Digital Accessibility: It’s All We Do

Webinar Series:
Making Communications Accessible for Remote Audiences

Webinar #1: Tips on How to Create & Host Accessible Online Presentations

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Housekeeping

• **Series:** Today’s webinar is part one of a three-part webinar series: Making Communications Accessible for Remote Audiences. Next webinars will be on April 2\textsuperscript{nd} and April 9\textsuperscript{th} focusing on Email, social, and documents.

• **Format and Questions:** Each webinar will last 30 minutes with 15 minutes for Q&As. Add your questions during the webinar to the Q&A section at the bottom.

• **Real-time Captioning:** Captions are provided in the CC pod (upper right).

• **Today’s Session is Being Recorded:** Link to slides, recording, and transcript will go out via email within a few business days following the webinar.
Agenda

• Importance of Inclusion
• Meeting/Event platform features
• Proactive planning
• Present inclusively
• Postproduction Accessibility Guidance
Your Audience

*Design Inclusively*

• **1 in 4 Americans has a disability**
  – Blind, visually impaired, Deaf, hard of hearing, motor, cognitive/intellectual, neurological disabilities
  – Includes invisible disabilities
  – Some use assistive technology and communication features

• Digital Accessibility is removing barriers to access by people with disabilities

• Inclusive design considers use by people at the edges promoting wider use of technology
  – Provides benefits regardless of disability
Accessibility is More Important Now than Ever

Many are solely relying on digital means for everyday activities including:

- Employment
- Education (Free and Appropriate Public Education)
- Telehealth
- Socializing and religion
- Community Services
- Civic participation and Voting
- Finance
- Shopping for necessities and ordering food
- Recreation/relaxation
- Others
Continuity of Society

- Provide access during limited in-person contact
  - Public transportation, paratransit, are either severely limited or shutdown.
  - People either are voluntarily or by mandate sheltering in place or practicing physical distancing.

- Isolation and lack of inclusion has negative effects on well-being
  - We may be physically distancing ourselves, but we should not be “socially” distancing

- Social practices can take on new digital forms
  - E.g. performing an online play, remote exercise class
Digital Inclusion is Important

• Without physical fallbacks, services need to be inclusive to people with disabilities

• Digital systems have the power to be more accessible than their physical counterparts.
  - E.g. Transportation is often a challenge for people with disabilities
  - E.g. Consuming paper materials is challenge for print disabilities

• Technology is available to provide online accessible meetings and presentations

• The Americans with Disabilities Act (ADA) requires effective communications
  - Support auxiliary aids and services
  - And equal enjoyment of goods and services
Example Meetings, Events, and Presentations

Synchronous or asynchronous

• Employer/Customer meetings
• Interviews
• Online concerts, (virtual) plays, and events
• Religious services
• Book clubs
• Meetups
• Community/Civic Organizations
Tips on How to Create and Host Accessible Presentations
Proactive Planning

• Make inclusion part of your continuity plan
• Understand your audience
  – Employees, public, students, etc.
• Choose an accessible collaboration platform
  – Examine different platforms based on features you need
• Make sure meeting scheduling is accessible
• Find a captioning service
  – Get sign language interpreter if needed - cost associated outside 711 relay
• Reserve a quiet place and a good microphone
  – Run tech check ahead of time
Additional Proactive Planning

- Notify participants of the event ahead of time
  - Ensure email and social media posts are accessible (webinar #2)
  - Let people know they can request accommodations
- Share accessibility features of the platform ahead
  - Allows people to download and be familiar with keystrokes
- Share materials before hand if possible – most online platforms may not present them in accessible format
  - E.g. links to cloud documents for viewing/editing
- Prepare materials in accessible manner
- People may be using technology (e.g. screen readers) during presentation to follow along & access platform
- Develop a plan to address shortcomings with equitable access
  - E.g. some features are not accessible and require alternatives
Follow Universal Design Principles

- Create multiple paths of access
- Provide multiple means of engagement
- Reduce barriers
Common Platforms

- Zoom
- Adobe Connect
- WebEx
- BlueJeans
- Join.me
- GotoMeeting
- Blackboard Collaborate/Ultra
- AnyMeeting
- Others…
**Additional Collaboration & Streaming Platforms**

- Skype
- Skype for business
- Microsoft Teams
- Google Hangouts
- TeamViewer
- Discord

*Streaming*
- Facebook Live
- YouTube Live
- Twitch (common with gamers)
- Twitter Periscope

Ensure platform complies with organization requirements for privacy, HIPPA
Platform Features – Considerations for Accessibility

Some basic access questions

• Can people call in by phone or use VOIP?
  − Phone connection may be necessary for relay service used by people who are deaf/hard of hearing
  − Phone access may allow access when UI is not fully accessible to people who are visually impaired

• Does the platform support captions/CART?
  − E.g. third-party captions or remote captions you type
  − May be in separate view or in meeting app

• Does it support multiple video streams at once?
  − Use of sign language and view of speaker along with screen sharing?
    • Can you expand/pin video & hide unnecessary video?
    • Support for video spotlighting?

• Is the user interface accessible?
  − Is the presenter interface accessible?
  − Are there keyboard shortcuts?
  − Is there text size/color adjustment?
Additional Platform Features

Consider accessibility of features you will need

- Whiteboarding
- Chat, Q&A, or real time text
- Polls & surveys
- Breakout rooms
- File sharing
- Screen sharing
- Mobile app availability/accessed with mobile web browser
  - Adobe Connect hosts need to allow HTML client to support mobile accessibility
Captions/CART - Benefits to all Users

• Most platform support live closed captions  
  – Third party provider and/or typed by a user
• Some platforms support automatic captions likely won’t be sufficient – but may be helpful to some
• Captions and transcripts benefit those when the presenter’s language is not their first language
• Recording benefits those who could not attend live
• Transcripts can have benefits to search engine optimization & to help people locate content
Captions in Zoom

Welcome to today's webinar.

Assign someone to type
Assign a participant to type
I will type

Use a 3rd party CC service
Copy the API token

Copy this token and paste it to a third party Closed Captioning tool

Closed Caption is being broadcast to all participants.

Save closed caption history

Type here, press Enter to broadcast
Streaming

- Services like Facebook Live and YouTube live offer options to connect live caption CEA-608/CEA-708 captions often used by broadcasters to live feeds
  - Requires API access – work with 3rd party caption providers
  - May be able to use OBS (ex OBS Studio) to add live
- Captions for content showed on TV must be provided when published over IP
- Captions should also be added after the fact to content if they weren’t included
- ASL interpreters can be added to video streams much like how folks add themselves to a stream using multiple video feeds
Train Presenters

• Remind folks to Indicate who is speaking
  – This will assist with captions, transcripts, etc.

• If using video, make sure you are facing the camera for those who read lips and for expression

• Provide guidance on how to describe things for people who cannot see them
  – Doesn’t mean read word for word – but don’t assume everyone can see your slides, hear you or understand
  – Describe charts, visuals, and other video – provide equivalents not what something looks like

• Provide guidance on creating accessible materials like presentations, documents and links to materials that are accessible

• Remind folks that participants may need breaks
Prepare Materials

- Make presentation materials you will share accessible
- Avoid small text and use good contrast
- Choose non-distracting backgrounds
- Use text, images, and charts
- Provide alternatives for images
- Reduce clutter and distractions
- Note: You may need to share materials ahead of time with participants & captionist – especially when there are acronyms or technical jargon.
- Join webinar #3 (April 9th) where we discuss how to make documents accessible
Presenting Tips

• Introduce access features to the audience
  − Hotkeys
  − Where to find help – who to contact
  − How to enable captions
  − Link to materials
  − Rules of meeting – taking turns, hand raising, etc.
  − How to mute your microphone & turn on/off video

• Remind participants that shaking camera, gifs, and annotations can be distraction/problematic to some

• Provide multiple methods to communicate
  − Text chat for questions
  − Call-in number (where possible)
  − Alternative ways to ask question, e.g. social media #

• Describe meaning conveyed by visuals in presentation
  − Avoid assumptions such as people can see the slide
  − Communicate emotions that are imperceivably without sight or hearing
During the Presentation

• Speak clearly and at a normal pace for people to follow along
• Only one person should speak at a time
• Use simple language and give people time to process
• Make sure your video has good lighting conditions and your face is visible
• Describe results of any polls/surveys etc. – e.g. about 1/3 of folks reported this issue, etc.
  – Use features like online raise hand and poll feature rather than relying on people raising hands in video
  • Limitations may exist for queues of question
• Monitor chat/have someone help monitor chat, etc. if people are having difficulty following along or need support
During Presentation (cont.)

- Don’t single out people with disabilities
  - Don’t say “Yasmine is hard of hearing so be sure to ...”.
  - Don’t say “Darian, is the text big enough for you to see”?
- Mute people who are not speaking or ask them to mute themselves so additional noise does not distract folks or prevent people from hearing what is spoken
- Take care to avoid offensive terms when talking about disability
  - E.g. suffering, confined, etc.
  - Common terms such as “see” or ”hear” are acceptable by most people with disabilities
- Accept feedback and questions
  - Repeat questions from audio and chat
  - Pause when needed
Collaboration Tools

Use features that are accessible or use alternative services

• Surveys
• Polls
• Group response tools
• Discussion boards
• Annotation and whiteboards
• Breakout rooms

Work from home best practices
After the Presentation

- Post materials and Q&A (when allowed)
  - Consider privacy with posted video recordings
- Post captioned video
  - Can transcribe video if captions were not provided
  - Providing a recording can help people who may not have been able to take notes
- If visuals were described during presentation, then audio description should not be needed
  - Otherwise a video with audio description can be posted to assist people who are blind
- Ensure the media player used is accessible
Internal Meetings and the Federal Relay

• The Federal Relay is available to Federal agencies and administered by Sprint
  – Provides captioning, speech to speech, and video relay services for Federal employees and public

• VRS and TRS are commonly used with Zoom and online meetings – they relay is designed for when people are NOT in the same room
Resources

• University Of Washington – tips when classes can’t meet
• Adobe Connect Closed Captioning
• Adobe Connect Keyboard Shortcuts
• Zoom Closed Captions
• Zoom Transcribe Cloud Recordings
• Zoom Hot keys and shortcuts
• Trace Online Hand Raising Utility
• YouTube Live Captions
• Facebook Live Captions
Thank you!

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