

Welcome to the Accessible Technology Webinar Series

The Accessible Technology Webinar Series is sponsored by the Great Lakes ADA Center and the Pacific ADA Center, both members of the ADA National Network.

**The Session is Scheduled to begin at 1:00 pm CDT
We will be testing sound quality periodically**

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Webinar Features

- Closed captioning – click **CC** icon (top of screen) or control-F8 and adjust your screen
- Questions - type and submit questions in the Chat Area Text box or press control-M and enter text in the Chat Area
- Please do not use emoticons or hand-raising features during this session



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Improving the Accessibility Game Plan

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About Me

- Karl Groves, Director of Training, Deque Systems
- First websites, 1998
- ZCE PHP Developer
- PHP, JSP, Java, Flash/Flex
- 8 years, Usability & Accessibility



Also, a rock star

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Background

- 2010 Rebuilding the Web Blog Post
 - “The problem is that the Web has not become significantly more accessible in the last 5 years.”
- Mar 2011 CSUN Panel/ SXSW Preso
- June 2011 Blog Post, Karl Groves
- Feb 2012 CSUN all-day session, ATIA et al.

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BARRIERS

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Low Barrier to Entry - Developers



Question?

How many attendees do development?

- Yes (Control + 1) ✓
- No (Control + 2) ✗

How many attendees are self-taught?

- Yes (Control + 1) ✓
- No (Control + 2) ✗

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Low Barrier to Entry - A11y Folks



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Preaching to the Converted



How many attendees follow me on Twitter?
Yes (Control + 1) No (Control + 2)

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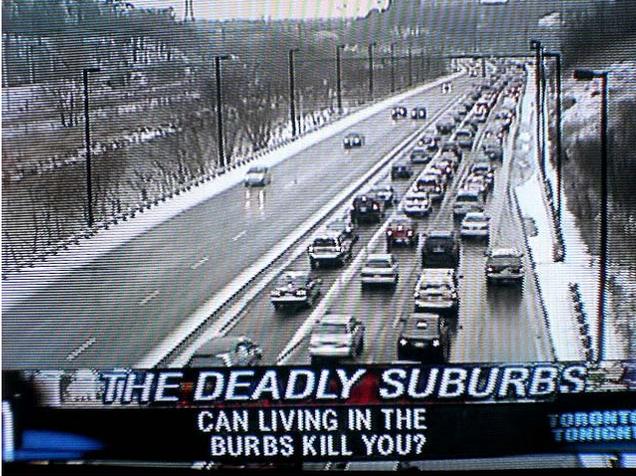
Immature Industry



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Fear-Based Selling



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CHANGING THE GAME PLAN

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Changing our Own Attitudes

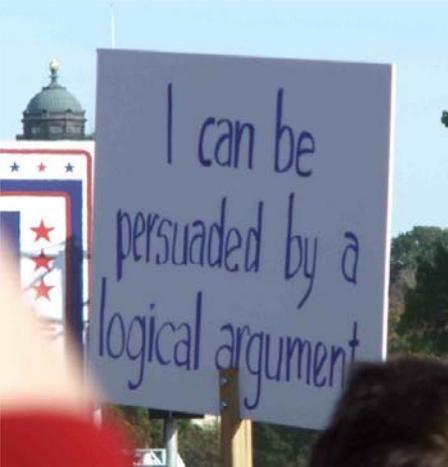


A person is shown in profile, sitting in a meditative lotus position on a rocky ledge. They are looking out over a vast, dramatic sky with dark, swirling clouds and a bright light source, possibly the sun or moon, creating a lens flare effect. The person is wearing a white t-shirt and dark pants.

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Selling Accessibility



A photograph of a protest sign. The sign is white with blue handwritten text that reads "I can be persuaded by a logical argument". In the background, there is a building with a dome and a sign with three red stars on a white background. The scene is outdoors with a clear blue sky.

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A11yBOK



How many people are following the #A11yBOK conversation on Twitter?

Yes (Control + 1) No (Control + 2)

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Make Accessibility Sexy



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A11ySociety



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The image shows a large, modern lecture hall or meeting room. Numerous people are seated at long, curved tables arranged in a semi-circle. They appear to be engaged in a meeting or presentation, with some looking towards the front of the room. The room has a high ceiling with recessed lighting and a dark wood-paneled wall in the background.

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Positive Evangelism



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The image depicts a man in a dark pinstriped suit standing in front of a large, grey stone wall. He is holding a megaphone to his mouth with his right hand and a handgun in his left hand, pointing it towards the right. The scene is set on a paved floor, and the lighting is dramatic, casting shadows on the wall.



Get In Touch

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Thank You

- Thank you for participating in today's session.
- Please Evaluate the session at <http://ada-conferences.April102012.sqizmo.com>

**Next scheduled session:
June 12, 2012
"21st Century Communications
and Video Accessibility Act"**



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