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

Improving the Accessibility Game Plan

Karl Groves
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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

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.

BARRIERS
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

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Immature Industry

Fear-Based Selling

CHANGING THE GAME
PLAN
Changing our Own Attitudes

Selling Accessibility

How many people are following the A11yBOK conversation on Twitter?
Yes (Control + 1)  No (Control + 2)
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”