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A collaborative program between the
Accessibility Community of Practice of the CIO Council and The U.S. Access Board

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

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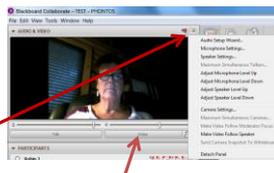
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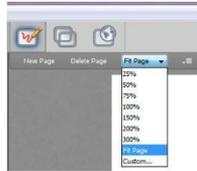
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Welcome

- ▶ Webinar series: "Best Practices in Federal Section 508 Implementation"
 - This webinar is part of a series. Other presentations can be viewed at:
 - <http://www.adaconferences.org/CIOC/Archives/> and
 - <https://efedlink.org/allqual/resource-shared-webinars.cfm>
- ▶ A **best practice** is a policy, process, procedure or technique proven effective over time and repeatable by multiple agencies.
- ▶ A best practice is generalized so that diverse agencies may use it in their own organizations but specific enough to provide useful guidance and instruction.
- ▶ The CIO Council's Accessibility Community of Practice has published a library of 508 Best Practices at www.Section508.gov

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Section 508 Best Practices Webinar upcoming DATES for 2016:

- ▶ Webinars dates will be six times during 2016. January, March, May, August, September, November
- ▶ Next Webinar: September 27, 2016 - Topic: TBD Time: 1:00 to 2:30 p.m. ET
- ▶ Future webinar dates and topics are forthcoming

Past webinars are ARCHIVED:

- <http://www.adaconferences.org/CIOC/Archives>
- <https://efedlink.org/allqual/collaborate-webex-archive.cfm>

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Section 508 Best Practices Webinar Series 2013 –2016

- ▶ For more information, contact the Education Subcommittee co-chairs:
 - Tim Creagan – creagan@access-board.gov
 - Deborah Kaplan – deborah.kaplan@hhs.gov

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Introduction to PDAA (Policy-Driven Adoption for Accessibility)

What it is, and how it can benefit
508 Programs at the Federal level

August 23, 2016

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Presenters

Presenters:

Jeff Kline, Program Director, Statewide EIR Accessibility,
Texas Department of Information Resources

Jay Wyant, Chief Information Accessibility Officer,
Minnesota State CIO Office

Sarah Bourne, Director of IT Accessibility at the
Massachusetts State CIO Office:

Moderator:

Timothy Creagan, Senior Accessibility Specialist, U.S. Access Board

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The Procurement Dependency

Vendor sourced IT products and services make up the majority of government IT

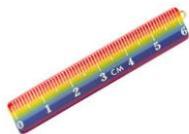
- Most products and services do not meet accessibility technical standards (US 508, WCAG 2.0 AA)
- There will be continued high dependency on procured IT for the foreseeable future

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The Accountability Issue

How do we measure accessibility?

- (Voluntary Product Accessibility Templates)VPATs only apply to Commercial off the Shelf (COTS) products
 - Accuracy depends on vendors' expertise
- Does not cover professional/technical services and related deliverables
- How to choose between competing products with low accessibility?
- How to measure vendor commitment to future improvements?



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IT accessibility today is a governance problem

Pushing technical specifications/standards has not been an adequate adoption driver

- ▶ Technical standards are execution criteria not governance criteria
- ▶ Nothing in today's technical standards address governance
- ▶ No silver bullet technology solutions on the horizon



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Converging Governance Models

Examples

Type	Source	Policy Requirements	Skills & Training Requirements	Reporting Requirements	Organizational, Process & Planning Requirements
Directive	Office of Management and Budget Strategic Plan for Improving Management of Section 508	Yes	Yes	Yes	Yes
Statute	Province of Ontario Canada Accessibility for Ontarians with Disabilities Act (AODA)	Yes	Yes	Yes	Yes
Litigation Settlement	US DoJ HR Block PaaSPod	Yes	Yes	Yes	Yes
Litigation Settlement	US DoE Youngstown State University University of Montana	Yes	Yes	Yes	Yes

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Policy Driven Adoption for Accessibility (PDAA) – A Formalized Approach

The integration of IT accessibility governance into organization policies in a way that enables them to drive themselves to improve accessibility adoption.

- Makes IT accessibility difficult to ignore
- Not prescriptive: tells what, not how
- Governed through non-technical methods
- Accelerates marketplace innovations

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How does PDAA implementation help vendors?

Organizations with fully implemented PDAA can have:

- ▶ Competitive advantage in public sector solicitations
- ▶ Improved Search Engine Optimization (SEO)
- ▶ Increased market share through expansion of customer base
- ▶ Increased brand equity through social responsibility
- ▶ Improved ability to hire and retain people with disabilities
- ▶ Risk mitigation if ADA complaints / litigation arises
 - In ICT accessibility, E for Effort counts!

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NASCIO PDAA Workgroup Launched in 2013

Workgroup Objectives

- Develop a common set of PDAA criteria
- Develop supporting deliverables for vendor self guidance and progress measurement
- Package as model for adoption by states

Representation from 10 states and 1 federal agency

- Championed by Texas State CIO
- States: Arkansas, California, Kansas, Maine, Massachusetts, Minnesota, Puerto Rico, Texas, Utah, Virginia
- Federal Consumer Protection Bureau

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PDAA Core Criteria for Vendors

	Core Criteria
Policy Creation	1. Develop, implement, and maintain an ICT accessibility policy.
Organization	2. Establish and maintain an organizational structure that enables and facilitates progress in ICT accessibility.
Business Process	3. Integrate ICT accessibility criteria into key phases of development, procurement, acquisitions, and other relevant business processes.
Compliance Planning	4. Provide processes for addressing inaccessible ICT.
Training	5. Ensure the availability of relevant ICT accessibility skills within (or to) the organization.
Communication	6. Make information regarding ICT accessibility policy, plans, and progress available to customers.

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PDAA Core Criteria #1

Develop, implement, and maintain an ICT accessibility policy.

- › Creates a foundation on which accessibility programs and initiatives can be built.
- › Ensures continuity of accessibility efforts by supporting strategic rather than tactical efforts.
- › Allows people in different roles across the organization to understand their responsibilities.

Core Criteria	Launch	Integrate	Optimize
1. Develop, implement, and maintain an ICT accessibility policy.	Have an ICT accessibility policy.	Have appropriate plans in place to implement and maintain the policy.	Establish metrics and track progress towards achieving compliance to the policy.

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PDAA Core Criteria #2

Establish and maintain an organizational structure that enables and facilitates progress in ICT accessibility.

- › Ensures that ICT accessibility roles are identified and positioned within the organization for greatest impact
- › Defines responsibilities across the organization, including the designation of an executive sponsor.

Core Criteria	Launch	Integrate	Optimize
2. Establish and maintain an organizational structure that enables and facilitates progress in ICT accessibility.	Develop an organization wide governance system.	Designate of one or more individuals responsible for implementation.	Implement reporting/decision mechanism and maintain records.

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PDAA Core Criteria #3

Integrate ICT accessibility criteria into key phases of development, procurement, acquisitions, and other relevant business processes.

- › Ensures that ICT accessibility is implemented in a consistent, repeatable fashion
- › Removes dependency on specific individuals who "carry the torch" for specific events or projects where ICT accessibility is required.

Core Criteria	Launch	Integrate	Optimize
3. Integrate ICT accessibility criteria into key phases of development, procurement, acquisitions, and other relevant business processes.	Identify candidate processes for criteria integration.	Implement process changes.	Integrate fully into all key processes.

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PDAA Core Criteria #4

Provide a process for addressing inaccessible ICT.

- ▶ Ensures that plans are developed to address ICT accessibility issues once identified.
- ▶ Provides a mechanism to implement accommodations until the ICT is accessible

Core Criteria	Launch	Integrate	Optimize
4. Provide processes for addressing inaccessible ICT.	Create plans that include dates for compliance of inaccessible ICT.	Provide alternate means of access until the ICT is accessible; implement corrective actions process for handling accessibility technical issues and defects	Maintain records of identified inaccessible ICT, corrective action, and tracking.

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PDAA Core Criteria #5

Ensure the availability of relevant ICT accessibility skills and other resources within (or to) the organization.

- ▶ Identify necessary knowledge/skills and existing gaps
- ▶ Provide training opportunities
- ▶ Include accessibility skills in hiring criteria
- ▶ Track and manage gaps

Core Criteria	Launch	Integrate	Optimize
5. Ensure the availability of relevant ICT accessibility skills within (or to) the organization.	Define skills/job descriptions.	Identify existing resources that match up and address gaps.	Manage progress in acquiring skills and allocating qualified resources.

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PDAA Core Criteria #6

Make information regarding ICT accessibility policy, plans, and progress available to customers.

- ▶ Encourages formalized tracking and management of PDAA initiatives
- ▶ Provides customers with information for gauging organizational abilities and progress

Core Criteria	Launch	Integrate	Optimize
6. Make information regarding ICT accessibility policy, plans, and progress available to customers.	Make Launch level information available.	Make Integrate level information available.	Make Optimize level information available.

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PDAA Vendor Self Assessment Results

Can be used by:

- ▶ Procurement organizations
 - Help assess a vendor's ability to produce accessible offerings
 - Gauge confidence in vendor's VPAT or other accessibility documentation
 - Track vendor progress and improvement in ICT accessibility initiatives
 - Use as part of vendor selection decisions
- ▶ Vendors
 - Guide the implementation of organization wide accessibility programs / initiatives
 - Help achieve more accessible offerings over the long term

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PDAA in Practice - Texas

Texas DIR initiated use of PDAA in August 2014 for Cooperative Contracts Solicitations

- ▶ Vendors required to submit PDAA assessment in bid responses
 - Results not scored as part of contract award criteria
 - Recorded and compared to later responses in:
 - Subsequent solicitations
 - Contract renewals
- ▶ Over 250 vendors have submitted assessments to date
 - Some vendors have already submitted PDAA assessments to multiple solicitations
- ▶ Report template created and used to make results available at customer requests

[Link to DIR PDAA site](#)

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PDAA in Practice – Minnesota

PDAA pilot for feedback

- ▶ PDAA materials posted on public website
- ▶ Selected vendors with current long-term contracts asked to complete self-evaluation and submit results
- ▶ Updating state procurement processes
 - PDAA part of the discussion

[Link to MN PDAA site](#)

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PDAA Reference Information



[Techcheck](#) – On Line Assessment Tool developed by the [Partnership on Employment and Accessible Technology \(PEAT\)](#) and sponsored by the [Office of Disability Employment Policy \(ODEP\)](#), U.S. Department of Labor



[W3C – Web Accessibility Initiative - Planning and Implementing Web Accessibility](#)



[British standard BS-8878 Implementation Guide](#) - by Hassell Inclusion - Accessibility business process integration



[Strategic IT Accessibility: Enabling the Organization](#) – Reference book on organizational accessibility enablement, strategy, and implementation



[Digital Accessibility Maturity Model \(DAMM\)](#) from SSB Bart Group - A Capability Maturity Model based framework to help digital accessibility programs measure their development against an objective yardstick



[Accessibility Implementation Framework](#), Texas Department of Information Resources - A comprehensive framework and project plan to guide an organization's IT accessibility program and initiatives

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Questions?

Thank you!

Sarah Bourne, Commonwealth of Massachusetts
Jeff Kline, State of Texas
Jay Wyant, State of Minnesota

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QUESTIONS?



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