Accessibility:
Good for Everyone
(especially marketers)

Jonathan Blundell

Senior Managing Director, Digital Communications
Dallas County Community College District
jblundell@dcccd.edu

Dallas County
Community College District

Education That Works.

2515

failblog.org

Jonathan D. Blundell

News Feed
Messenger
Videos on Watch
Marketplace

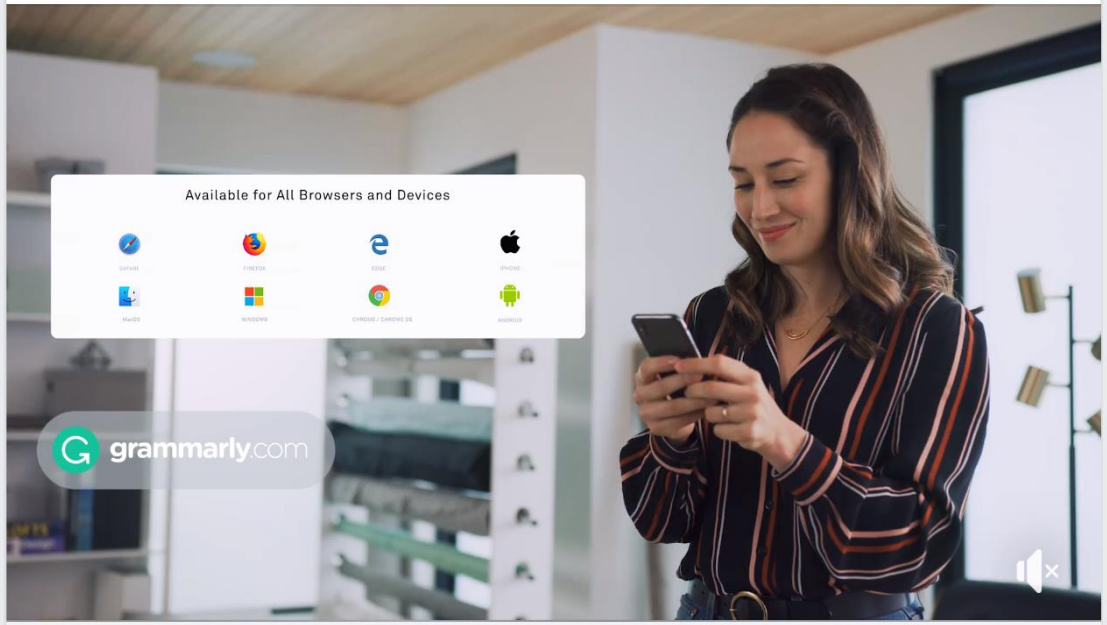
Shortcuts
Google Tag Manag… 9
Trails of Chestnut … 2
TACCM Shop Talk
Bells-Bluebonnet A…
Forney Kings 8U B…

Explore
Groups
Pages
Oculus
Events
Gaming Video

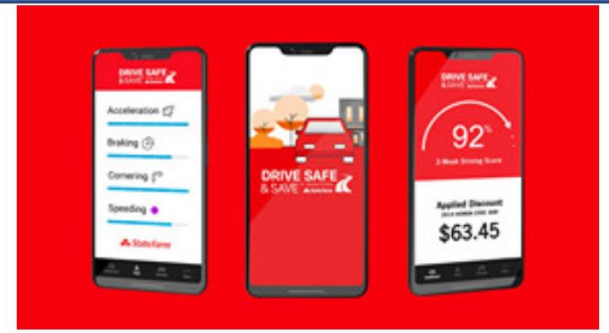
Grammarly
Sponsored ·

"It's worth the download, and it's hard to believe it's free." - USA Today.

Grammarly makes sure everything you type is clear, effective, and mistake-free. See for yourself by installing our free browser extension!



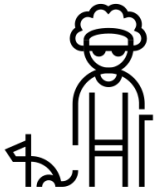
GRAMMARLY.COM
See Why 20 Million People Use Grammarly Every Day
Download
★★★★★ Over 25,000 5-Star Reviews



Drive Safe & Save
STATEFARM.COM
Download the app. Sign-up. Start driving safe. You could earn up to a 30% discount.

Dallas County Community College District
Education That Works.

Accessibility Impacts Everyone

	Permanent	Temporary	Situational
Touch	One arm	Arm injury	New parent
See	 Blind	Cataract	Distracted driver

	Permanent	Temporary	Situational
Hear	Deaf	Ear infection	Bartender
Speak	Non-verbal	Laryngitis	Heavy accent

Inclusive
A Microsoft Design Toolkit

Dallas County
Community College District

Education That Works.

Videos by the numbers …

Video posts have

135%

higher organic reach than other posts on Facebook

85%

of video on Facebook is watched without sound

76%

of videos on Facebook require sound to be understood

https://www.socialbakers.com/blog/2367-native-facebook-videos-get-more-reach-than-any-other-type-of-post
https://digiday.com/media/silent-world-facebook-video/
https://www.facebook.com/business/learn/facebook-creative-tips-for-mobile-videos-ads

Videos With Captions …

5% higher average view time

16% higher reach

17% higher reactions

26% higher call to action response

https://instapage.com/blog/closed-captioning-mute-videos

Voice Assist

Voice Assist By The Numbers

60m

people using voice assist tools each month

50%

of web searches will be done with voice … next year

13%

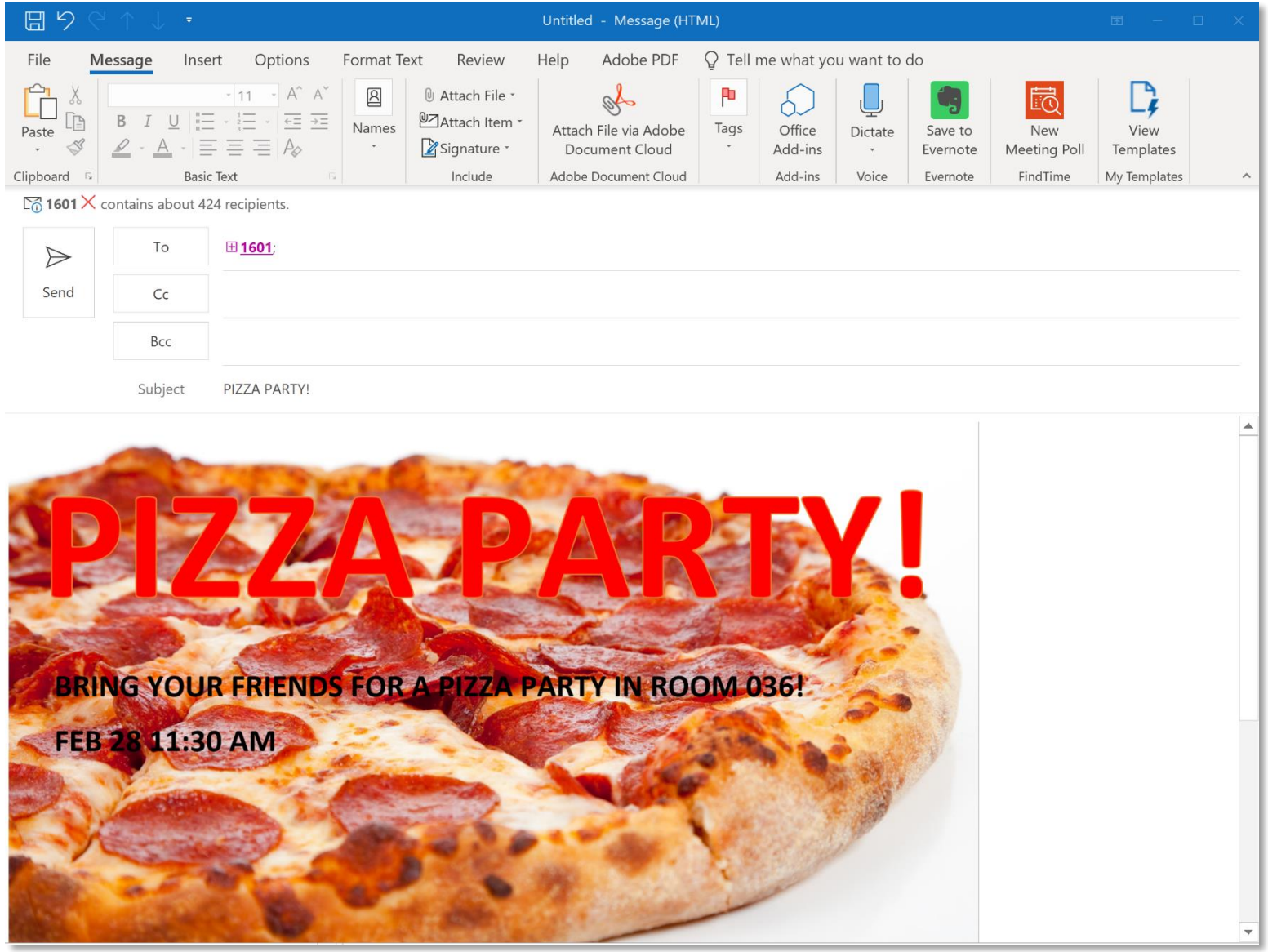
of Americans own a smart speaker

Google/Alexa/Siri/Cortana/JAWS Can’t See

- Better accessibility means better Search Engine Optimization (SEO)
- Better SEO means less money on Search Engine Marketing (SEM)
- Less money on SEM means more money to spend elsewhere

> “You don’t get to decide which platform or device your customers use to access your content … they do.”
>
> - Karen McGrane

PIZZA PARTY!
BRING YOUR FRIENDS FOR A PIZZA PARTY IN ROOM 036!
FEB 28 11:30 AM
Dallas County
Community College District
Higher Education That
Actually Gets You Hired


Untitled - Message (HTML)
File
Message
Insert
Options
Format Text
Review
Help
Adobe PDF
Tell me what you want to do
Paste
Clipboard
Basic Text
Names
Attach File
Attach Item
Signature
Include
Attach File via Adobe Document Cloud
Adobe Document Cloud
Tags
Office Add-ins
Add-ins
Dictate
Voice
Save to Evernote
Evernote
New Meeting Poll
FindTime
View Templates
My Templates
1601 contains about 424 recipients.
Send
To
1601;
Cc
Bcc
Subject
PIZZA PARTY!
PIZZA PARTY!
BRING YOUR FRIENDS FOR A PIZZA PARTY IN ROOM 036!
FEB 28 11:30 AM

What Does a Screen Reader See?

SUBJECT: PIZZA PARTY

Graphic

Graphic auto generated description

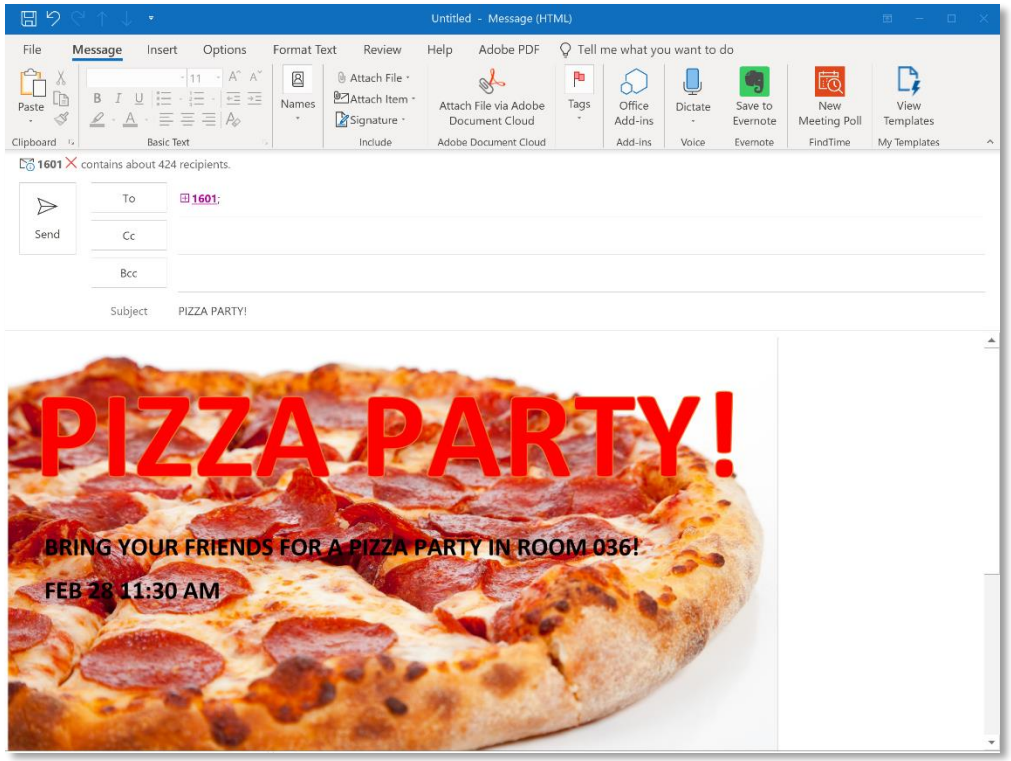
Jonathan Blundell, CUA

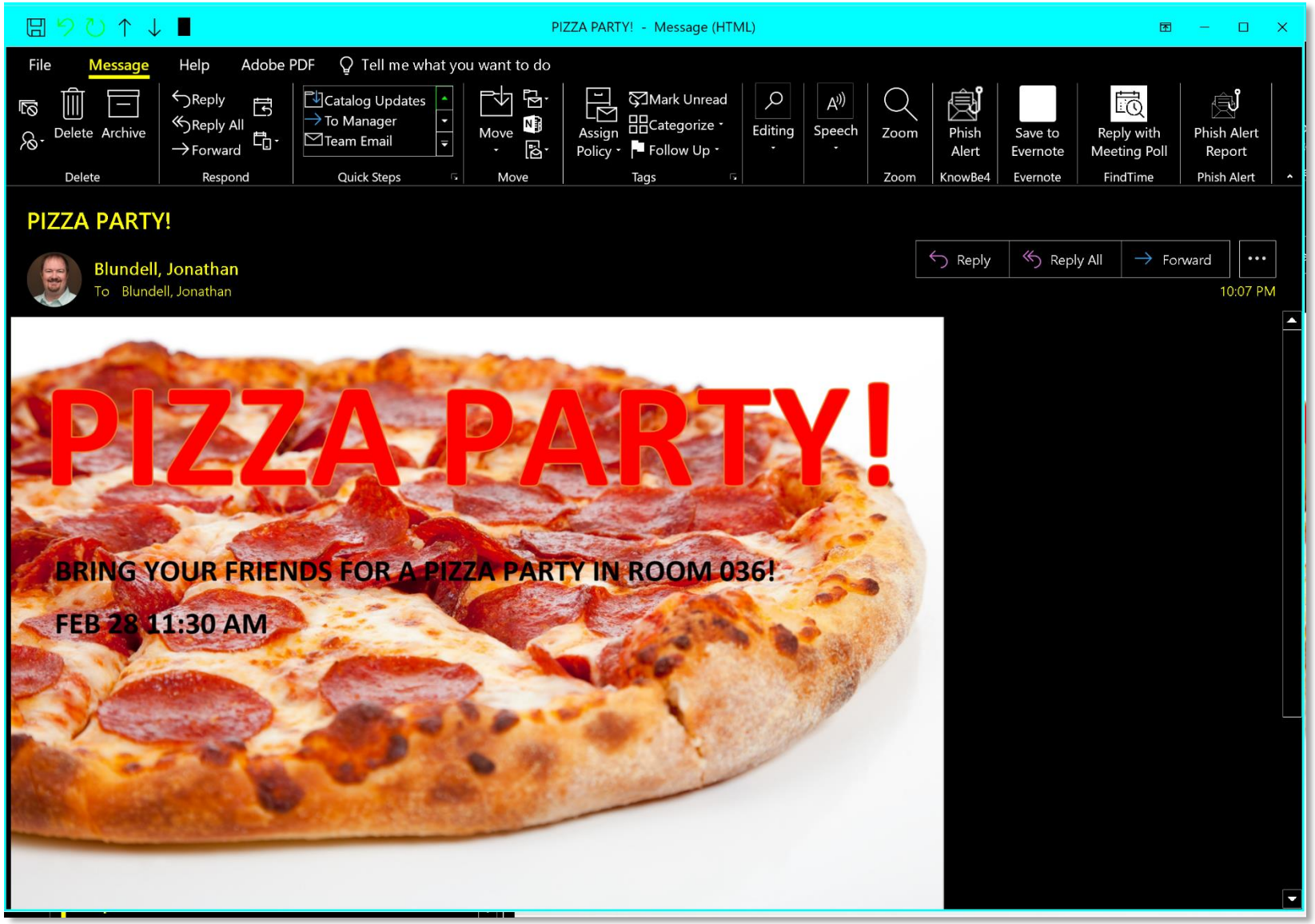
Senior Managing Director,

Digital Communications

Public and Governmental Affairs

Dallas County Community College District




PIZZA PARTY! - Message (HTML)
File
Message
Help
Adobe PDF
Tell me what you want to do
Delete
Archive
Reply
Reply All
Forward
Catalog Updates
To Manager
Team Email
Move
Assign Policy
Mark Unread
Categorize
Follow Up
Editing
Speech
Zoom
Phish Alert
Save to Evernote
Reply with Meeting Poll
Phish Alert Report
Delete
Respond
Quick Steps
Move
Tags
Zoom
KnowBe4
Evernote
FindTime
Phish Alert
PIZZA PARTY!
Blundell, Jonathan
To Blundell, Jonathan
Reply
Reply All
Forward
10:07 PM
PIZZA PARTY!
BRING YOUR FRIENDS FOR A PIZZA PARTY IN ROOM 036!
FEB 28 11:30 AM

Join Us For A Pizza Party!

All district employees are invited to a free pizza party at District Office.

Friday, Feb. 28 at 11:30 a.m.

District Office, Room 036.

Contact David Wood at drwood@dcccd.edu for more information.

Dallas County Community College District

Higher Education That *Actually* Gets You Hired

Pizza Party - Message (HTML)

File Message Insert Options Format Text Review Help Adobe PDF Tell me what you want to do

Paste Clipboard AaHTML Aa Plain Text Aa Rich Text Format Calibri (Bo 11 Font Paragraph AaBbCcDd ¶ Normal AaBbCcDd ¶ No Spac... AaBbCc Heading 1 Change Styles Styles Find Replace Select Editing Zoom Zoom

1601 contains about 424 recipients.

Send

To 1601;

Cc

Bcc

Subject Pizza Party

Join Us For A Pizza Party!

All district employees are invited to a free pizza party at District Office.
Friday, Feb. 28 at 11:30 a.m.
District Office, Room 036.
Contact David Wood at drwood@dcccd.edu for more information.

Jonathan Blundell, CUA
Senior Managing Director, Digital Communications
Public and Governmental Affairs

What Does a Screen Reader See Now?

SUBJECT: PIZZA PARTY

Join Us For A Pizza Party!

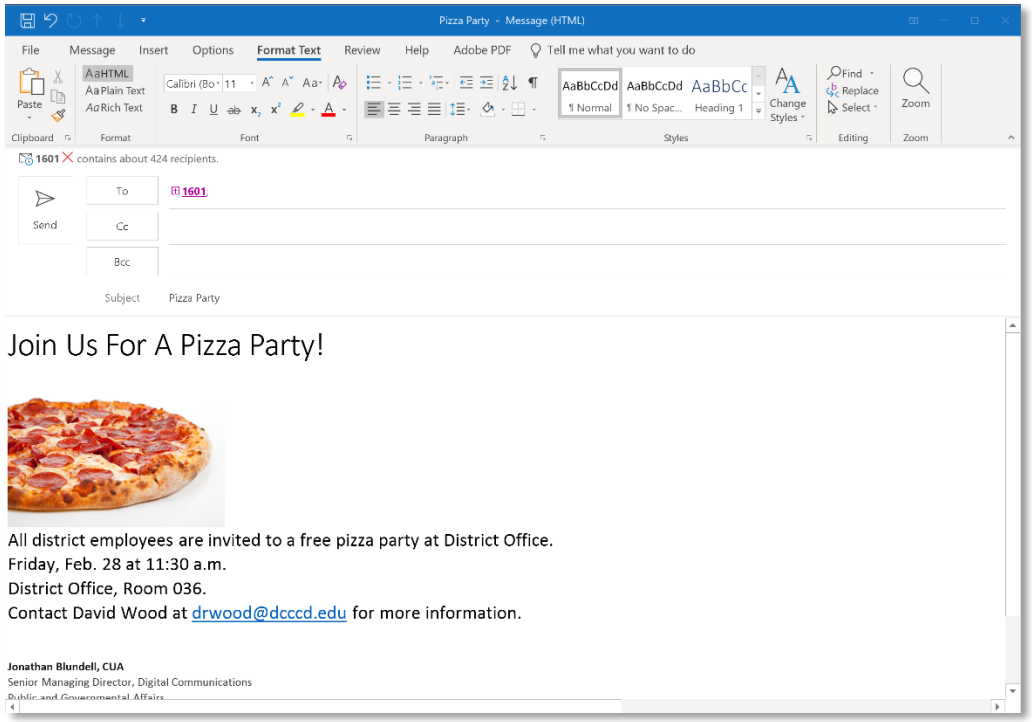
Graphic, a hot, fresh pepperoni pizza.

All district employees are invited to a free pizza party at District Office.

Friday, Feb. 28 at 11:30 a.m.

District Office, Room 036.

Contact David Wood at drwood@dcccd.edu for more information.



Pizza Party - Message (HTML)

File Message Insert Options Format Text Review Help Adobe PDF Tell me what you want to do

Paste Clipboard AaHTML Aa Plain Text Aa Rich Text Format Calibri (Bo 11 Font Paragraph AaBbCcDd ¶ Normal AaBbCcDd ¶ No Spac... AaBbCc Heading 1 Change Styles Styles Find Replace Select Editing Zoom Zoom

1601 contains about 424 recipients.

Send

To 1601;

Cc

Bcc

Pizza Party

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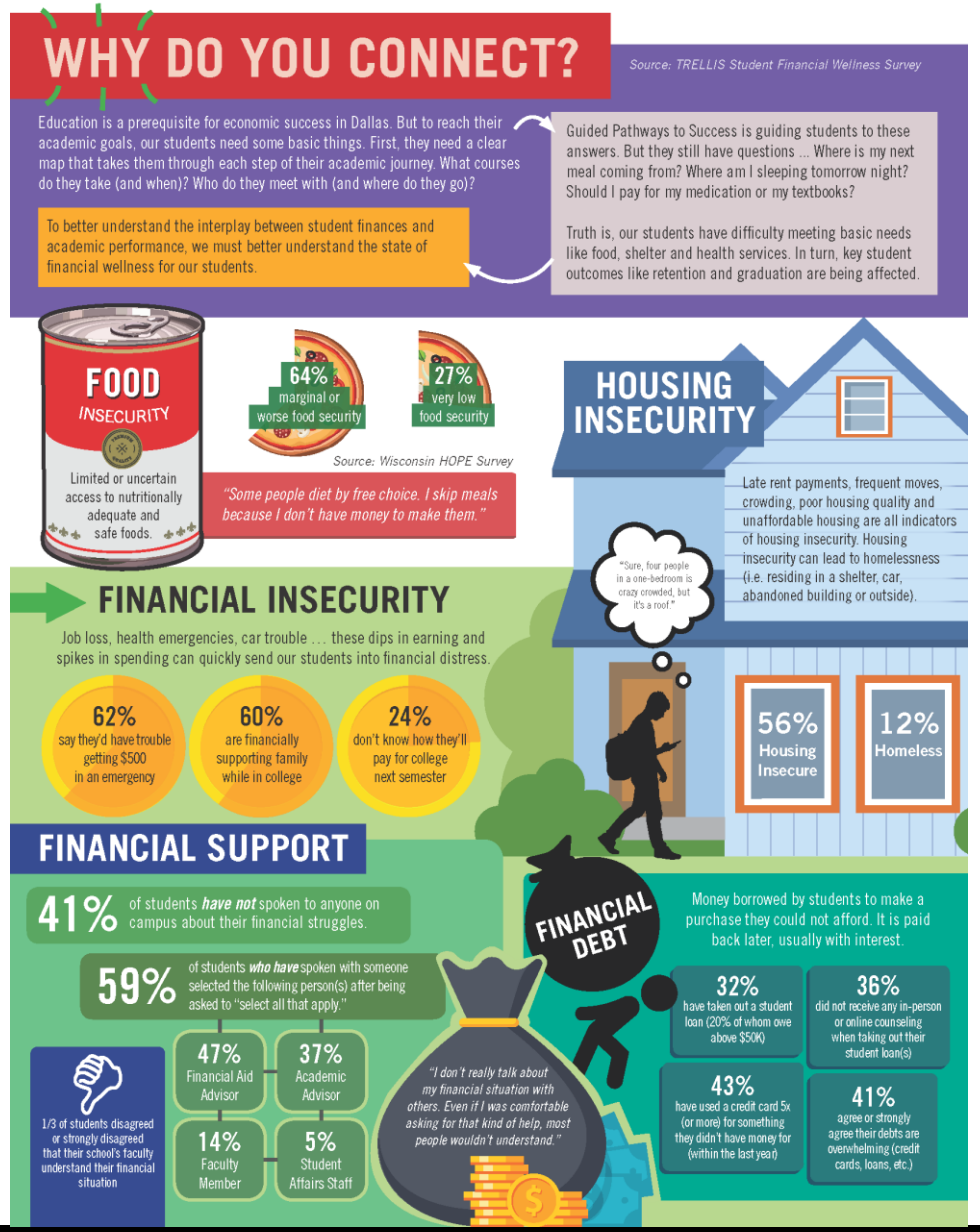
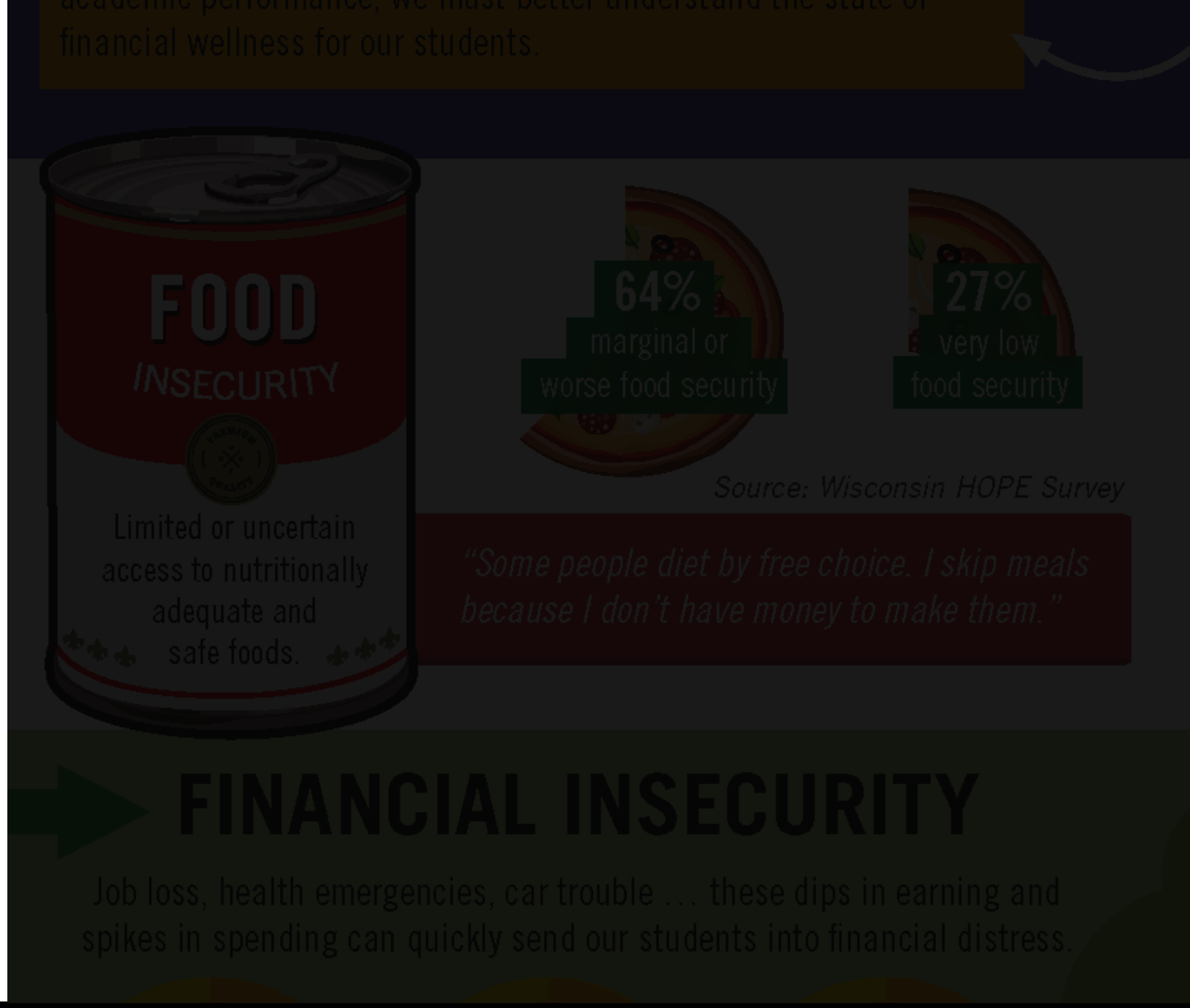
Public and Governmental Affairs

A More Realistic Example



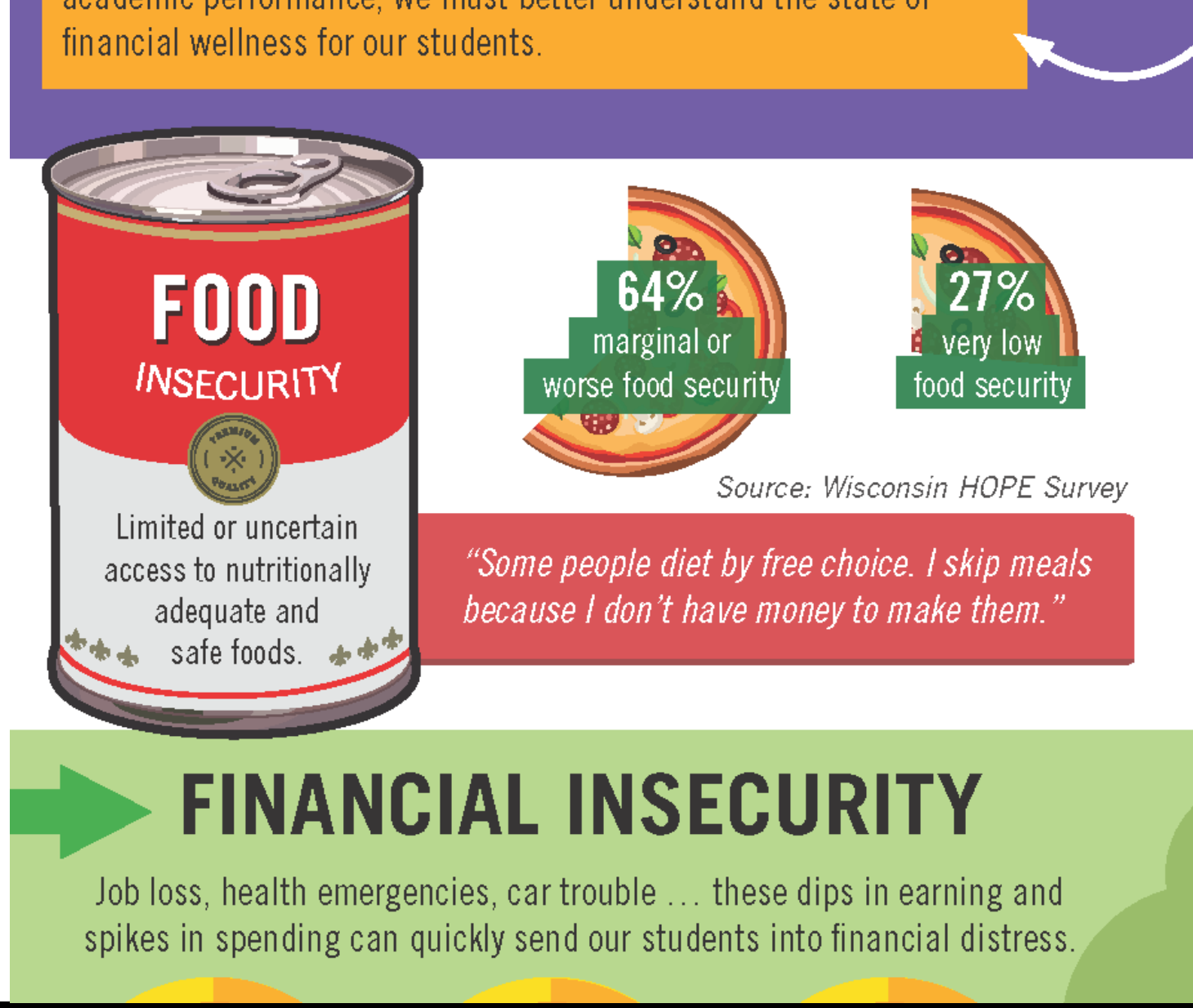
What Does the Text Say?

Food Insecurity
Limited or uncertain access to nutritionally adequate and safe foods.
64% marginal or worse food security
27% very low food security
Source: Wisconsin HOPE Survey
"Some people diet by free choice. I skip meals because I don't have money to make them."



Do Images Change the Message?

Food Insecurity
Limited or uncertain access to nutritionally adequate and safe foods.
64% marginal or worse food security
27% very low food security
Source: Wisconsin HOPE Survey
"Some people diet by free choice. I skip meals because I don't have money to make them."

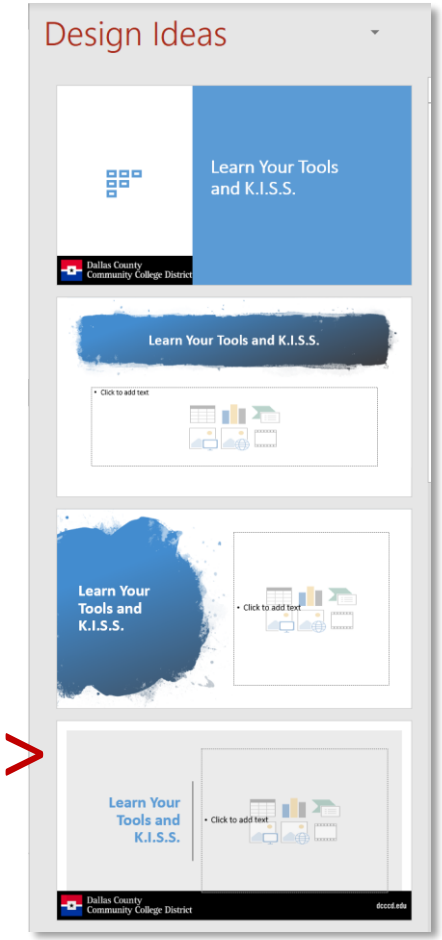


Do's and Don'ts for Everyone

Learn Your Tools and K.I.S.S.

- 8th Grade Reading Level
- Semantic HTML
- Simple Design

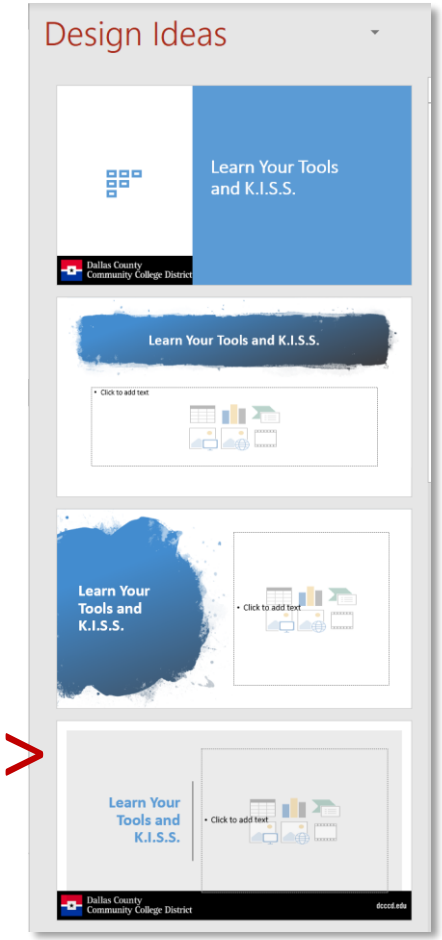
```
<!doctype html>
    <html>
        <head>
        </head>
            <body>
```



Question your K.I.S.S.

- Is this content useful?
- Is the point of the content being made with additives?
- Is this content perceivable other than visually?
- Could I understand this content with my eyes closed or no sound?

<!doctype html>
<html>
<head>
</head>
<body>



Terminology to Avoid

"Suffers From"
"Defy the Odds"
"Brave or Courageous"
"Overcoming Disability"

Don’t Overlook Subheads

IN the year 1878 I took my degree of Doctor of Medicine of the University of London, and proceeded to Netley to go through the course prescribed for surgeons in the army. Having completed my studies there, I was duly attached to the Fifth Northumberland Fusiliers as Assistant Surgeon. The regiment was stationed in India at the time, and before I could join it, the second Afghan war had broken out. On landing at Bombay, I learned that my corps had advanced through the passes, and was already deep in the enemy's country. I followed, however, with many other officers who were in the same situation as myself, and succeeded in reaching Candahar in safety, where I found my regiment, and at once entered upon my new duties. The campaign brought honours and promotion to many, but for me it had nothing but misfortune and disaster; I was removed from my brigade and attached to the Berkshires, with whom I served at the fatal battle of Maiwand. There I was struck on the shoulder by a Jezail bullet, which shattered the bone and grazed the subclavian artery. I should have fallen into the hands of the murderous Ghazis had it not been for the devotion and courage shown by Murray, my orderly, who threw me across a pack-horse, and succeeded in bringing me safely to the British lines. Worn with pain, and weak from the prolonged hardships which I had undergone, I was removed with a great train of wounded sufferers, to the base hospital at Peshawur. Here I rallied, and had already improved so far as to be able to walk about the wards, and even to bask a little upon the verandah, when I was struck down by enteric fever, that curse of our Indian possessions. For months my life was despaired of, and when at last I came to myself and became convalescent, I was so weak and emaciated that a medical board determined that not a day should be lost in sending me back to England. I was despatched, accordingly, in the troopship *Orontes*, and landed a month later on Portsmouth jetty, with my health irretrievably ruined, but with permission from a paternal government to spend the next nine months in attempting to improve it.

Subheads Improve Your Content for Everyone

Getting my Degree

IN the year 1878 I took my degree of Doctor of Medicine of the University of London, and proceeded to Netley to go through the course prescribed for surgeons in the army. Having completed my studies there, I was duly attached to the Fifth Northumberland Fusiliers as Assistant Surgeon.

Stationed in India

The regiment was stationed in India at the time, and before I could join it, the second Afghan war had broken out.

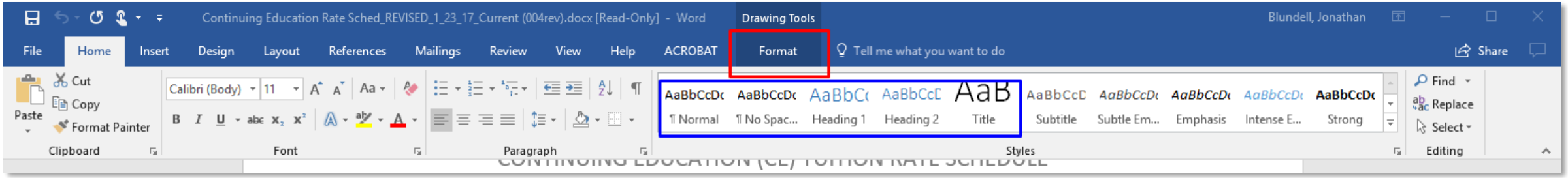
Bombay

On landing at Bombay, I learned that my corps had advanced through the passes, and was already deep in the enemy's country.

Use Your Tools to Add Sub-Heads

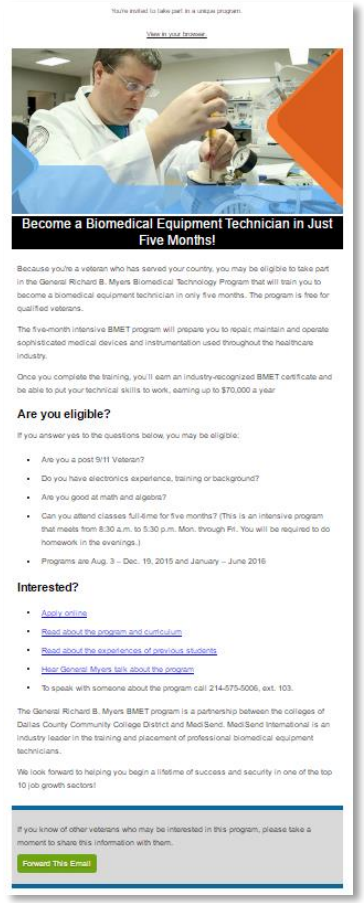
Break content with sub-heads

Use the built in styles in Word, Outlook and InDesign for proper styling

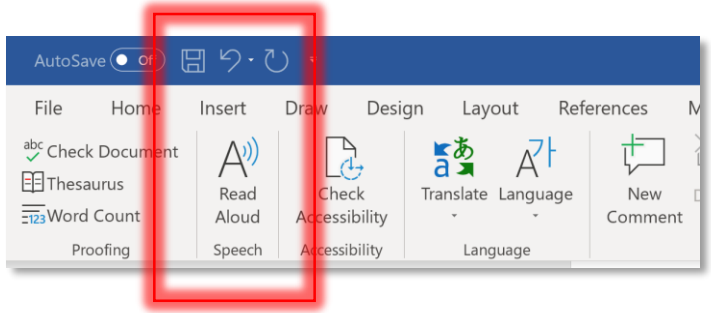


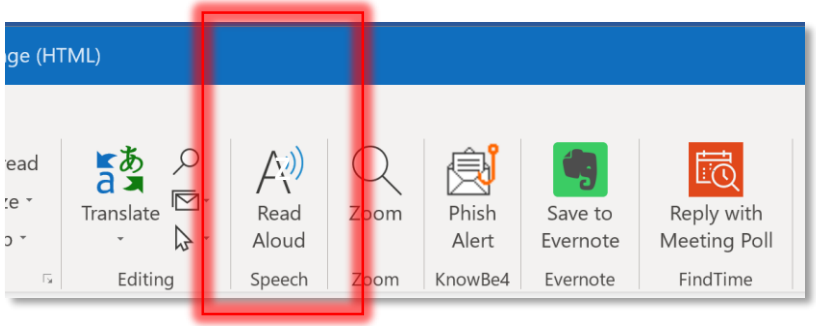
Don’t use text in images

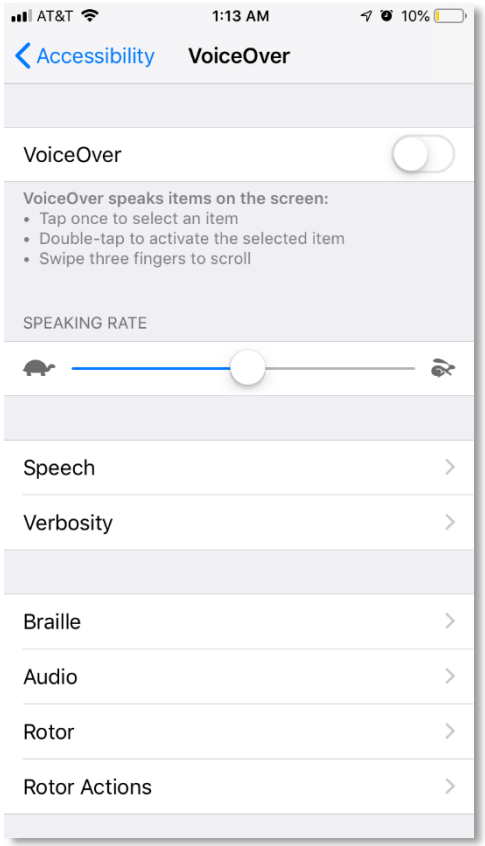
Keep text and graphics separate



Have Your Computer & Phone Read Your Content To You







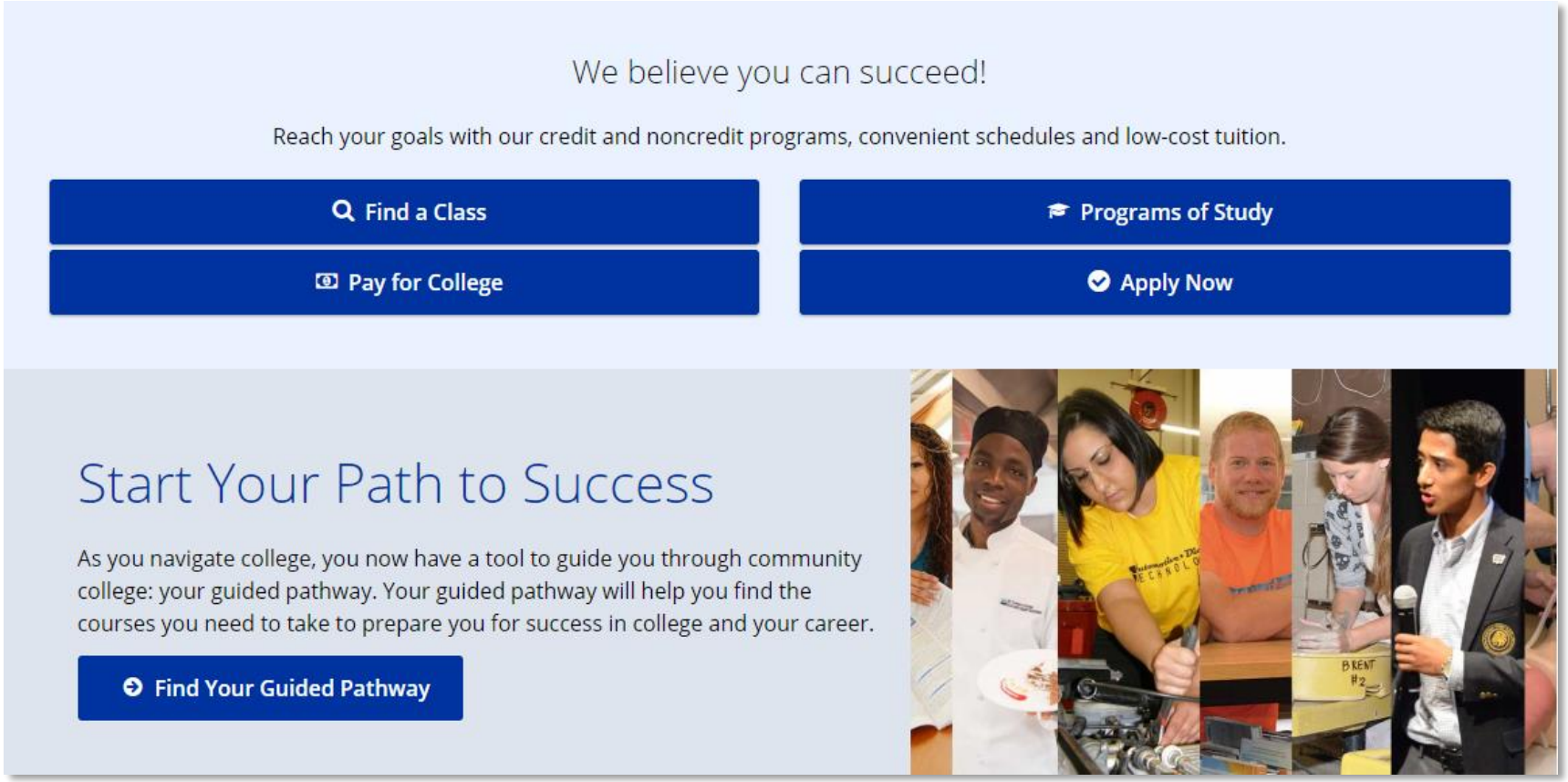
Test Your Content With the Straw Test

	Bill J. Priest		Brookhaven		Cedar Valley		Eastfield		El Centro		Mountain View		North Lake		Richland		District (unduplicated)	
Male	27	79%	1,915	51%	281	67%	688	43%	629	42%	483	32%	3,158	74%	1,236	40%	8,417	52%
Female	7	21%	1,828	49%	136	33%	900	57%	857	58%	1,014	68%	1,104	26%	1,854	60%	7,700	48%
Not Reported	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Grand Total	34	100%	3,743	100%	417	100%	1,588	100%	1,486	100%	1,497	100%	4,262	100%	3,090	100%	16,117	100%

Test Your Content With the Zoom Increased to 200%

	Bill J. Priest		Brookhaven		Cedar Valley		Eastfield		El Centro		Mountain View	
Male	27	79%	1,915	51%	281	67%	688	43%	629	42%	483	32%
Female	7	21%	1,828	49%	136	33%	900	57%	857	58%	1,014	68%
Not Reported	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Grand Total	34	100%	3,743	100%	417	100%	1,588	100%	1,486	100%	1,497	100%

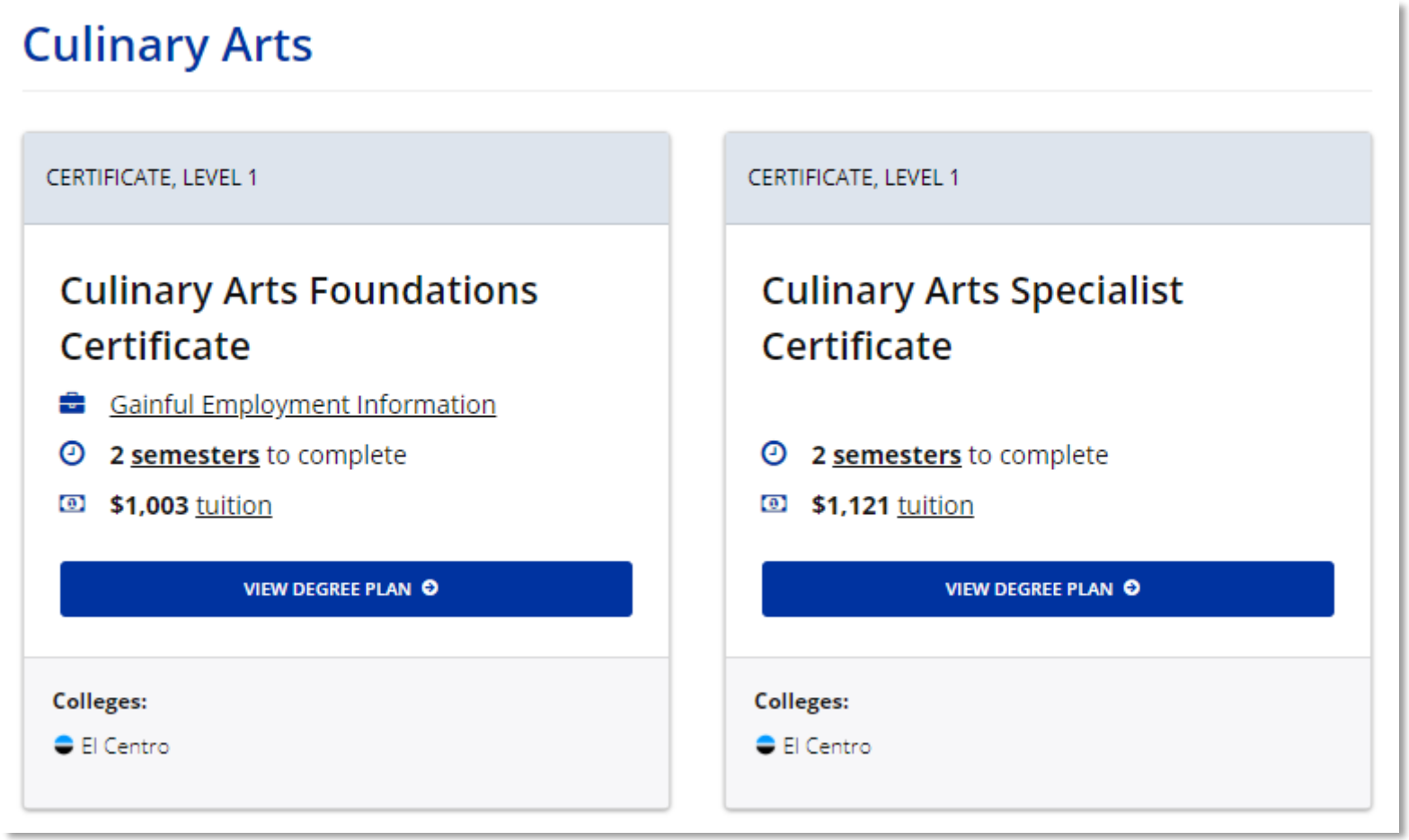
Use Descriptive Links



Links On This Page:

- Find a Class
- Programs of Study
- Pay for College
- Apply Now
- Find Your Guided Pathway

Use (Unique) Descriptive Links



Links On This Page:

- Gainful Employment Information
- Semesters
- Tuition
- View Degree Plan
- Semesters
- Tuition
- View Degree Plan

Avoid Including Full URLs

Use:

Visit the Student Rights and Responsibilities page.

dcccd.edu/studentrights

Don’t Use:

Learn more: https://www.dcccd.edu/pc/fa/understand/pages/aid-basics.aspx

Test Your Colors by Changing Them to Black and White or Greyscale

LAST DAY TO WITHDRAW WITH A 'W' IS WEDNESDAY, APRIL 17, 2019		
W M	04/17 04/22	Chapter 22: Performance Measurement and Responsibility Accounting Chapter 23: Relevant Costing for Decision Making
W M	04/24 04/29	Chapter 23: Relevant Costing for Decision Making Chapter 24: Capital Budgeting and Investment Analysis
W M	05/01 05/06	Chapter 24: Capital Budgeting and Investment Analysis Chapter 24: Capital Budgeting and Investment Analysis
W	**05/08**	**Exam 3: Chapters 21, 22, 23, 24**
M	05/13	NO CLASS
W **9 – 10:50am**	**05/15**	**Final Exam: Chapters 13 through 24**
Note: The above schedule may be revised at the discretion of your instructor.		

Time Requirement: To be successful in this accounting course, be prepared to spend a minimum of 120 hours outside of class, i.e., 7.5 hours per week for 15-week class, 15 hours per week for 8-week class, 30 hours per week for 4-week class, 40 hours per week for 3-week class, etc. (Time required varies greatly based on individual backgrounds and aptitude.)

Don’t Rely on Color Alone

- Alt Text For Images – Text has been added “On a website like eCampus, the alt text also appears in place of the image if it fails to load due to a slow connection speed or other issues.” That’s been confirmed with academic technology?
  This is how all websites act. Unless there’s a very special script running on blackboard that would stop that from happening it should be how the site responds.
- Closed Captions for Video – Under “Check for captions for videos that you did not create” the example image in the original word document is missing but the title is still included
  This has been added in the published version.
- Transcripts for Audio files – can you check the links under Additional Resources as some are fragmented links or parts of the underlined text didn’t appear to act as link
  Updated.

Not Everyone Sees Color

- Alt Text For Images – Text has been added “On a website like eCampus, the alt text also appears in place of the image if it fails to load due to a slow connection speed or other issues.” That’s been confirmed with academic technology?
  This is how all websites act. Unless there’s a very special script running on blackboard that would stop that from happening it should be how the site responds.
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  This has been added in the published version.
- Transcripts for Audio files – can you check the links under Additional Resources as some are fragmented links or parts of the underlined text didn’t appear to act as link
  Updated.

Use Methods Besides Color

- Alt Text For Images – Text has been added “On a website like eCampus, the alt text also appears in place of the image if it fails to load due to a slow connection speed or other issues.” That’s been confirmed with academic technology?
  DW: This is how all websites act. Unless there’s a very special script running on blackboard that would stop that from happening it should be how the site responds.
- Closed Captions for Video – Under “Check for captions for videos that you did not create” the example image in the original word document is missing but the title is still included
  DW: This has been added in the published version.
- Transcripts for Audio files – can you check the links under Additional Resources as some are fragmented links or parts of the underlined text didn’t appear to act as link
  DW: Updated.

Don’t Use Poor Contrast

Don’t Use Poor Contrast

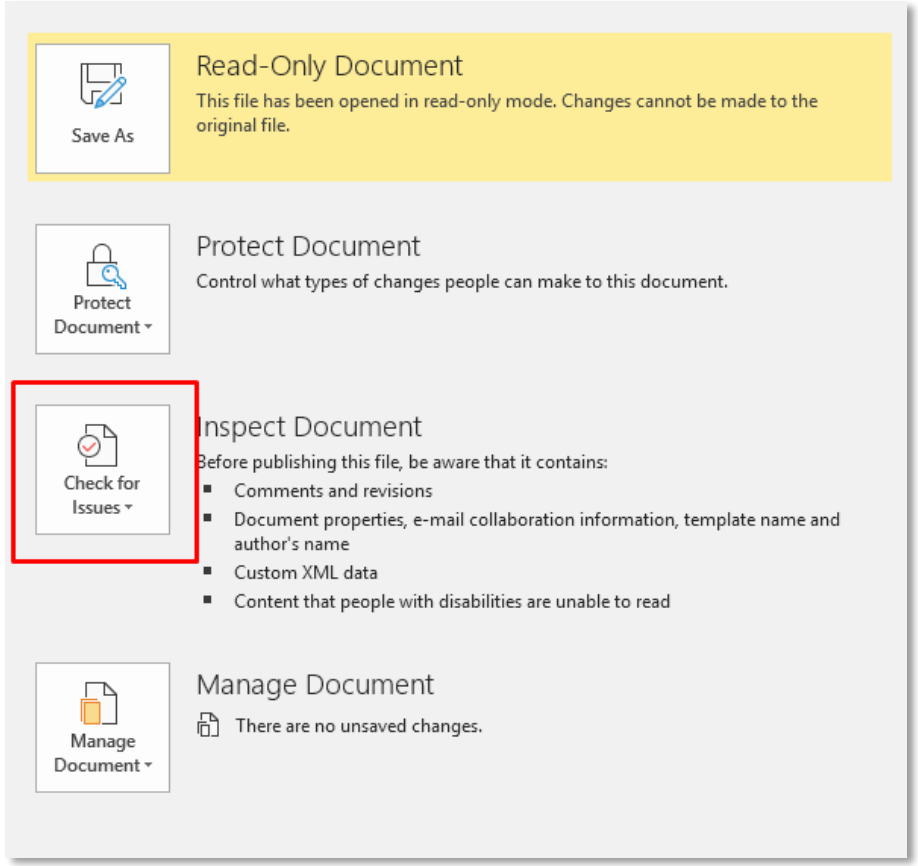
Don’t Use Poor Contrast

Don’t Use Poor Contrast

Don’t Use Poor Contrast

Don’t Use Poor Contrast

Run Accessibility Checkers



Include People With Different Abilities

- Listen
- Conversations
- User testing
- Ad campaigns

#WhyDisabledPeopleDropOut

Bet you are relieved the captions are back?

Bonus: Don’t use PDFs for Content …

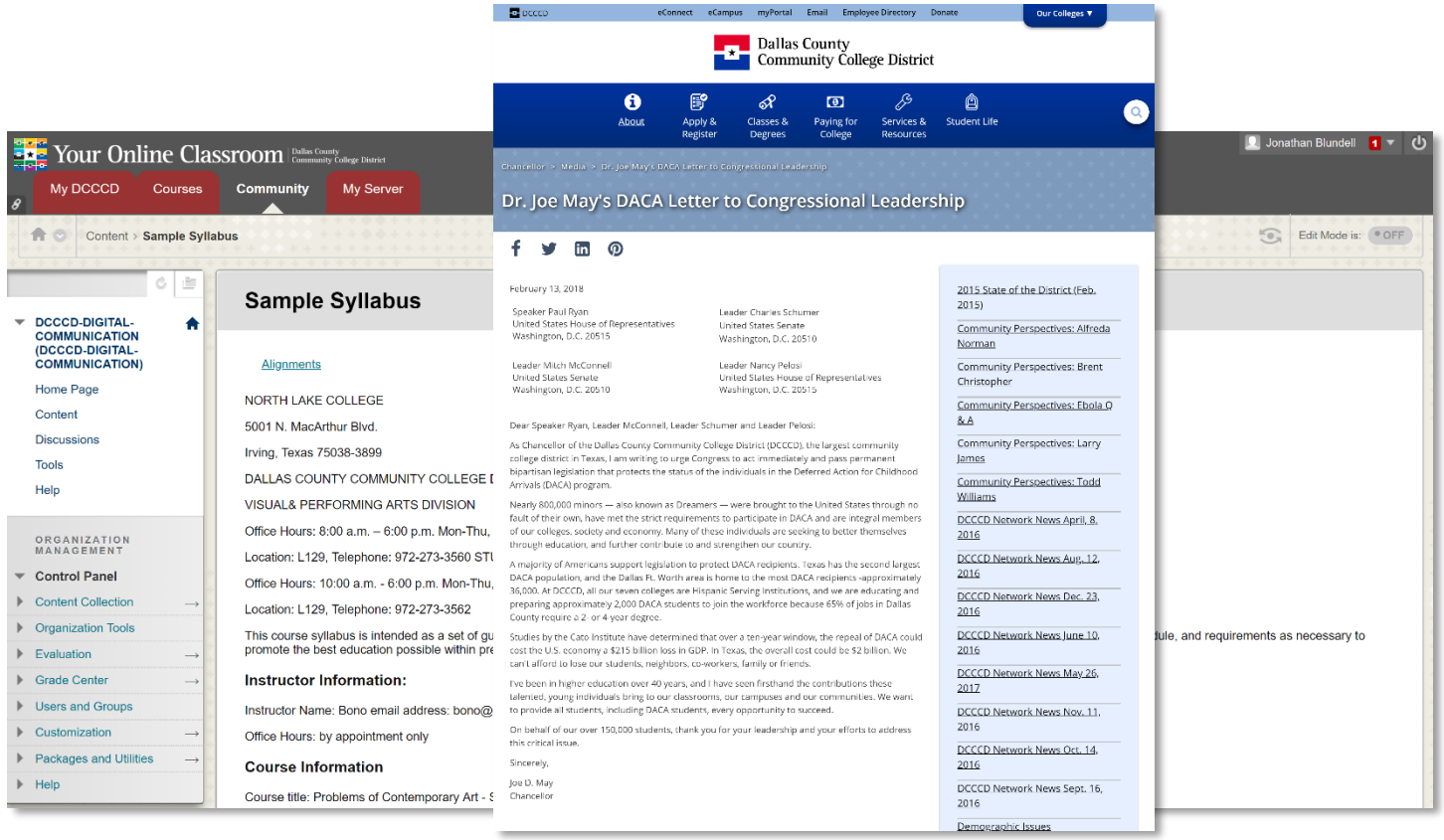
(If you don’t have to)

If You Have to Use PDFs …

- Learn how to create them the right way
- Use the built in accessibility checker
- Have a more accessible version available

Preferred Alternative for PDFs

Build accessible web pages



Just Say No …

And don’t let others use PDFs

Everyone is Responsible for Accessibility (especially marketers)

Jonathan Blundell

Senior Managing Director, Digital Communications
Dallas County Community College District
jblundell@dcccd.edu