

**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**

Karl Groves  
 Director of Training, Deque Systems  
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**deque**

### 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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**deque**

### 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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**deque**

### 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



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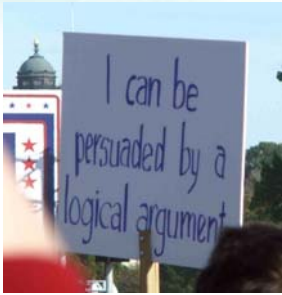
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### Selling Accessibility



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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



www.GreatBuildings.com

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A11ySociety



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Positive Evangelism



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## 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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