

Accessibility: Good for Everyone (especially marketers)





Jonathan Blundell

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Dallas County Community College District
jblundell@dcccd.edu



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Education That Works.



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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

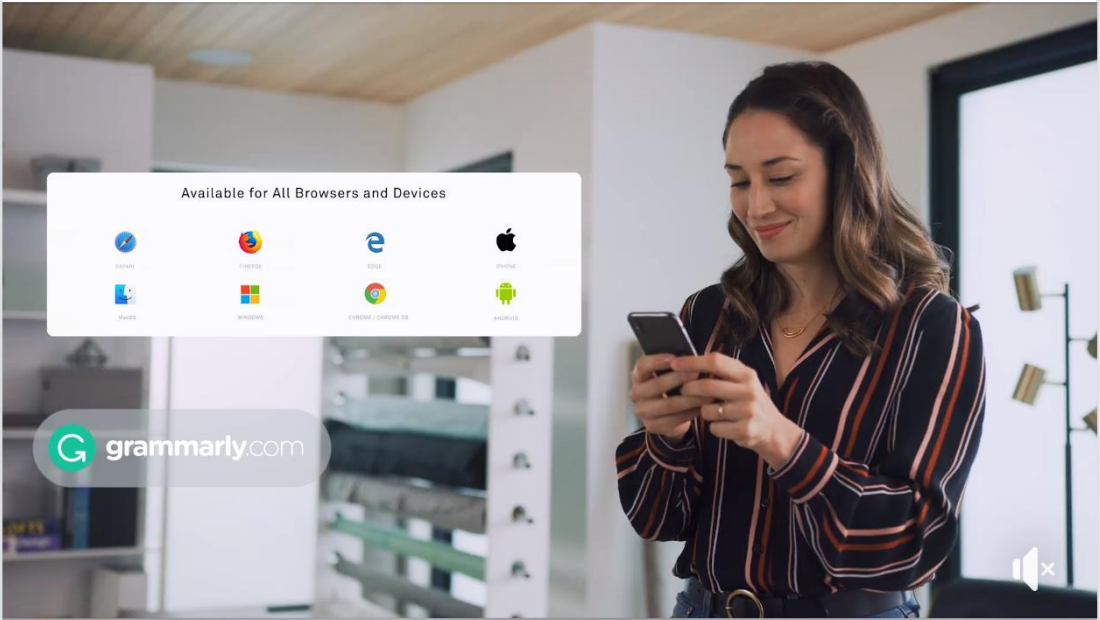
Gaming Video



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!

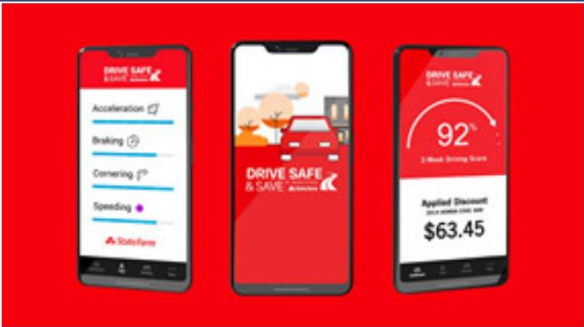


GRAMMARLY.COM

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★★★★★ Over 25,000 5-Star Reviews

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You could earn up to a 30% discount.

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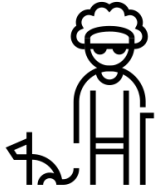





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Accessibility Impacts Everyone

	Permanent	Temporary	Situational		Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent	Hear	 Deaf	 Ear infection	 Bartender
See	 Blind	 Cataract	 Distracted driver	Speak	 Non-verbal	 Laryngitis	 Heavy accent

Inclusive
A Microsoft Design Toolkit



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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>



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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>



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Voice Assist



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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



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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





BRING YOUR FRIENDS FOR A PIZZA PARTY IN ROOM 036!

FEB 28 11:30 AM



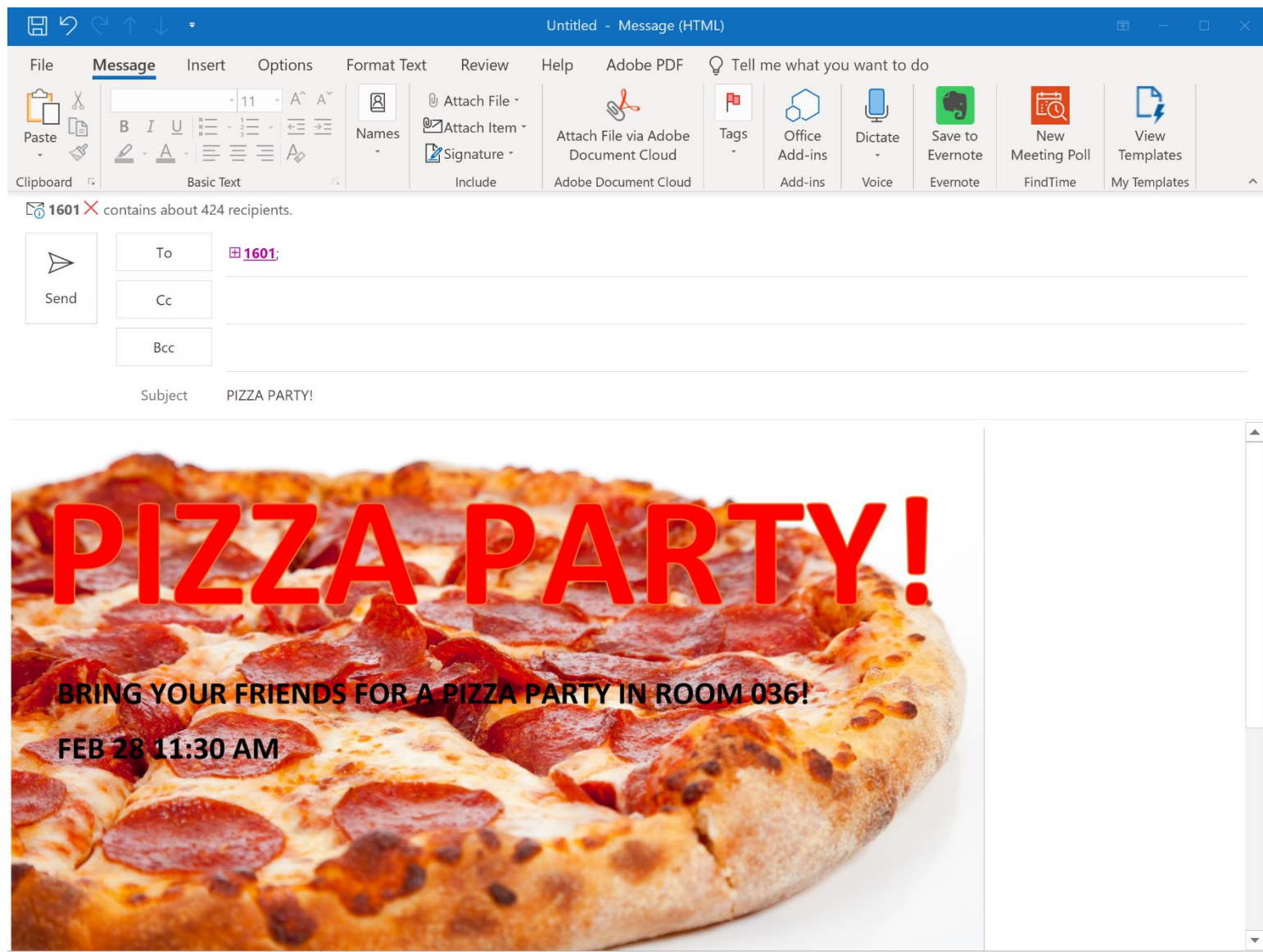
**Dallas County
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**Higher Education That
Actually Gets You Hired**



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What Does a Screen Reader See?

SUBJECT: PIZZA PARTY

Graphic

Graphic auto generated description

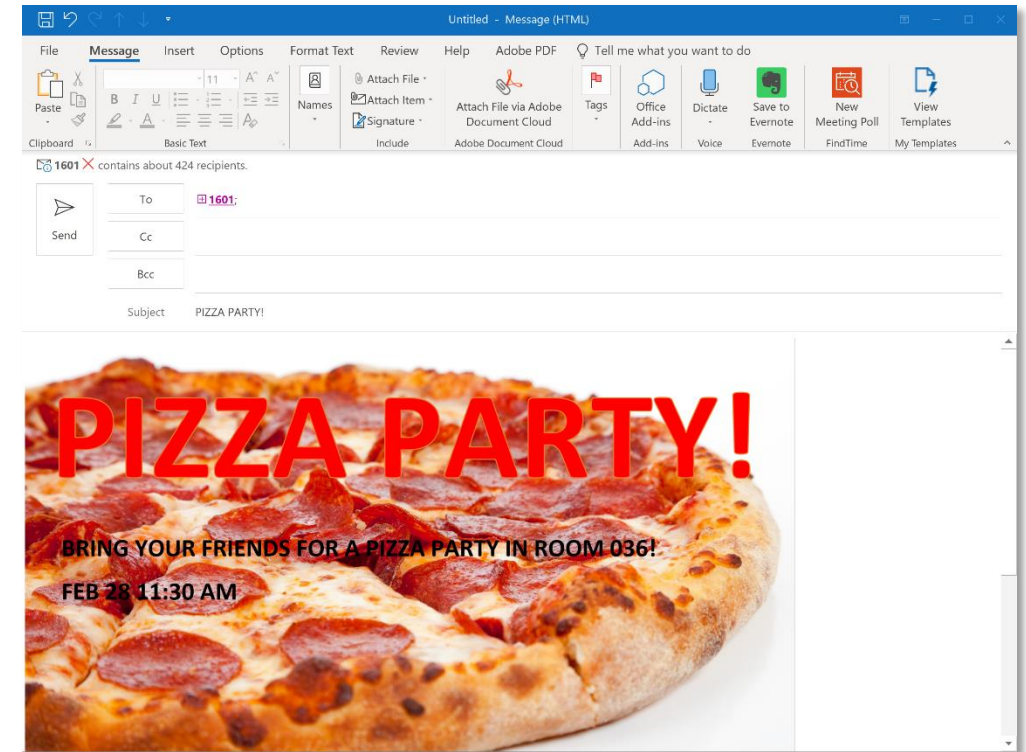
Jonathan Blundell, CUA

Senior Managing Director,

Digital Communications

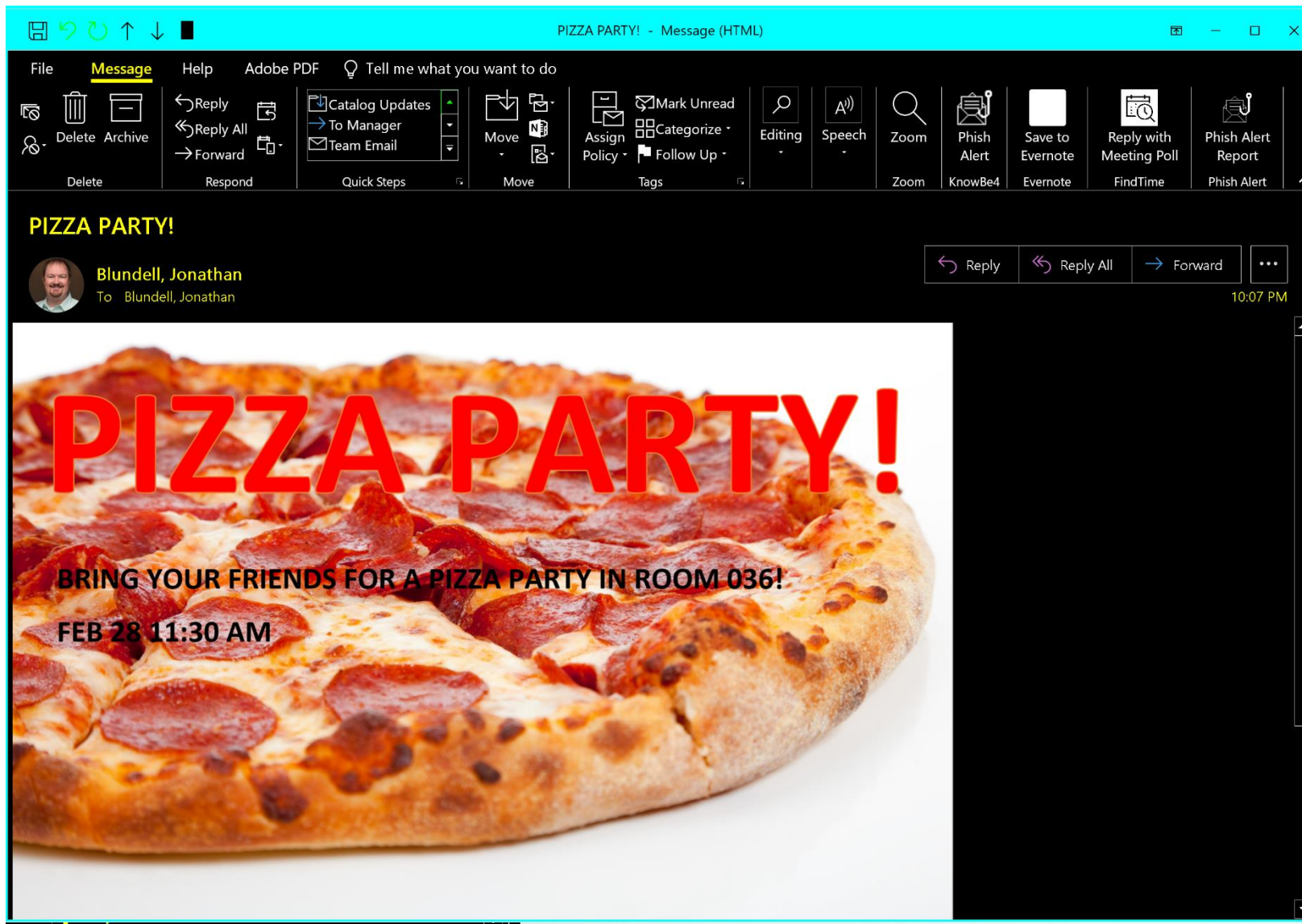
Public and Governmental Affairs

Dallas County Community College District



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Join Us For A Pizza Party!



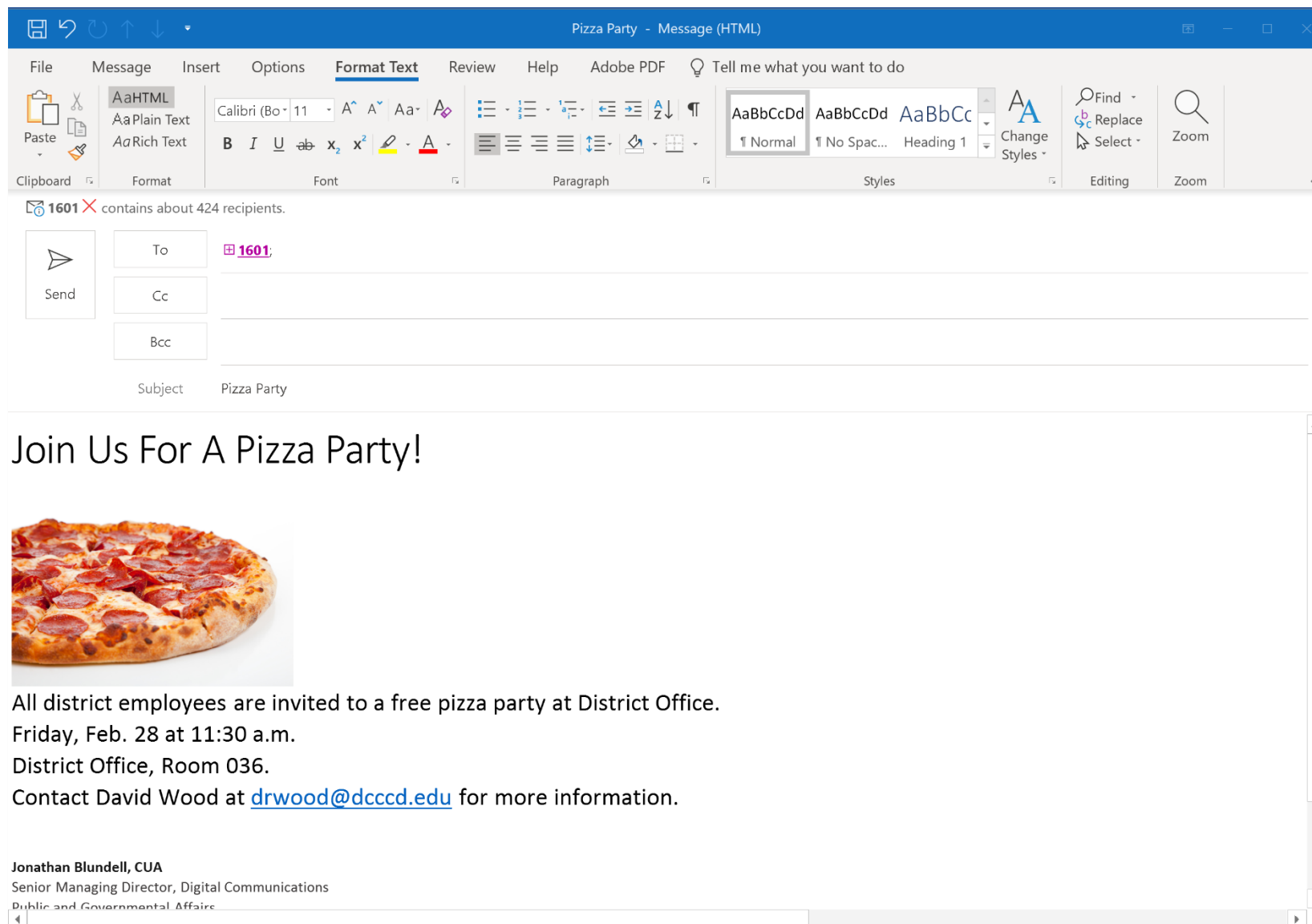
All district employees are invited to a free pizza party at District Office.

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

District Office, Room 036.

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





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What Does a Screen Reader See Now?

SUBJECT: PIZZA PARTY

Join Us For A Pizza Party!

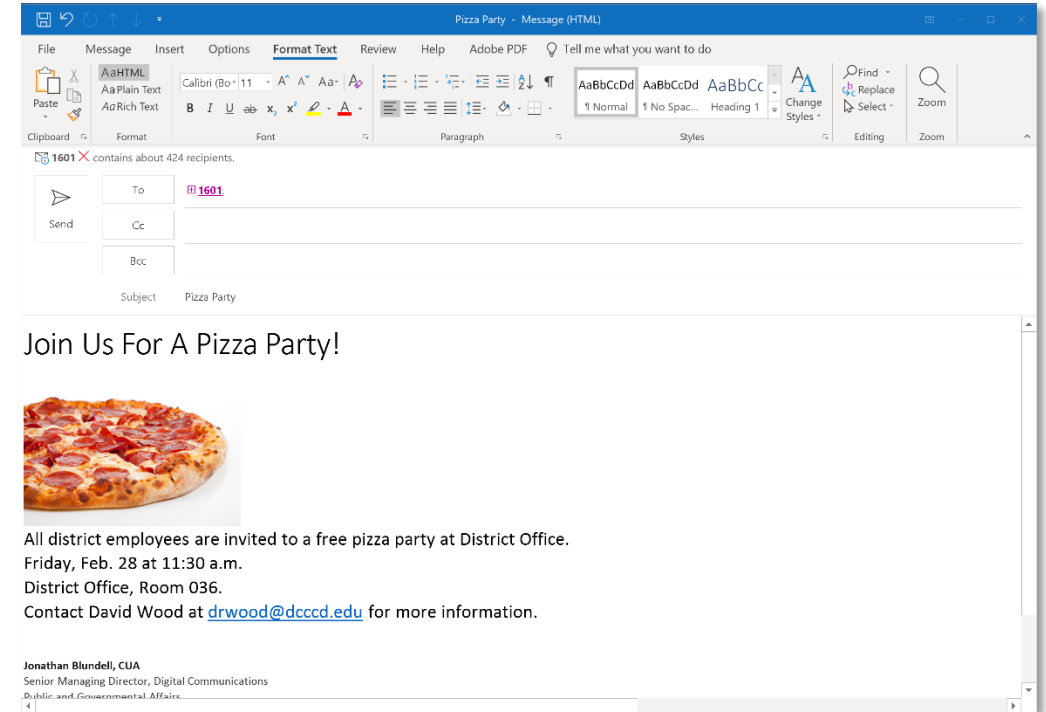
Graphic, a hot, fresh pepperoni pizza.

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

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

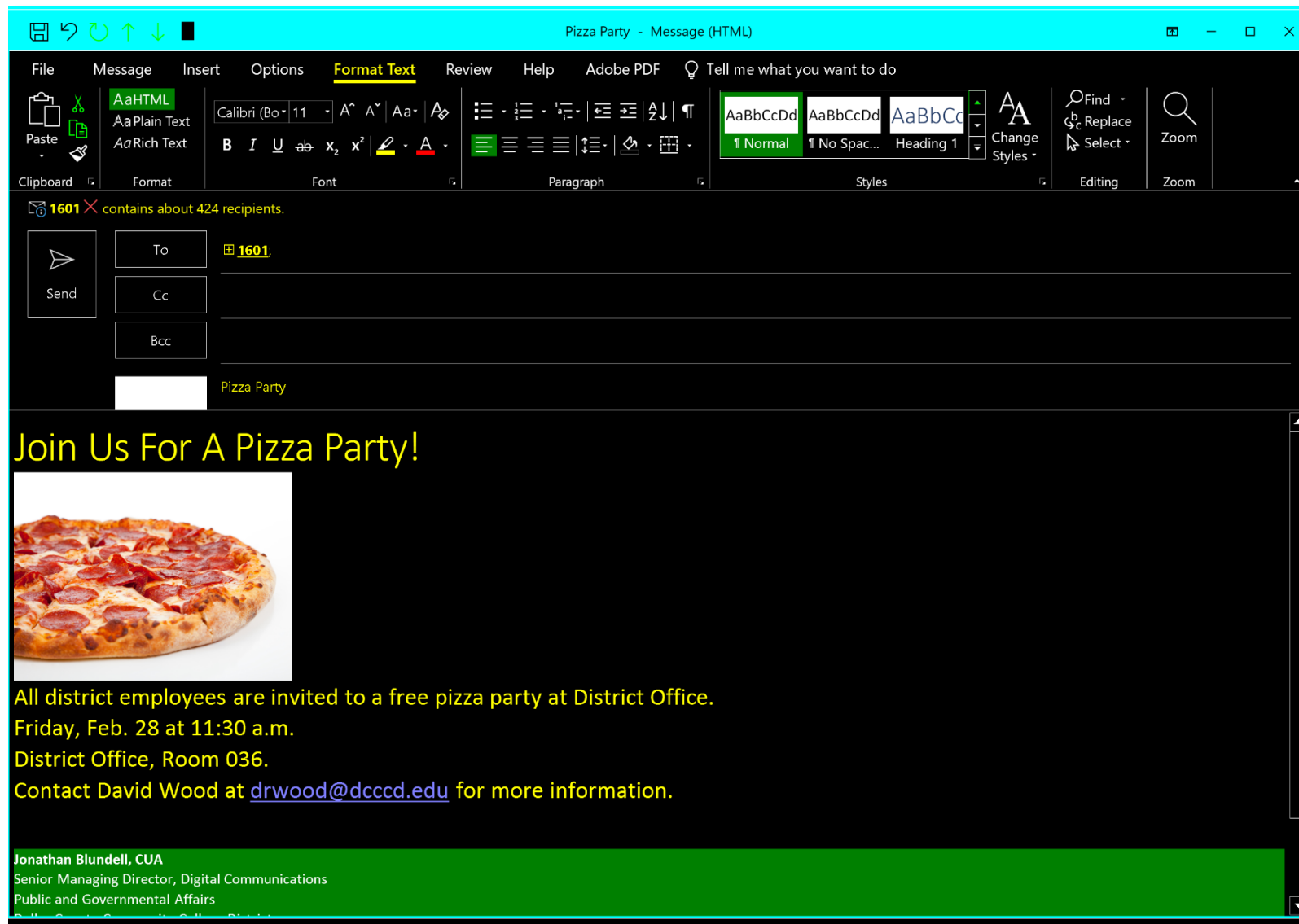
District Office, Room 036.

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



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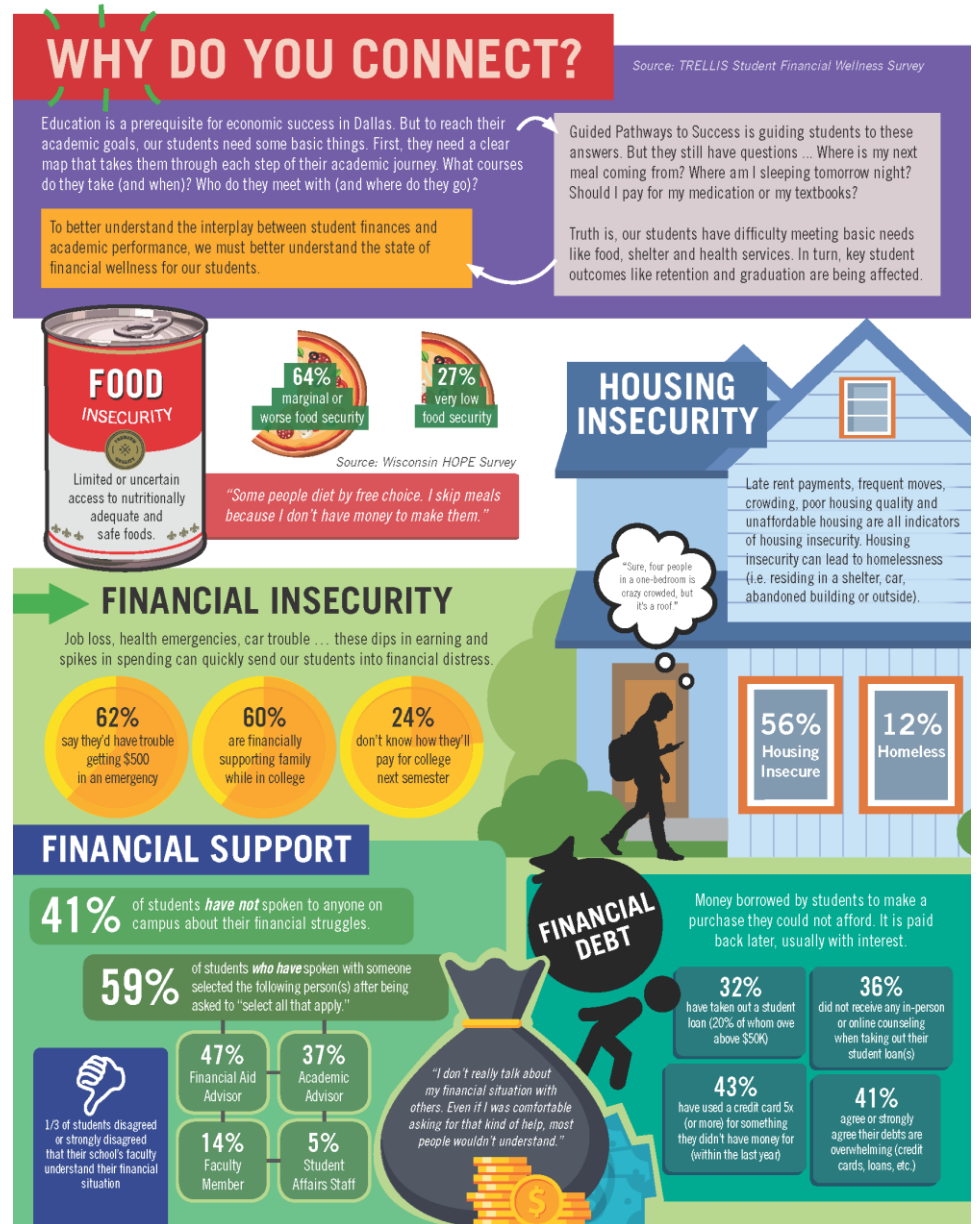
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A More Realistic Example



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What Does the Text Say?

Food Insecurity

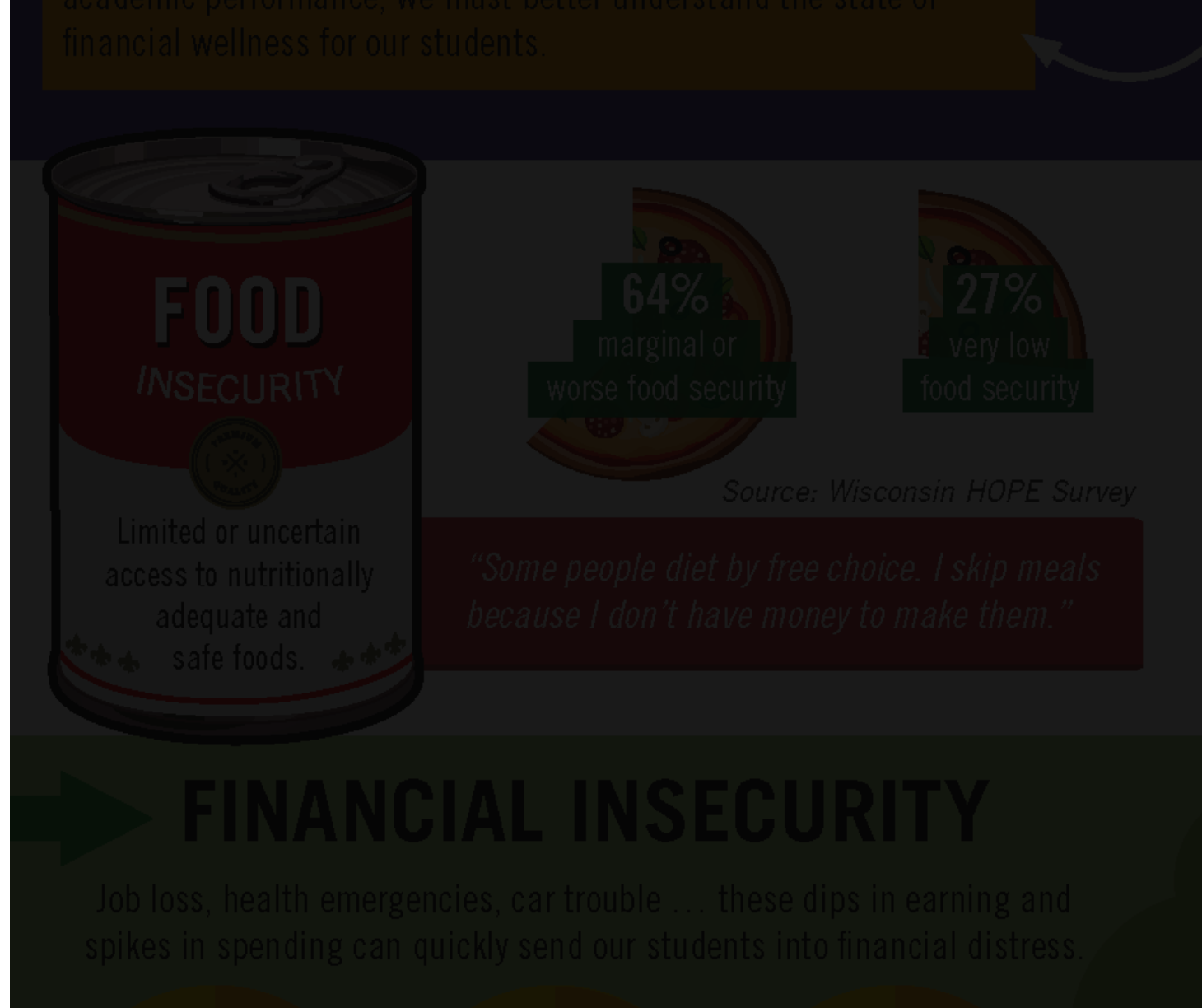
Limited or uncertain access to nutritionally adequate and safe foods.

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.

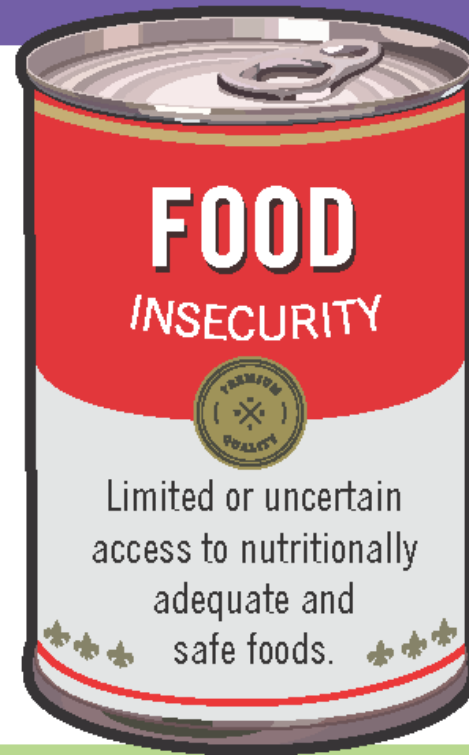
64% marginal or worse food security

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."

academic performance, we must better understand the state of financial wellness for our students.



Source: Wisconsin HOPE Survey

"Some people diet by free choice. I skip meals because I don't have money to make them."



FINANCIAL INSECURITY

Job loss, health emergencies, car trouble ... these dips in earning and spikes in spending can quickly send our students into financial distress.



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An open spiral-bound notebook lies flat on a dark, textured wooden surface. The left page has the word "Do" written in a large, dark, cursive font, underlined. The right page has the word "Don't" written in the same style, also underlined. A white rectangular box is centered over the middle of the notebook, containing the text "Do's and Don'ts for Everyone" in a bold, black, sans-serif font. Several incandescent light bulbs are scattered around the notebook: three are at the top, and one is on the right side, glowing with a warm yellow light. The notebook's pages are cream-colored with faint horizontal lines and small "NO. DATE" labels at the top of each page.

Do

Don't

**Do's and Don'ts for
Everyone**



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

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

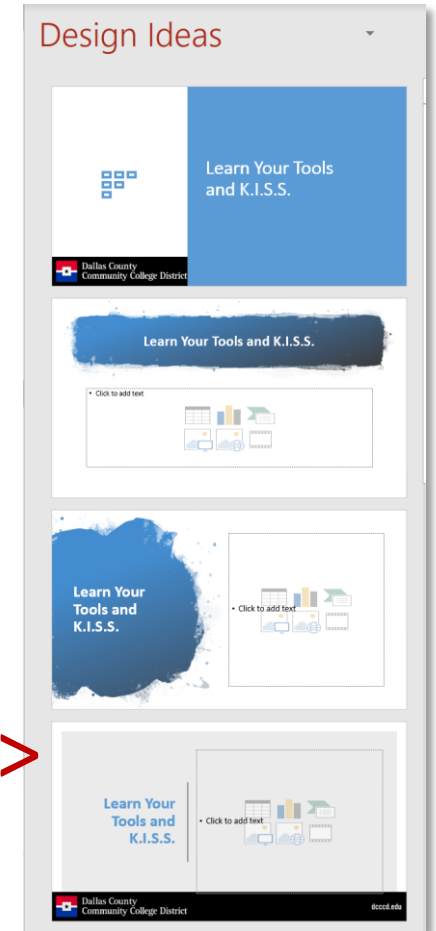
<!doctype html>

<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?

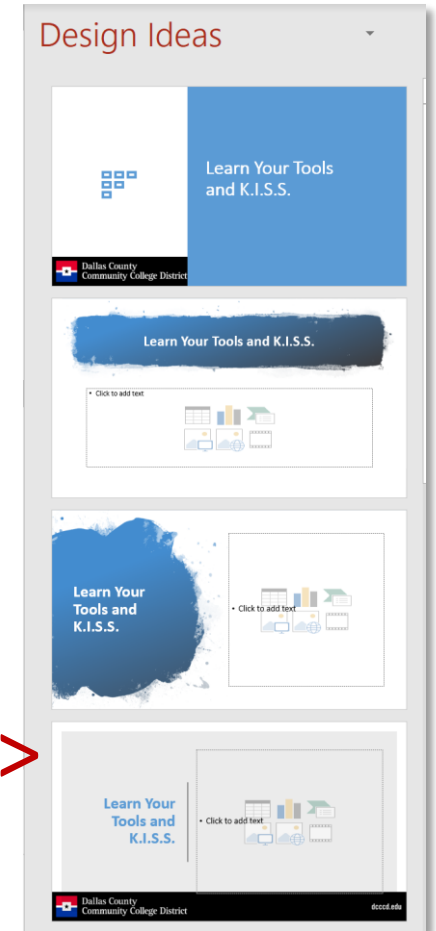
<!doctype html>

<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

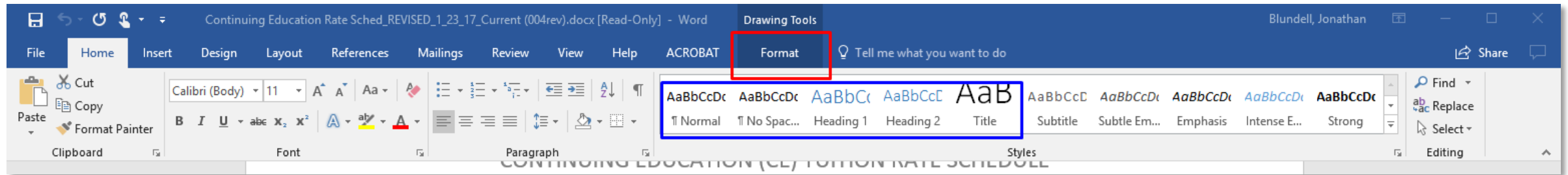
On landing at Bombay, I learned that my corps had advanced through the passes, and was already deep in the enemy's country.



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



**ARE YOU
A POST-9/11
VETERAN?**

**LOOKING FOR FAST-TRACK
TRAINING THAT CAN LEAD TO
A GREAT CAREER?**

DCCCD's new accelerated Electrical Engineering Technician associate degree with a specialty in Biomedical Equipment Technology begins in **JANUARY 2016.**

The program's intensive 12-month training will prepare you to repair, maintain and operate sophisticated medical devices and instrumentation used throughout the health care industry.

PHASE I
Fivemonths of focused, hands-on training.
Be job-ready with an industry-recognized **BMET** certificate.
Earn an average of **\$48,500*** as soon as you enter the job market.

PHASE II
Fast-track your associate degree by combining online and classroom courses.
Earn your **associate degree** while you work and earn a credential that helps you step up the career ladder.

If you answer "yes" to these questions, you may be eligible for this exciting new program:

- Are you a post-9/11 veteran?
- Do you have training, background or experience in electronics?
- Are you good at math and algebra?
- Can you attend classes full time in Dallas, Texas?

DCCCD is proud to partner with the **Richard B. Myers Biomedical Equipment Technician Program**, which offers this **accelerated training** to veterans.


FOR MORE INFO:
dccc.edu/BMET 214-537-5006 Ext. 112
myersbmet@medisend.org

*The average salary for a BMET is \$48,500 in the 2015 national. The goal for the BMET job is expected to be 20% from 2010 to 2020, or 20% and about 20% nationwide.

Dallas County Community College District **SMART STARTS HERE.**

You're invited to take part in a unique program.

[View to your browser](#)



Become a Biomedical Equipment Technician in Just Five Months!

Because you're a veteran who has served your country, you may be eligible to take part in the General Richard B. Myers Biomedical Technology Program that will train you to become a biomedical equipment technician in only five months. The program is free for qualified veterans.

The five-month intensive BMET program will prepare you to repair, maintain and operate sophisticated medical devices and instrumentation used throughout the healthcare industry.

Once you complete the training, you'll earn an industry-recognized BMET certificate and be able to put your technical skills to work, earning up to \$70,000 a year.

Are you eligible?

If you answer yes to the questions below, you may be eligible:

- Are you a post 9/11 Veteran?
- Do you have electronics experience, training or background?
- Are you good at math and algebra?
- Can you attend classes full-time for five months? (This is an intensive program that meets from 8:30 a.m. to 5:30 p.m. Mon. through Fri. You will be required to do homework in the evenings.)
- Programs are Aug. 3 - Dec. 15, 2015 and January - June 2016.

Interested?

- [Apply online](#)
- [Read about the program and curriculum](#)
- [Read about the experiences of previous students](#)
- [Hear General Myers talk about the program](#)
- To speak with someone about the program call 214-575-5006, ext. 103.

The General Richard B. Myers BMET program is a partnership between the colleges of Dallas County Community College District and MedSend. MedSend International is an industry leader in the training and placement of professional biomedical equipment technicians.

We look forward to helping you begin a lifetime of success and security in one of the top 10 job growth sectors!

If you know of other veterans who may be interested in this program, please take a moment to share this information with them.

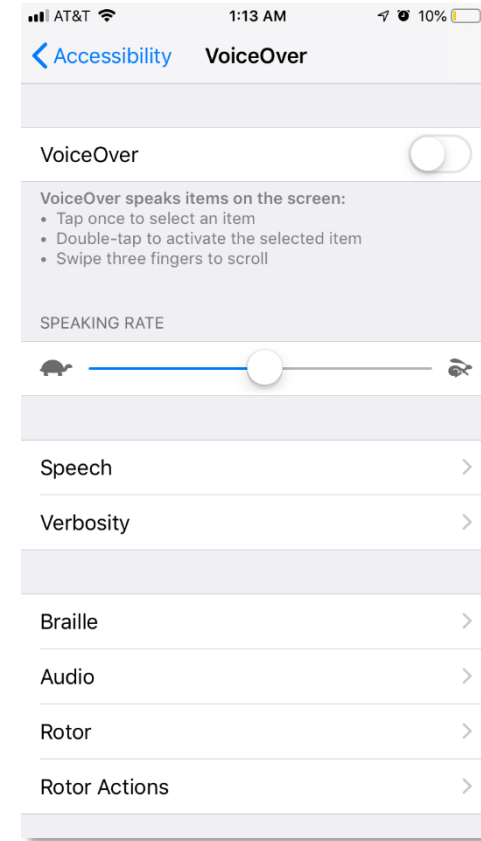
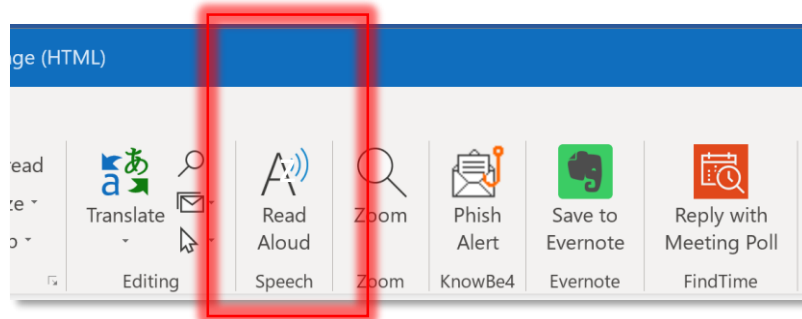
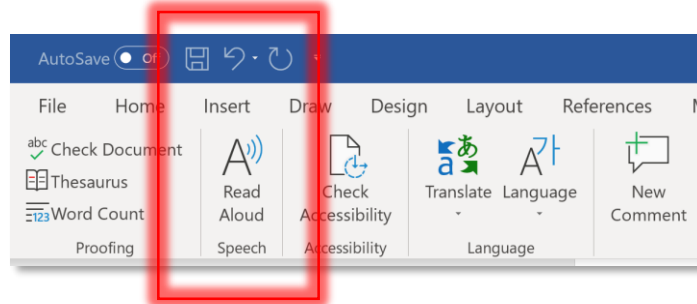
[Forward This Email](#)



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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


We believe you can succeed!

Reach your goals with our credit and noncredit programs, convenient schedules and low-cost tuition.

 Find a Class

 Programs of Study

 Pay for College

 Apply Now

Start Your Path to Success

As you navigate college, you now have a tool to guide you through community college: your guided pathway. Your guided pathway will help you find the courses you need to take to prepare you for success in college and your career.

 Find Your Guided Pathway



Links On This Page:

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



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Use (Unique) Descriptive Links


Culinary Arts

CERTIFICATE, LEVEL 1

Culinary Arts Foundations Certificate


 [Gainful Employment Information](#)

 **2 semesters** to complete

 **\$1,003** [tuition](#)


[VIEW DEGREE PLAN ↗](#)


Colleges:

 El Centro

CERTIFICATE, LEVEL 1


Culinary Arts Specialist Certificate

 **2 semesters** to complete

 **\$1,121** [tuition](#)

[VIEW DEGREE PLAN ↗](#)

Colleges:

 El Centro

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	04/17	Chapter 22: Performance Measurement and Responsibility Accounting
M	04/22	Chapter 23: Relevant Costing for Decision Making
W	04/24	Chapter 23: Relevant Costing for Decision Making
M	04/29	Chapter 24: Capital Budgeting and Investment Analysis
W	05/01	Chapter 24: Capital Budgeting and Investment Analysis
M	05/06	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



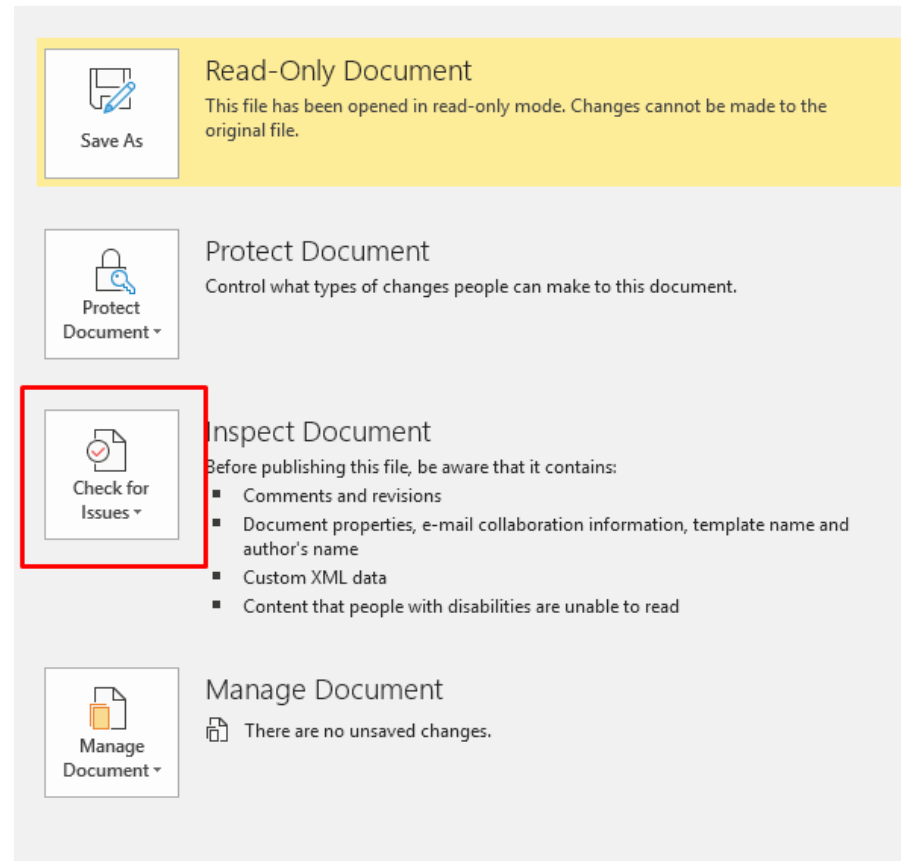
Don't Use Poor Contrast

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?



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Bonus: Don't use PDFs for Content ...



(If you don't have to)



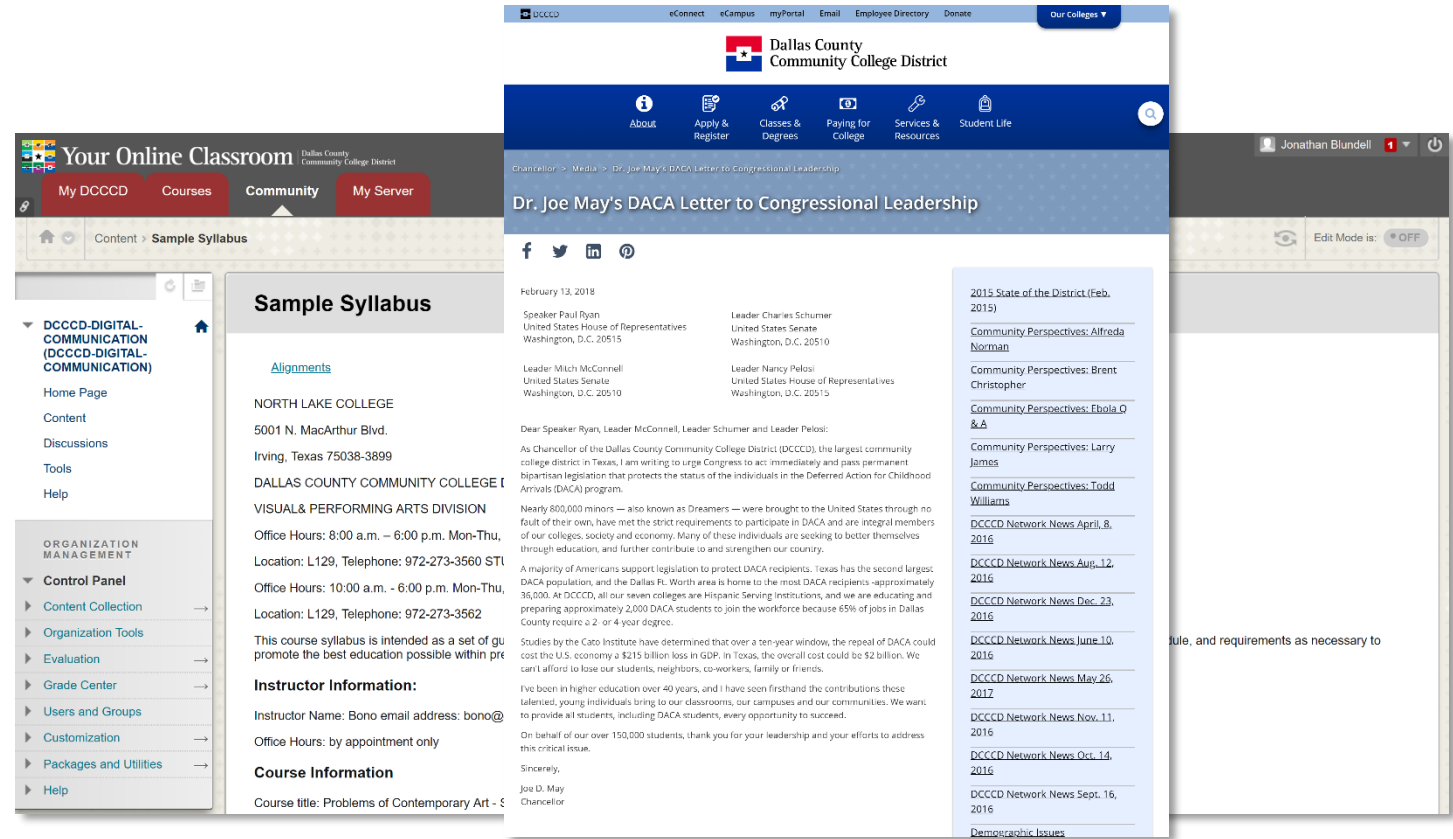
If You Have to Use PDFs ...

- 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



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Just Say No ...



And don't let others use PDFs



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Everyone is Responsible for Accessibility (especially marketers)





Jonathan Blundell

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