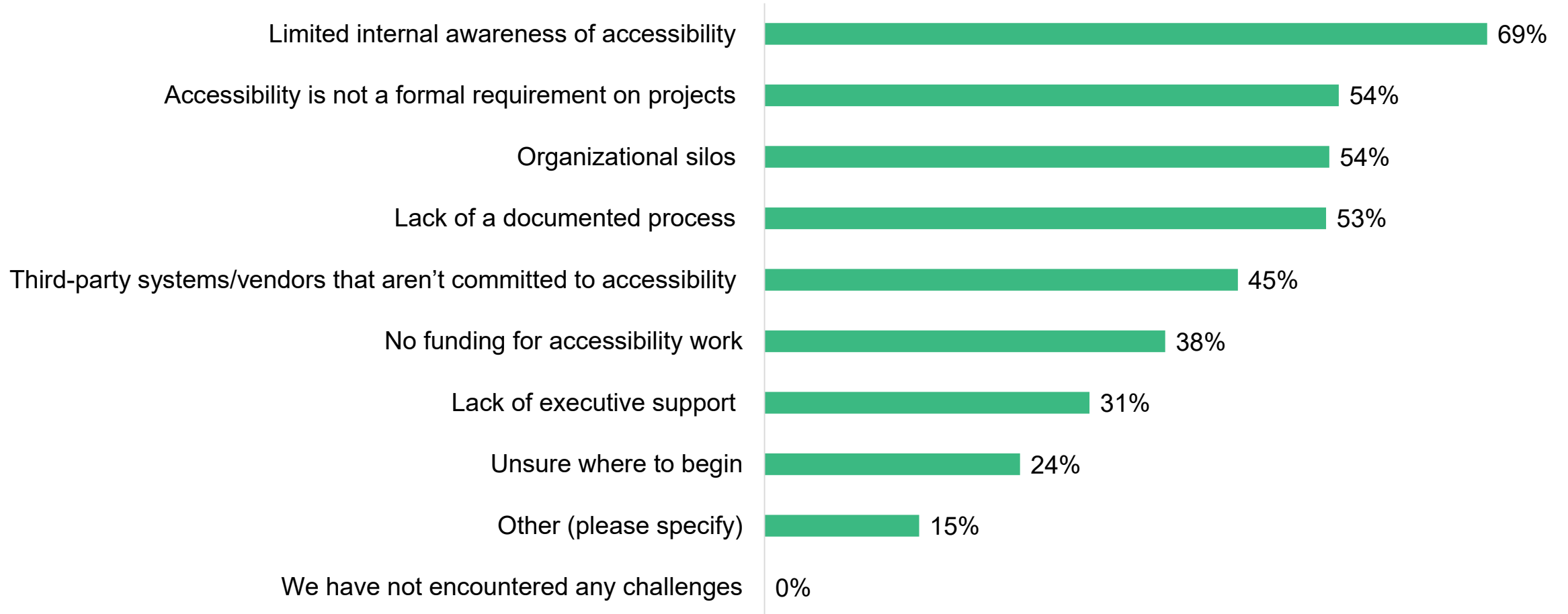


Source: Consumer Technographics COVID-19 Survey (Wave 2), 2020 (May 8-15)
Country: US | Base: 452 Online adults

Common challenges

Here's what you told us:

What challenges do you face creating accessible digital experiences at your company?



Source: Deque pre-webinar survey May 2021; Base: 334

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A model for advancing your maturity

Three levels of maturity

Initiating

Accessibility work is ad-hoc, not documented, or driven by grassroots efforts.

1

Establishing

Your organization has committed to accessibility and is focused on establishing its policy, processes, training, and key partnerships.

2

Scaling

Repeatable practices are in place and the focus is on scaling and continuing to uplevel the practice.

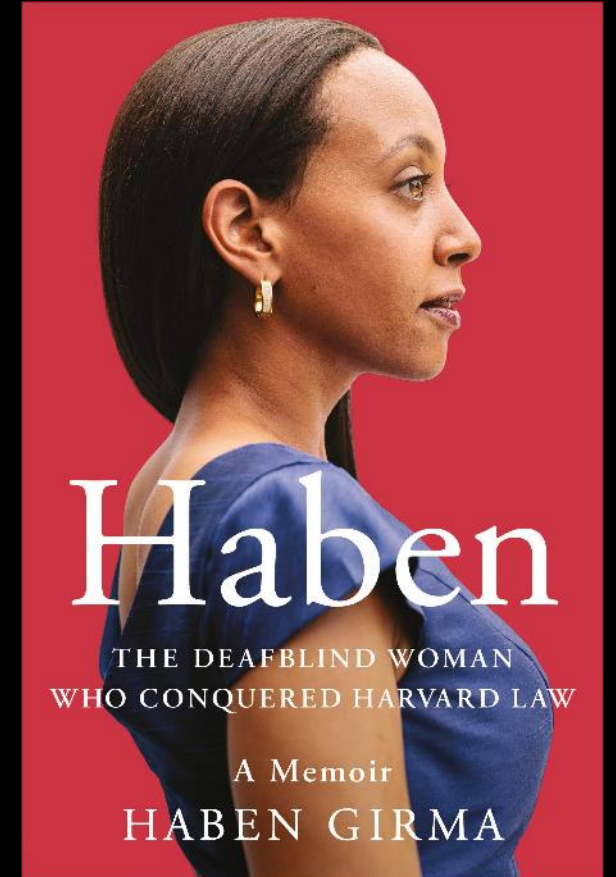
3

How to advance accessibility at your organization

Key actions for companies at each stage of maturity

“Inclusion happens when we all take active steps to remove barriers”

Haben Girma



Let's chart your
path to digital
accessibility
maturity



Key actions to take at each level of maturity

Initiating

- Create and sell the business case
- Lay the foundation by building awareness
- Evaluate existing experiences using free tools

Establishing

- Define your accessibility policy
- Build accessibility into each phase of product development
- Expand education and training

Scaling

- Ramp up practices for testing and monitoring experiences
- Incorporate into procurement
- Recruit people with disabilities as partners in your design process

Level 1: Initiating

- Create and sell the business case
- Lay the foundation by building awareness
- Evaluate existing experiences using free tools

Action #1: Create and sell the business case



When creating a business case for accessibility:

- Elevate the benefits that align to your company's strategic priorities
- Speak directly to the priorities and motivations of executives you need to convince
- Appeal to both the head (numbers) and the heart (impact to customers and employees)
- Arguments focused on compliance and risk are effective but don't make that the *only* lever you pull.

How to align accessibility to common priorities

Strategic priorities	Accessibility helps us...
Competitive differentiation	Access new markets of customers including people with disabilities (1 billion globally), their friends and family, and the aging population.
Mitigate risk	Avoid legal troubles and not be the next company hit with a digital accessibility lawsuit (there were 3500+ in 2020).
Improve CX	Improve experiences for all customers through the “curb cut effect.”
Reduce costs	Avoid the high cost of remediating experiences and addressing accessibility complaints and lawsuits
Attract and retain employees	Attract employees who want to work for companies whose values and actions align with their own.
Diversity, Equity, and Inclusion	Prove we’re serious about Diversity, Equity and Inclusion by reflecting it in the products we put into the world.

Examples

Humana

Humana's digital accessibility lead "used age as the doorway to inclusion", because:

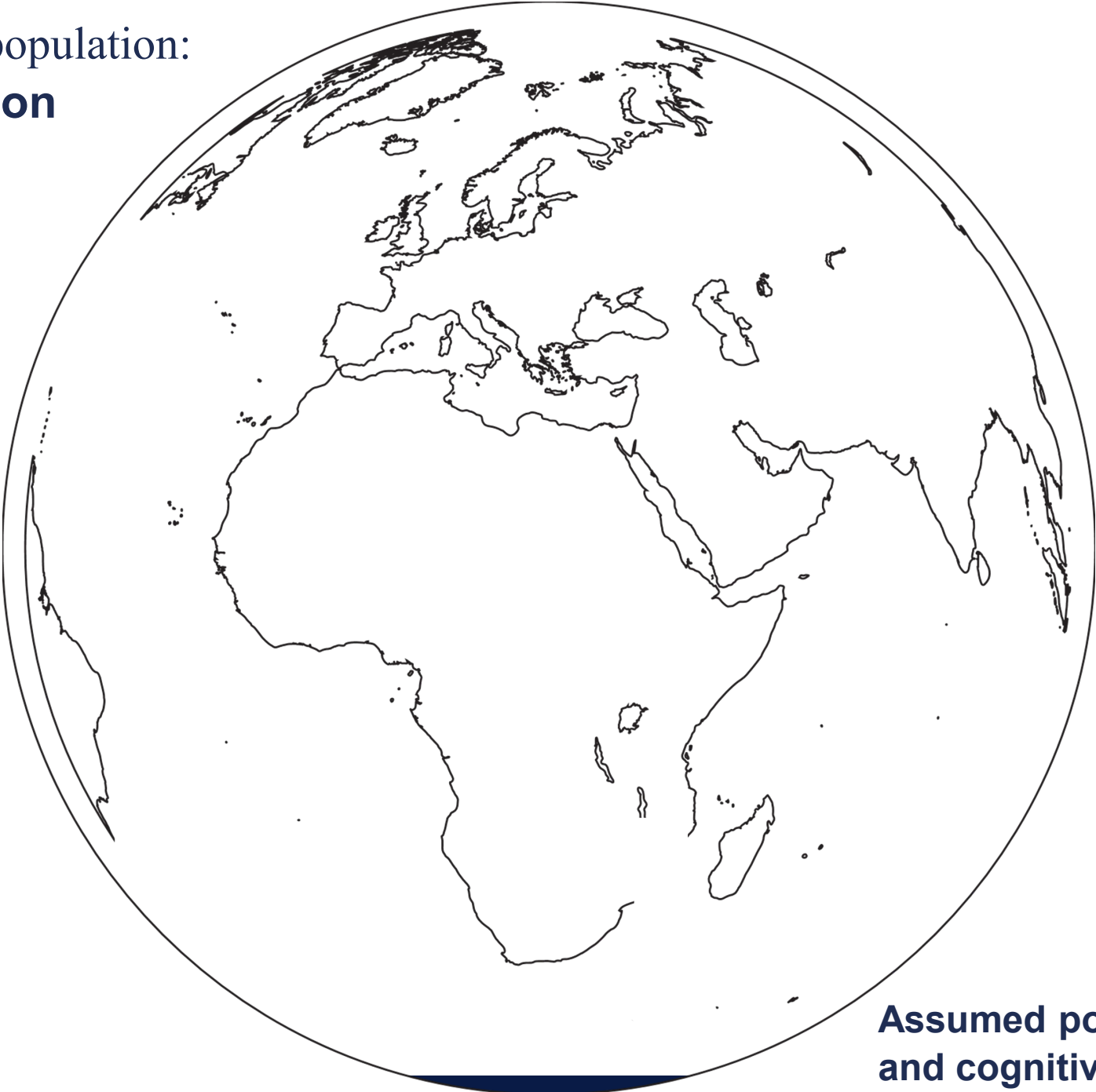
- Seniors are an important customer segment to the company, as a healthcare provider.
- She found people related to it. Most people have witnessed a friend, relative, or colleague struggle with an inaccessible product.



Capital One drew connections to its corporate values of "excellence" and "doing the right thing."

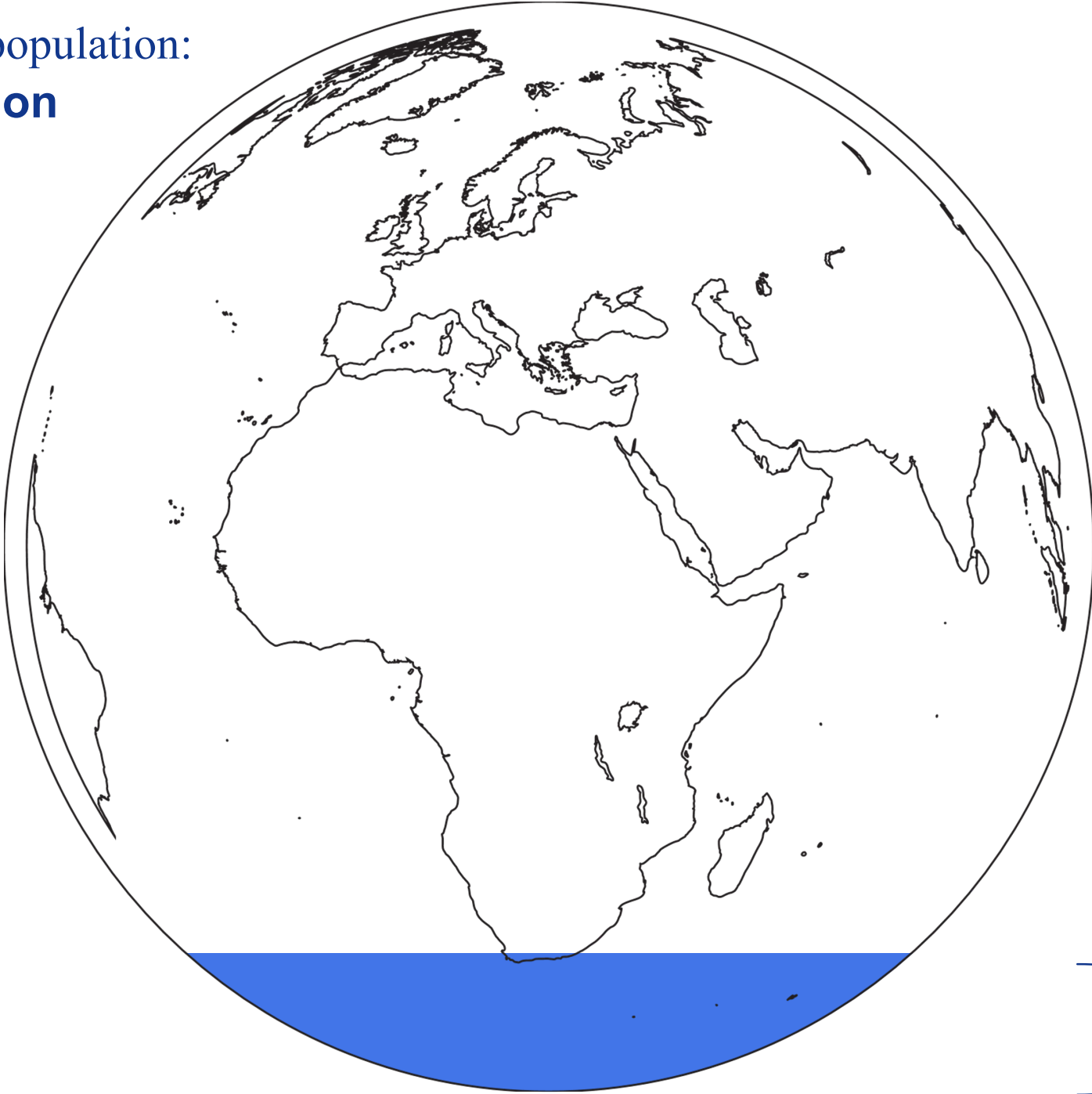
Show executives how accessibility impacts more people than they may think.

Global population:
7.7 billion



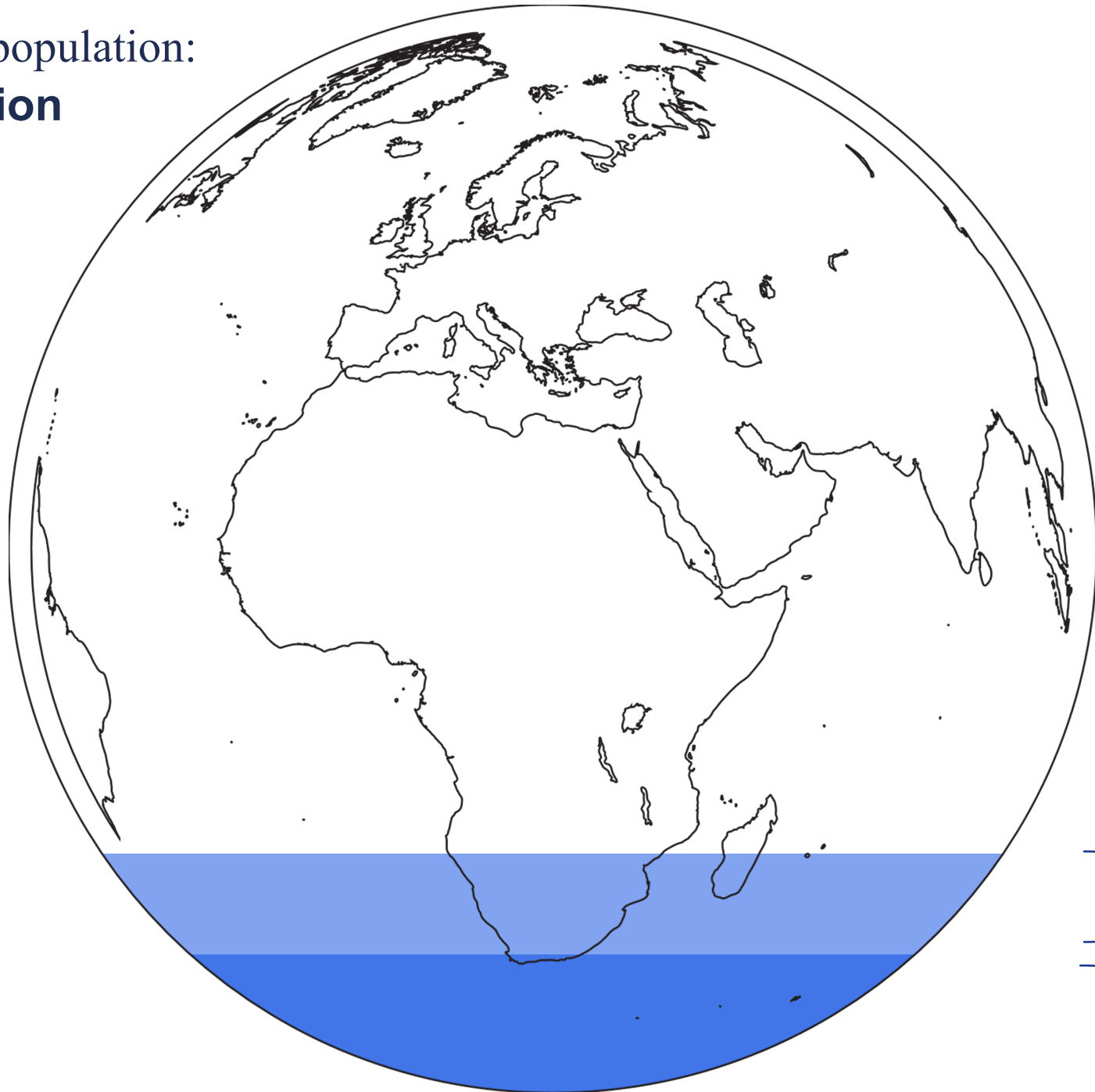
**Assumed population with physical
and cognitive disabilities**

Global population:
7.7 billion



People with disabilities:
1 billion

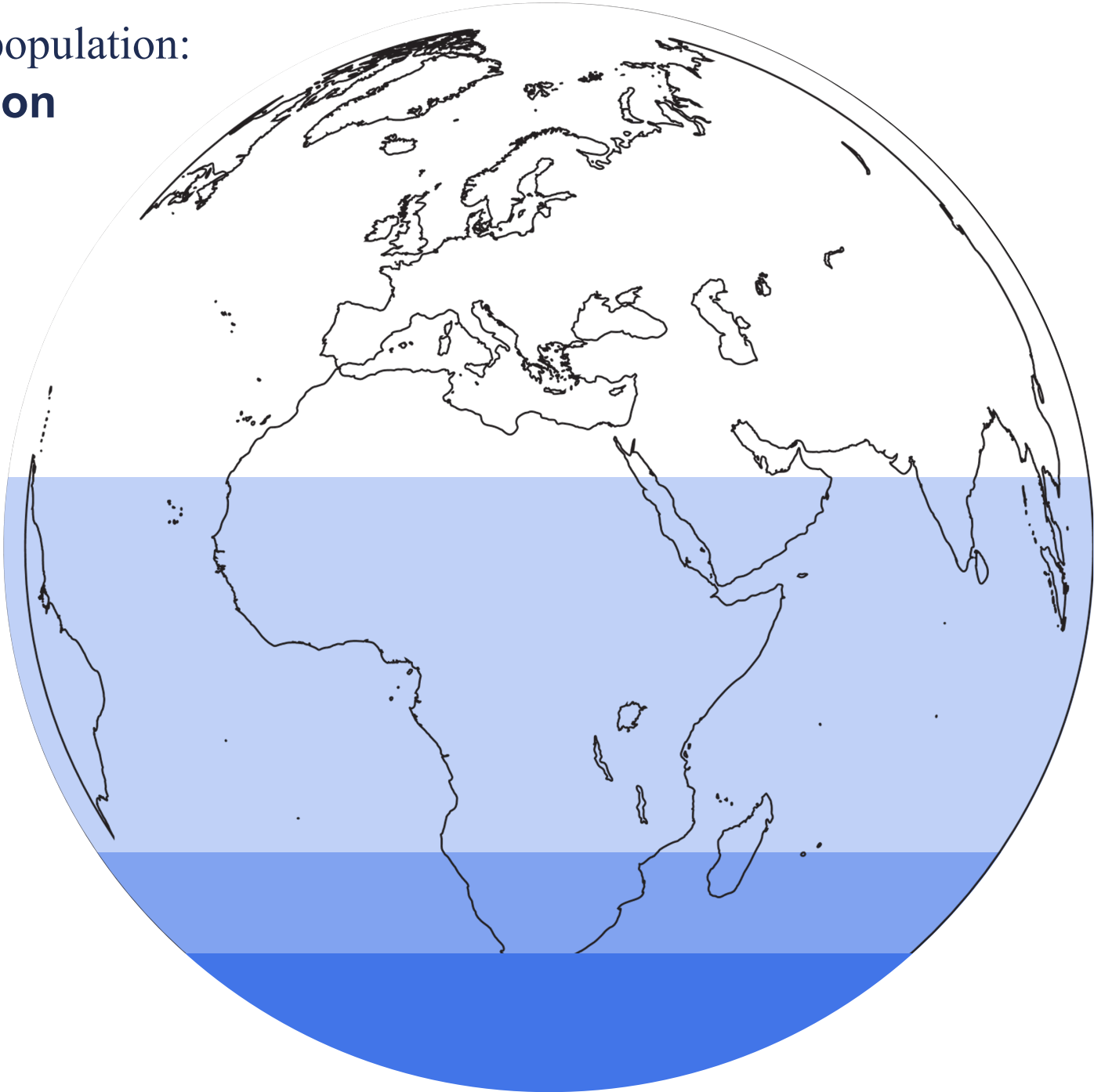
Global population:
7.7 billion



] Aging population:
] + **700 million**

] People with disabilities:
] **1 billion**

Global population:
7.7 billion

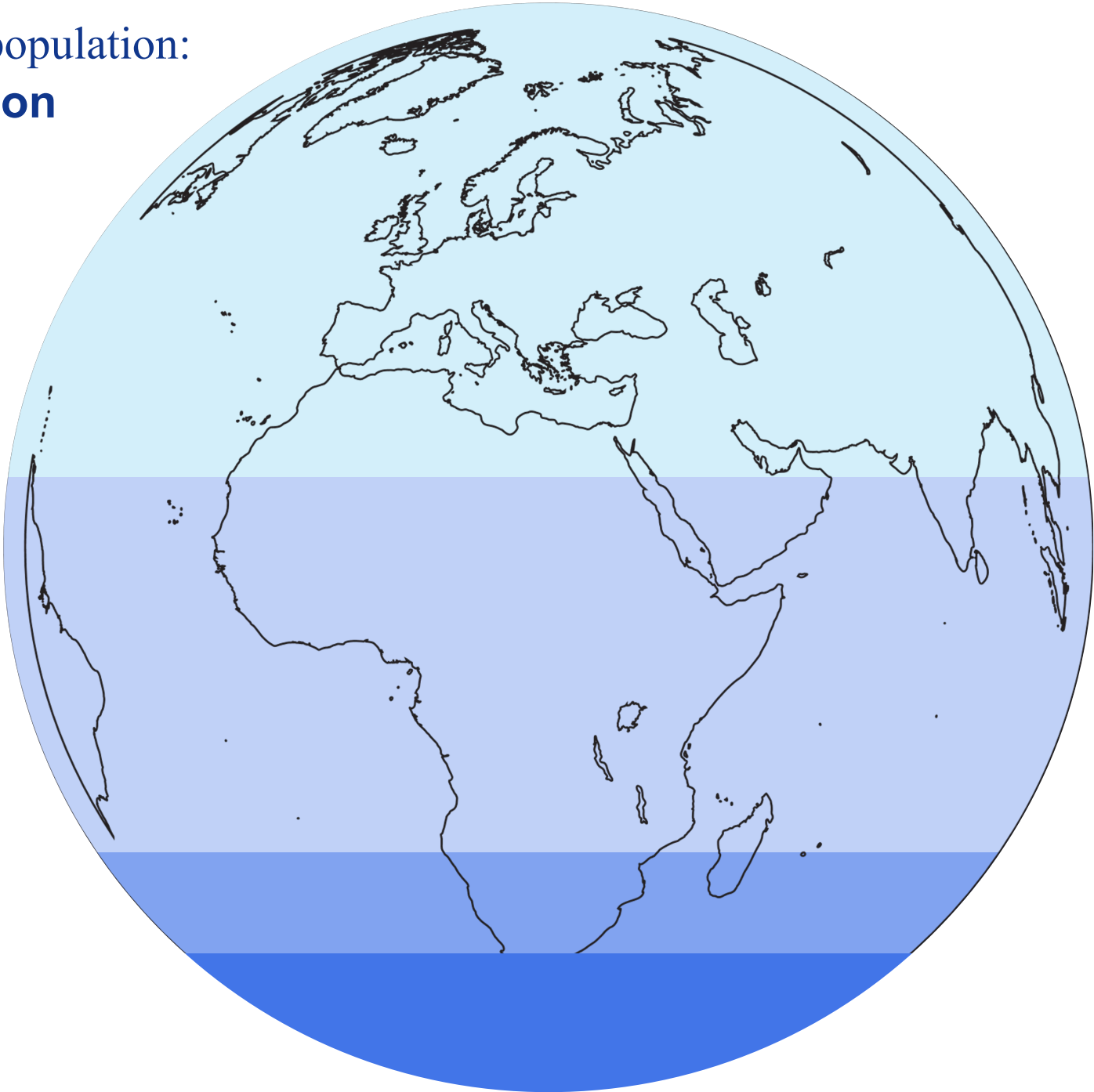


Friends and family:
+2.4 Billion

Aging population:
+ 700 million

People with disabilities:
1 billion

Global population:
7.7 billion



Everyone else
+3 Billion
“curb cut effect”

Friends and family:
+2.4 Billion

Aging population:
+ 700 million

People with disabilities:
1 billion



Check out the action plan we'll send after this webinar for a list of studies and data points you can work into your business case!

Action #2: Lay the foundation by building awareness



It's important to tailor your message to your audience



Executives

Focus on the business risk and the upside or prioritizing accessibility.



Teams

Drive home the “why”, who accessibility helps, and how people of different abilities use digital experiences.

Example of “driving home the why”



Jessie Hausler, Director of Product Accessibility focuses on how, in making one of its flagship products accessible to service agents with disabilities, the company can “increase employment opportunities for one of the largest communities of unemployed people.”

This ties into employees’ desire for a sense of purpose in their work.

Do an “accessibility essentials” roadshow

This is about getting the word out.
Many companies start with informal lunch and learn presentations.

In your presentation, cover:

- Why accessibility is important for your company - pull from your business case!
- Video clips of people with disabilities using and commenting on your product
- Examples of accessible & inaccessible experiences
- Things employees can start doing right now to improve accessibility
- Stories of customers and employees who have been shut out

Example: Adobe



Motivated designers by inviting creatives with disabilities to share their stories at the company's worldwide design summits.

They discussed both challenges posed by Adobe products and challenges like using web conference tools or finding a job.

Embed reminders into your environment

For example, these posters from the UK Home Office explain the do's and don'ts of designing for different types of disabilities.



Designing for users with low vision

Do...	Don't...
use good colour contrasts and a readable font size 	use low colour contrasts and small font size
publish all information on web pages 	bury information in downloads
use a combination of colour, shapes and text 	only use colour to convey meaning
follow a linear, logical layout 	spread content all over a page
put buttons and notifications in context 	separate actions from their context

Home Office Home Office Digital
For more information, contact: access@digital.homeoffice.gov.uk

Source: Home Office UK

146256

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Start asking more questions

Be the person who asks the tough questions that prompt teams to discuss how their decisions impact customers with disabilities.

In your next design critique:

- How will this design “sound” when read by a screen reader?
- Is this type large enough for an older adult to read? If not, will it scale correctly?
- Will that term be understood by a non-native English speaker?
- Have you tested the contrast ratio for these color choices?
- Will that link name make sense when read without surrounding text?
- Will those bright contrasting colors cause anxiety for users with sensory issues?



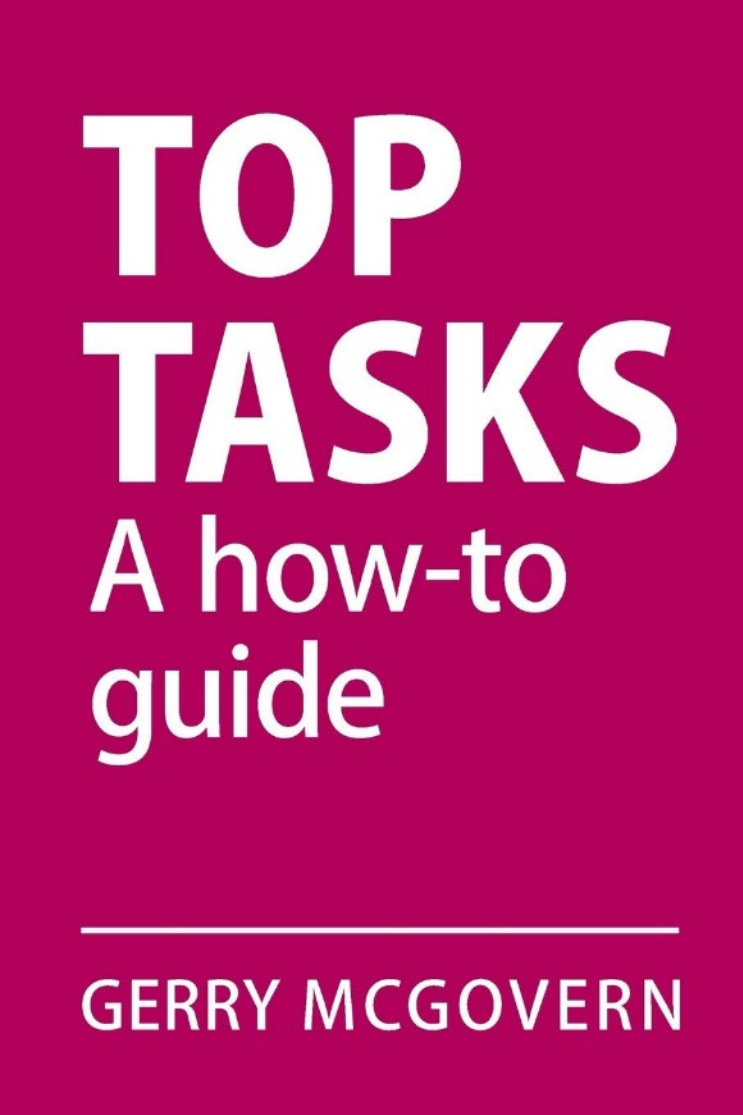
Your action plan will include links to free resources to use or adapt when creating your “accessibility essentials” education!

Action #3: Evaluate existing experiences using free tools



Focus on “top tasks” for an important product

1. Select tasks that are important to customers and important to the business.
2. Use free tools to scan pages critical to completing those tasks.
3. Pull example issues into your business case and “accessibility essentials” education, explaining who that issue impacts and why.
4. Consider doing this for your competitors experiences too!



TOP TASKS

A how-to
guide

GERRY MCGOVERN

Example: axe DevTools browser extension

The image shows a screenshot of the San Francisco Chronicle website with the axe DevTools browser extension open. The website header includes the logo, navigation links (CORONAVIRUS, LOCAL, SPORTING GREEN, FOOD, POLITICS, TECH, REAL ESTATE, DATEBOOK, US & WORLD, OPINION, IN-DEPTH, PODCASTS), and user options (e-edition, Account, search). The main content area features a 'Top of the News' section with several articles, a 'REAL ESTATE' section with a featured article 'What's it like to live in the hottest real estate neighborhood in the Bay Area', and a 'CORONAVIRUS PANDEMIC' section with an article 'Just one Bay Area county is still stuck in the red tier. Here's what's holding it back'. The DevTools extension is open on the right, showing a summary of 209 total issues (87 review issues, 0 guided issues) and a list of specific accessibility violations. The selected issue is 'ARIA progressbar nodes must have an accessible name', with a description, element location, and a list of fix suggestions.

San Francisco Chronicle e-edition Account

CORONAVIRUS LOCAL SPORTING GREEN FOOD POLITICS TECH REAL ESTATE DATEBOOK US & WORLD OPINION IN-DEPTH PODCASTS

JUST IN: 7:19 AM Why this year's Folsom Lake super bloom is so amazingly rare — and troubling

Top of the News

- Suspect in S.F. stabbing of two Asian women faced assault charges in 2017
- Berkeley woman charged with second hate crime in four months
- Japanese chain Fugetsu brings its crispy, saucy okonomiyaki to Sunnyvale
- Is S.F. more conservative than Moscow? Top S.F. official says yes
- About 20 California condors show up on Tehachapi woman's deck
- S.F. Zoo's 'uncharacteristically bold' wolf dies at age 15
- 2 Bay Area men found guilty of killing Italian police officer

REAL ESTATE

What's it like to live in the hottest real estate neighborhood in the Bay Area

The Reservoir Hill neighborhood of Oakland has seen the fastest growing real estate values of any neighborhood in the Bay Area. Here is how it has impacted the community.

- S.F. and Bay Area rents rose for the third straight month
- S.F. versus San Jose: What home can you get for under \$1.4 million?
- This huge waterfront property is up for auction in Tiburon

REAL ESTATE

Your guide to finding a home in the Bay Area

Moving? Our guide lets you search dozens of cities, towns and neighborhoods to find the one that's right for you.

Bay Briefing

MAY 6, 2021

The **unvaccinated** explain their hesitancy, **Willie Mays** focuses on the youth for his 90th, and a family outing turned **tragedy**.

Here's what you need to know to start your day →

Today's Editorial

CORONAVIRUS PANDEMIC | 7:22 AM

Just one Bay Area county is still stuck in the red tier. Here's what's holding it back

OUTDOORS

After the pandemic winter, Tahoe skiing will change. Here's how

- Why it's difficult to get detailed information on the state's ski resorts

axe DevTools axe-core 4.1.3 Sign up / Sign in

URL: <https://www.sfchronicle.com/>

TOTAL ISSUES: 209

AUTOMATIC ISSUES	209	Critical	35
REVIEW ISSUES	87	Serious	48
GUIDED ISSUES	0	Moderate	7
		Minor	32

ALL ISSUES: 209 Guided Tests

ARIA progressbar nodes must have an accessible name	2
Certain ARIA roles must be contained by particular parents	26
ARIA roles used must conform to valid values	1
ARIA attributes must conform to valid values	1
Buttons must have discernible text	2
Elements must have sufficient color contrast	96

ARIA progressbar nodes must have an accessible name << < 1 of 2 >>

highlight inspect more info more details

Impact: serious
Found on: 5/6/2021 at 8:10 AM
Found: Automatically
Issue Tags: cat.aria wcag2a wcag111

Issue Description

Ensures every ARIA progressbar node has an accessible name

Element location

```
iframe[title="Homepage\ podcast\ player"] #song-played-progress
```

To solve this violation, you need to...

Fix at least one (1) of these issues:

- aria-label attribute does not exist or is empty
- aria-labelledby attribute does not exist, references elements that do not exist or references elements that are empty
- Element has no title attribute

Example: CCA contrast analyser tool

The image shows a screenshot of a cooking website. The website header includes the logo "Cooking" and a search bar with the text "What would you like to cook?". Navigation links for "MOTHER'S DAY", "YOUR GROCERY LIST", and "YOUR RECIPE BOX" are visible. The main content area features a large image of a pot of Kimchi Jjigae with ribs and green onions. A "RECIPE OF THE DAY" badge is present. A white text box overlay contains the recipe title "Kimchi Jjigae With Ribs", a short description, and the author's name "Eric Kim".

Overlaid on the left side is a "Colour Contrast Analyser (CCA)" tool window. The tool shows the following settings and results:

- Foreground colour: (white) #FFFFFF
- Background colour: #E33D26
- Sample preview: example text showing contrast
- WCAG 2.1 results: Contrast ratio 4.2:1
- 1.4.3 Contrast (Minimum) (AA): Fail (regular text), Pass (large text)
- 1.4.6 Contrast (Enhanced) (AAA): Fail (regular text), Fail (large text)
- 1.4.11 Non-text Contrast (AA): Pass (UI components and graphical objects)

Other free tools:

- Wave
- Google Lighthouse
- Stark plug-in
- Contrast for macOS
- Color Oracle colorblindness simulator



See your action plan for links to these tools!

To summarize, if you are at the “initiating” level:

- ✓ Create and sell the business case
- ✓ Lay the foundation by building awareness
- ✓ Evaluate existing experiences using free tools

Level 2: Establishing

Define your accessibility policy

Build accessibility into each phase of product design and development

Expand education with role-based training and integration into new-hire onboarding

Action #1: Define your accessibility policy



Key elements of your accessibility policy

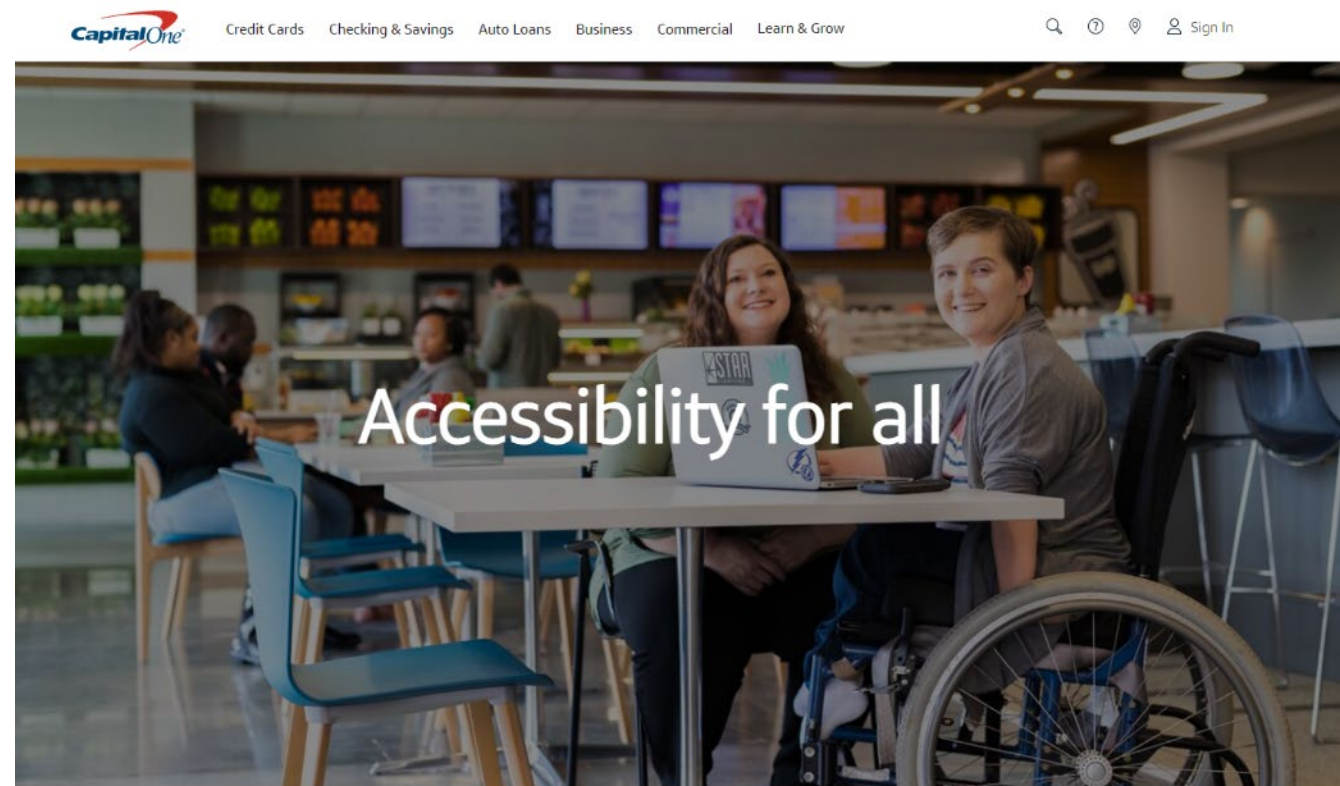
- What standards are you committed to meeting?
- What does it mean to create an accessible experience?
- What digital experiences are covered under the policy?
- What is your plan for how to get there? (priorities, target dates, responsible parties)

Create an accessibility statement summarizing your goals and intent

- Summary points from your policy – your commitment and what you are doing to meet it
- Clear path for visitors to provide feedback on your experiences

Source: <https://www.capitalone.com/about/accessibility-commitment/>

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Chat with us.

Chat with us to help with your accessibility-related requests and other servicing needs.

[Chat Now](#)



Give us a call.

If you would like to request an ADA accommodation or provide ADA feedback or comments our phone agents are available to assist and accept Relay Calls. For assistance with these ADA requests and feedback please contact us at [Call 1-\(833\) 997-1234](tel:1-833-997-1234)

Our Commitment

We're committed to making our products and services accessible to everyone, including people with disabilities. We follow the Web Content Accessibility Guidelines (WCAG) and use the Accessible Rich Internet Applications (ARIA) specification.

Capital One is passionate about enabling Financial Independence for all. If you need an accommodation or request for auxiliary aides or services, please contact us via the channels above. We will consider all requests.

Action #2:
Build accessibility into
each phase of product
design and development



“You need to create an engine that builds things to be accessible, to the standard, every time.”

Mark Penicook, Digital Accessibility Director at Capital One

When we asked you about your company's activities:

Only **22%**

of you are integrating accessibility into each stage of product design and development in any capacity

Take advantage of open source resources

IBM's Equal Access toolkit provides a great blueprint for accessibility. Use as a starting point but adapt to your organization's ways of working.




The screenshot shows the IBM Equal Access Toolkit website. At the top, there is a navigation bar with links for 'Equal Access Toolkit', 'Requirements', 'Conformance Reports', and 'Blog'. The main heading reads 'Make your product more usable by more people in less time.' Below this, a sub-heading says 'Use this toolkit to increase the accessibility of your product regardless of role or expertise. Get started by selecting your project phase and role.' To the right of the text is an illustration of three people interacting with digital screens, representing different roles in the accessibility process. Below the text is a grid of five process phases: Plan, Design, Develop, Verify, and Launch. Each phase includes a brief description and an icon. The 'Develop' phase is highlighted with a grey background.

Equal Access Toolkit Requirements Conformance Reports Blog

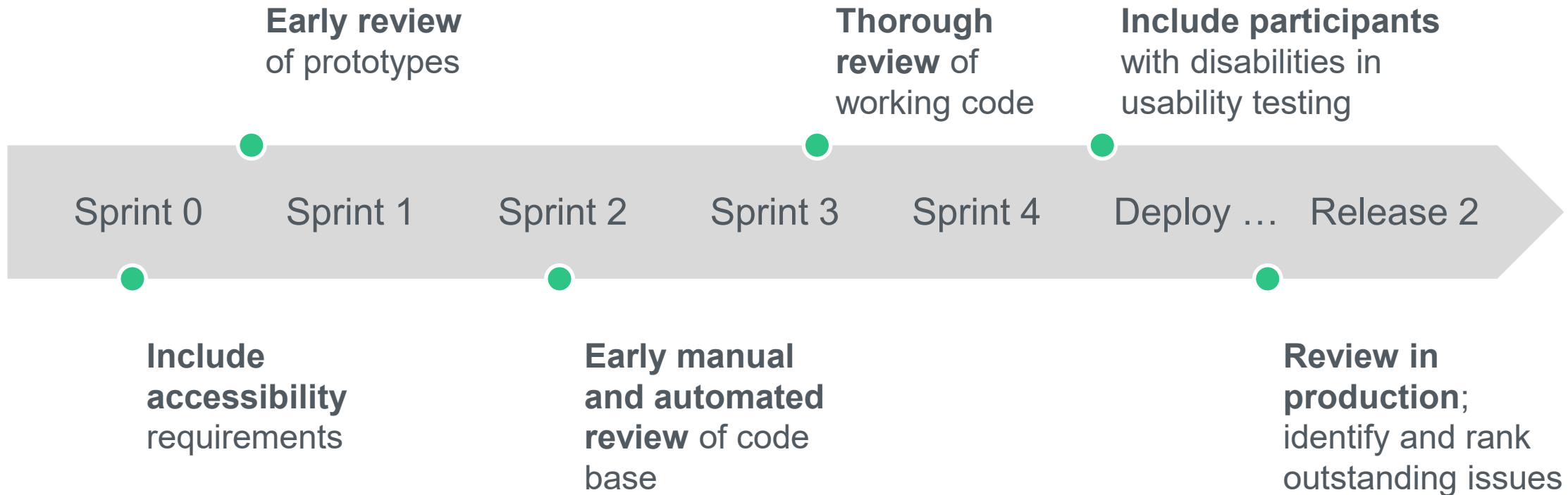
Make your product more usable by more people in less time.

Use this toolkit to increase the accessibility of your product regardless of role or expertise. **Get started by selecting your project phase and role.**

↓

<h3>Plan</h3> <p>Identify project needs and inject accessibility into sprints and releases.</p> 	→	<h3>Design</h3> <p>Craft an inclusive user experience with accessible content and effective visual design.</p> 	→	<h3>Develop</h3> <p>Code to specifications and perform unit tests to build accessible interfaces.</p> 	→
<h3>Verify</h3> <p>Confirm the results meet the accessible design using automated tools and manual testing.</p>		<h3>Launch</h3> <p>Report on results and bring the accessible experience to market.</p>			

Example: Aetna



Start in design

Accessibility work starts in design.

- Follow the principles of inclusive design
- Include people with disabilities in design research
- Annotate designs with accessibility guidance for developers

Recognize exclusion

Designing for inclusivity not only opens up our products and services to more people, it also reflects how people really are. All humans grow and adapt to the world around them and we want our designs to reflect that.



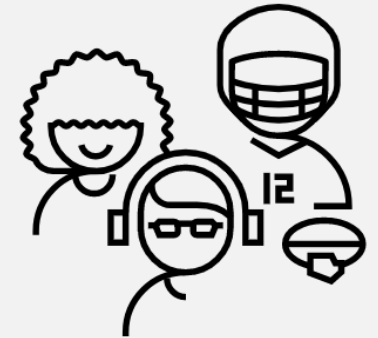
Solve for one, extend to many

Everyone has abilities, and limits to those abilities. Designing for people with permanent disabilities actually results in designs that benefit people universally. Constraints are a beautiful thing.



Learn from diversity

Human beings are the real experts in adapting to diversity. Inclusive design puts people in the center from the very start of the process, and those fresh, diverse perspectives are the key to true insight.



Examples:



29 UX accessibility consultants work with designers and researchers in the company's agile teams to integrate accessibility best practices as early as possible.

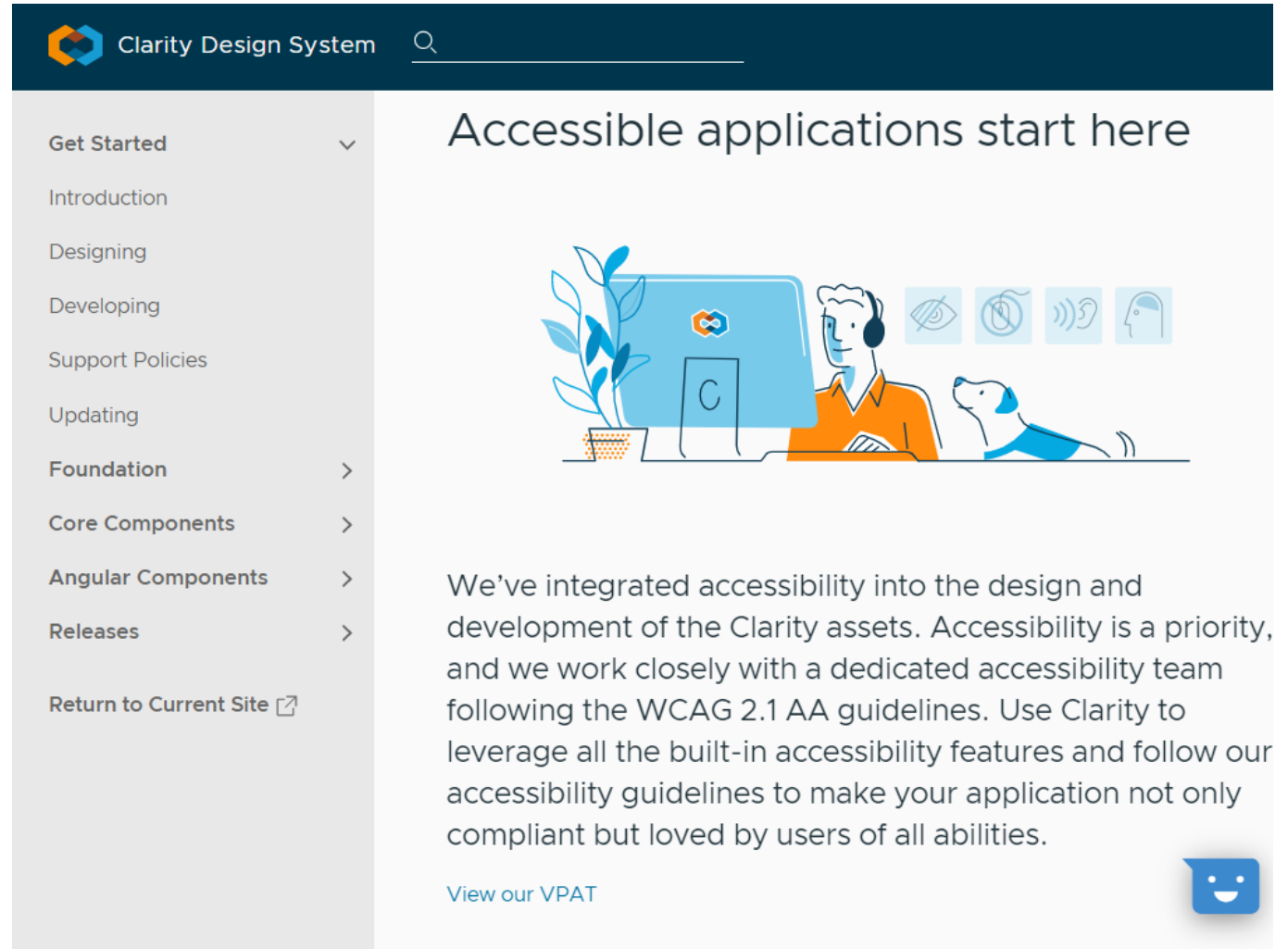


When partnering with NASA on a new website design, Blink included people with disabilities from the start, in discovery research. This led to insights like the need to simplify navigation menus and create an intuitive keyboard navigation path.

Build accessibility into your design system

Reflect in all key elements of your design system including:

- Design principles
- Components
- Foundations
- Guidelines



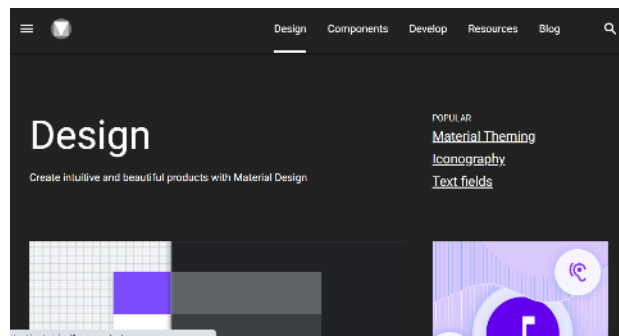
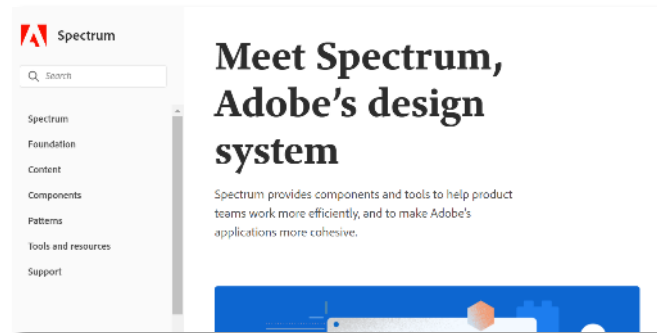
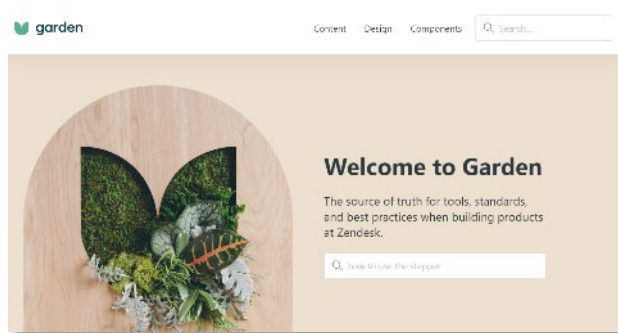
The screenshot shows the Clarity Design System website. The header includes the Clarity Design System logo and a search bar. The navigation menu on the left lists: Get Started (with a dropdown arrow), Introduction, Designing, Developing, Support Policies, Updating, Foundation (with a right arrow), Core Components (with a right arrow), Angular Components (with a right arrow), Releases (with a right arrow), and Return to Current Site (with an external link icon). The main content area features the heading "Accessible applications start here" and an illustration of a person wearing a headset working at a computer, with a dog sitting next to them. Above the person are icons representing accessibility: a person with a speech bubble, a person with a hearing aid, a person with a white cane, and a person with a white cane. Below the illustration is a paragraph of text and a "View our VPAT" link.

Accessible applications start here

We've integrated accessibility into the design and development of the Clarity assets. Accessibility is a priority, and we work closely with a dedicated accessibility team following the WCAG 2.1 AA guidelines. Use Clarity to leverage all the built-in accessibility features and follow our accessibility guidelines to make your application not only compliant but loved by users of all abilities.

[View our VPAT](#)

Take inspiration from the many design systems that prioritize accessibility



Many more examples at: <https://designsystemsrepo.com/>



Your action plan will include links to open source resources that will help jumpstart your work at this stage!

Action #3:
Expand education with
role-based training and
integration into new-hire
onboarding



Run role-based training that participants can apply immediately

Partner with accessibility firms to deliver training to designers, developers, testers, and content authors that covers:

- Techniques to meet the guidelines relevant to their role
- How to test their work

Guideline 2.1 Keyboard Accessible

Make all functionality available from a keyboard.

Success Criterion 2.1.1 Keyboard

(Level A)

[Understanding Keyboard](#)
[How to Meet Keyboard](#)

All [functionality](#) of the content is operable through a [keyboard interface](#) without requiring specific timings for individual keystrokes, except where the underlying function requires input that depends on the path of the user's movement and not just the endpoints.

NOTE

This exception relates to the underlying function, not the input technique. For example, if using handwriting to enter text, the input technique (handwriting) requires path-dependent input but the underlying function (text input) does not.

NOTE

This does not forbid and should not discourage providing mouse input or other input methods in addition to keyboard operation.

Success Criterion 2.1.2 No Keyboard Trap

(Level A)

[Understanding No Keyboard Trap](#)
[How to Meet No Keyboard Trap](#)

If keyboard focus can be moved to a component of the page using a [keyboard interface](#), then focus can be moved away from that component using only a keyboard interface, and, if it requires more than unmodified arrow or tab keys or other standard exit methods, the user is advised of the method for moving focus away.

NOTE

Since any content that does not meet this success criterion can interfere with a user's ability to use the whole page, all content on the Web page (whether it is used to meet other success criteria or not) must meet this success criterion. See [Conformance Requirement 5: Non-Interference](#).

Example: Fidelity’s “accessibility fest”



Brought together 600 designers and developers from its Workplace Investing business for a two-day event:

- Day one focused on understanding the opportunities and benefits of prioritizing accessibility, with talks from Fidelity executives, subject matter experts, and clients.
- Day two focused on implementation, with teams working together to audit their products, fix problems on the spot where possible, and document other problems (over 700) in their backlogs for future remediation.

Create job aids to help with application of training

Example checklist for a UX design role

- Check your color contrast (Suggested tools: [Stark](#); [Colorsafe](#); [Colour Contrast Analyser](#))
- Do not rely on color alone to convey information. Check for color blindness accessibility with tools like [NoCoffee](#).
- Position related elements (e.g., form label and field) near one another.
- Create simple and consistent layouts.
- Give customers enough time to complete a task
- Create large touch targets and sufficient space between elements.
- Specify heading structure and tab order of elements on your design mockups.
- Evaluate your decisions through inclusive design lenses or [accessibility personas](#)

Begin to instill an
accessibility mindset
during employee
onboarding



Examples:



The Wells Fargo Advisors accessibility team sends a welcome email to new designers. It includes videos from recent usability test sessions, like a customer navigating the site with a screen reader. They include links to internal resources on accessibility.



eBay's accessibility team runs a segment on why accessibility is important to the company as part of new-hire training. They also have two modules within the company's required compliance training.

To summarize, if you are “Establishing”:

- ✓ Define your accessibility policy
- ✓ Build accessibility into each phase of product design and development
- ✓ Expand education with role-based training and integration into new-hire onboarding

Level 3: Scaling

- Ramp up practices for testing, monitoring, and measuring success
- Incorporate accessibility into the procurement process
- Recruit people with disabilities as partners in your design process

Action #1: Ramp up practices for testing, monitoring, and measuring success



Take a comprehensive approach to accessibility testing

1

Automated

Run automated tests to check for accessibility violations

2

Manual

Train testers to evaluate the things that cannot be automated

3

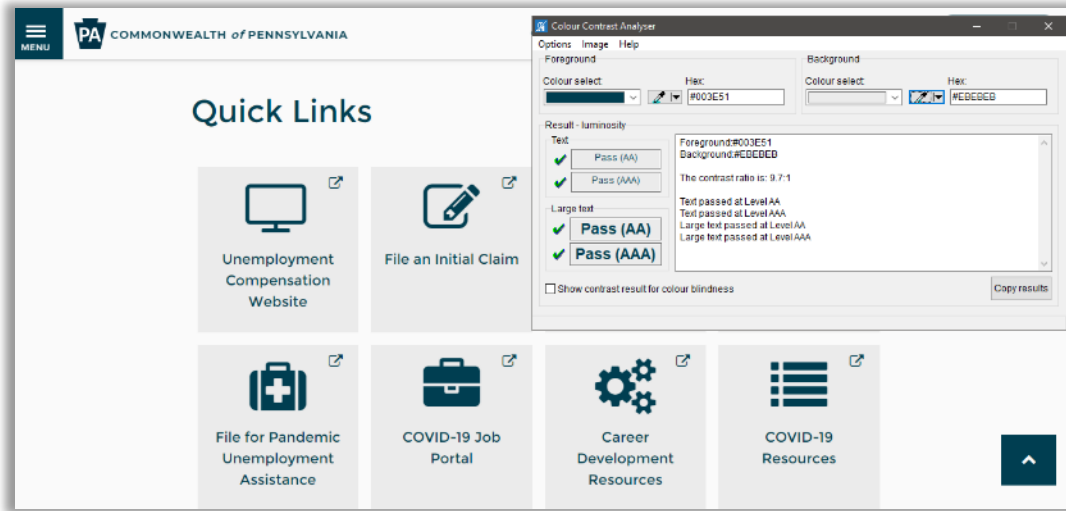
Usability

Conduct usability testing with people with disabilities to uncover UX issues.

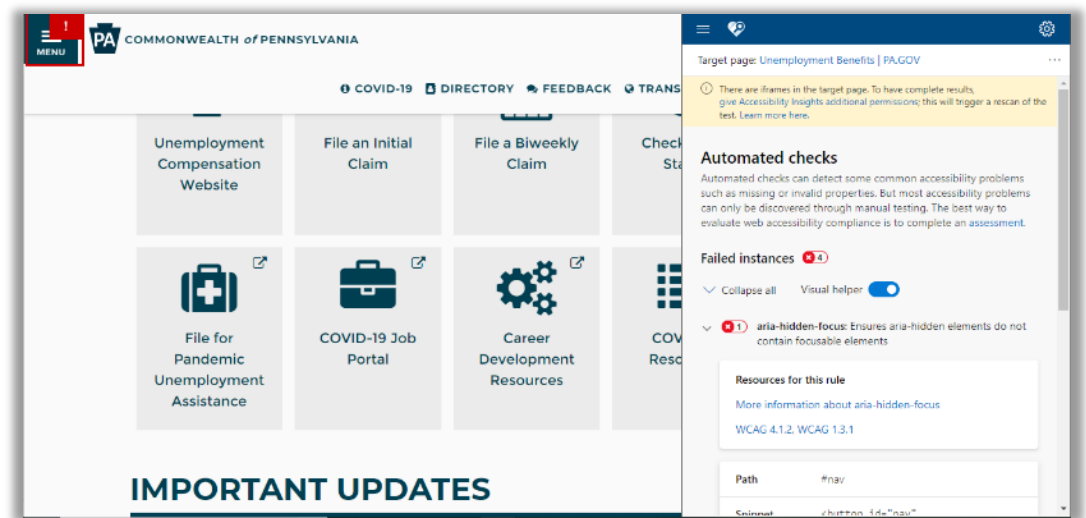


Enterprise accessibility testing platforms help here

Catch issues upstream



Designers should test their designs for color contrast, no use of color alone, and clear link names.



Developers should run their code through an accessibility checker (e.g., Accessibility Insights) before checking it in.

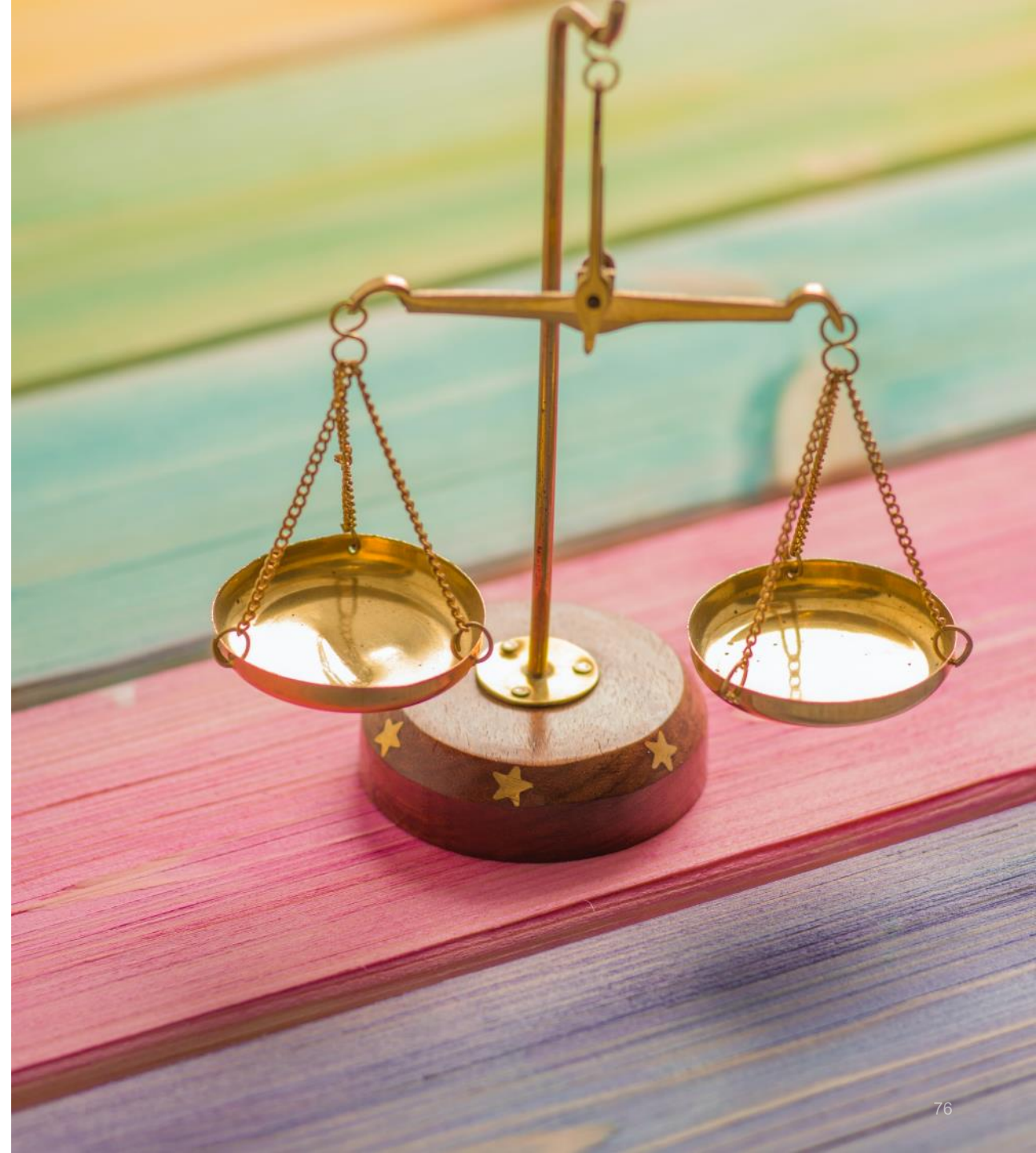
Example: U.S. Bank



Two years into its digital accessibility journey, U.S. Bank's accessibility team rolled out Deque's automated testing tools to 190 digital product teams across the organization. This helped them scale accessibility and reduce the number of defects making it into production.

Were able to demonstrate a 67% reduction in defects during automated testing when accessibility is addressed during design.

Action #2: Incorporate accessibility into the procurement process



Build accessibility into new contracts and renewals

- What level of conformance you will hold vendors accountable to
- That you're entitled to verify conformance
- What remedies your company will require if the delivered solution doesn't meet the requirements



Ask vendors probing questions

- Integrate new questions into vendor questionnaires to help you understand how mature the vendor is about accessibility.
- Consider asking vendors to demo their product with a screen reader.

What kinds of accessibility testing have you done on your product?

How is accessibility reflected in your product roadmap?

How are you including people with disabilities in the development of your product?

Example: Capital One

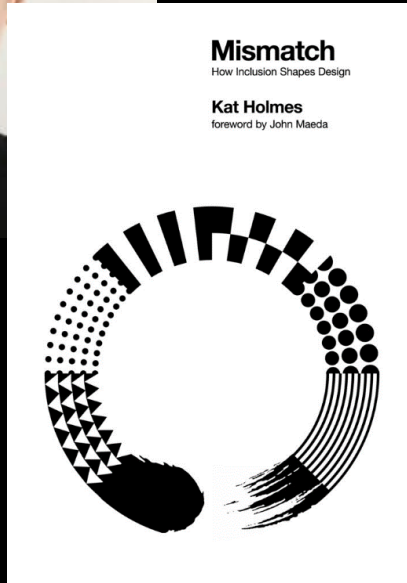


The accessibility team is often engaged by procurement to test a vendor's product using manual testing and a screen reader.

The team then reports back the results, in some cases speaking with the vendor's engineering team to help them understand how to prioritize accessibility in their products.

Action #3: Recruit people with disabilities as partners in your design process





“Inclusion has to involve people who have experienced exclusion.”

Kat Holmes

Expand who you recruit for design research

- Make ability a key trait you intentionally recruit a range of.
- Tap into your employee base.
- Partner with organizations that serve communities of people with disabilities.
- Organizations like Knowbility and Fable have panels products teams can tap into for product research.



Example:



Formed partnerships with nonprofit organizations Fondazione Asphi Onlus and the Italian Union of the Blind and Partially Sighted (UICI).

Engaged members to provide feedback on current experiences and participate in workshops to hear the firm's strategy and then suggest improvements.

To summarize, if you are “Scaling”:

- Ramp up practices for testing, monitoring, and measuring success
- Incorporate accessibility into the procurement process
- Recruit people with disabilities as partners in your design process

Share and learn from your peers

Individual reflection

Jot down **three ideas** for how you might advance accessibility at your organization.

An idea may be as simple as capturing a conversation you need to have!

Small group discussion

When you arrive in your room:

20 minutes

1. Figure out who in your group has the most pets – they will go first!
2. Everyone gets 1 minute to share an idea they jotted down. After you share, you get to pick the next person to go.
3. Not sure what to share? Use one of these and fill in the blank!

“I need to talk to _____ about _____”

“I’m going to create _____”

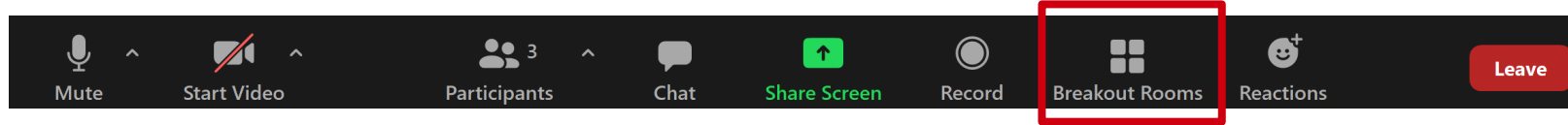
“I will partner with _____ to _____”

Using Zoom breakouts

1. Reference your assignment in the shared Google Sheet.
2. If you didn't fill out the survey, self-select your room.
Choose a breakout with less than 20 people.
3. Join the breakout.
4. Jump to another if for some reason you think you're in the wrong spot or not enough people are in yours.
5. You'll be prompted to join the main room when our 20 minutes is expired.

Joining Zoom breakout rooms

Find the “Breakout Rooms” button in the zoom toolbar.

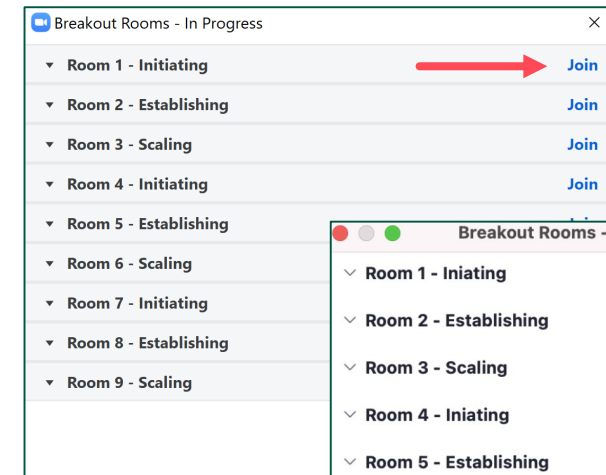


Join a breakout:

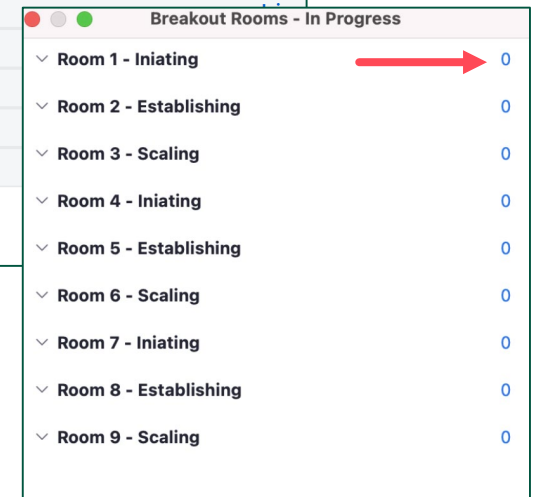
- Windows: click join
- Mac: Focus on Attendee Number listed after Room Name, click Join when link appears.

Leave a breakout:

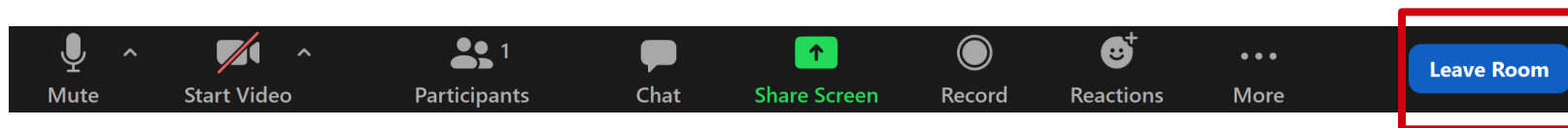
- Wait for the prompt or
- Find the “Leave Room” button in the zoom toolbar.



Windows



Mac



Large group debrief

Tell us in the chat:

What's one cool idea you took away from your small group discussion?

Your action plan and next steps

On Monday, you will receive your action plan



- ✓ Recap of the key actions for your organization's current maturity level
- ✓ Resources for further learning related to each action
- ✓ Links to additional Forrester research
- ✓ Ideas shared during our large group debrief

Global Accessibility Awareness Day is on May 20th!

A few ideas:

- Gather colleagues and watch the recording of today's webinar or discuss your action plan
- Incorporate points from today's webinar into your planned GAAD events
- Commit to having a conversation with *one* colleague who is new to accessibility
- Send out an email with some key facts about accessibility
- Elevate recent accessibility “wins”



Thank You.

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