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

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2



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3



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4

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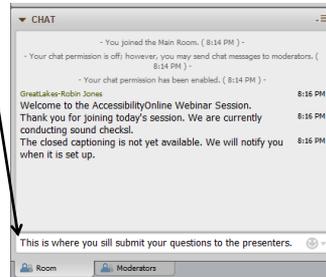


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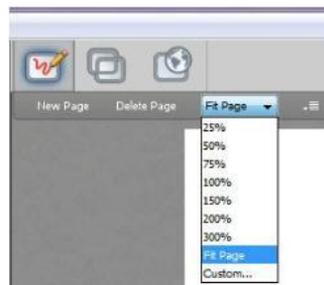
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7

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8

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9

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10

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11

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

12

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>

13

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

14

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

15

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

16

The word "BUY" is rendered in large, blue, 3D block letters. A black mouse cord is attached to the bottom of the letter 'Y' and extends downwards.

The Procurement Dependency

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

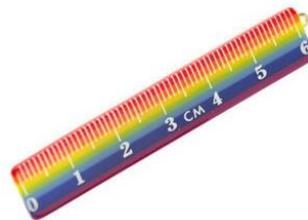
- Most products and services do not meet accessibility technical standards (US 508, WCAG 2.0 AA)
- There will be continued high dependency on procured IT for the foreseeable future

17

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?

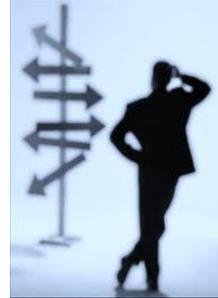


18

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



19

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 PeaPod	Yes	Yes	Yes	Yes
Litigation Settlement	US DoE Youngstown State University University of Montana	Yes	Yes	Yes	Yes

20

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

21

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!

22



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

23

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.

24

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.

25

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.

26

PDAAC 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.

27

PDAAC 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.

28

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.

29

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.

30

PDAA Maturity Model

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.
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.
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.
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.
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.
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.

Generic Vendor Implementation Timeline

Criteria (begins when vendor is informed of PDAA)	6mo	12mo	18mo	24mo
1. Develop, implement, and maintain an ICT accessibility policy.				
a. Have an ICT accessibility policy.				
b. Have appropriate plans in place to implement and maintain the policy.				
c. Establish metrics and track progress towards achieving compliance to the policy				
2. Establish and maintain an organizational structure that enables and facilitates progress in ICT accessibility.				
a. Develop an organization wide governance system.				
b. Designate of one or more individuals responsible for implementation				
c. Implement reporting/decision mechanism and maintain records.				
3. Integrate ICT accessibility criteria into key phases of development, procurement, acquisitions, and other relevant business processes.				
a. Identify candidate processes for criteria integration.				
b. Implement process changes.				
c. Integrate fully into all key processes.				
4. Provide a process for addressing inaccessible ICT including:				
a. a plan / date for compliance of an inaccessible ICT.				
b. an alternate means of access until the ICT is accessible.				
c. a corrective actions process for handling accessibility technical issues and defects.				
5. Ensure the availability of relevant ICT accessibility skills within (or to) the organization.				
a. Define skills/job descriptions.				
b. Identify existing resources that match up and address gaps.				
c. Manage progress in acquiring skills and allocating qualified resources.				
6. Make information regarding ICT accessibility policy, plans, and progress available to customers.				
a. Make Launch level information available.				
b. Make Integrate level information available.				
c. Make Optimize level information available.				

PDAA Vendor Self Assessment Tool

- ▶ Questionnaire for vendors regarding the vendor's ICT accessibility policy and progress against the PDAA Core Criteria. **Open tool**
 - Score generated from responses
 - based on the PDAA Maturity Model

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

Response	Score	Status
0	0	We do not have a plan to make our accessibility policy or other accessibility information publicly available. (If selected, skip to next section or provide comments at the end of this section.)

6a. ICT Accessibility policy and VPAT documentation availability

Response	Score	Status
2	4	Our ICT accessibility policy is publicly available.
1	2	Our accessibility policy and documentation (VPATs, etc.) for <u>some</u> products is publicly available or available upon request.
2	2	Our accessibility policy and documentation (VPATs, etc.) for <u>all released</u> products is complete and publicly available or available upon request.

6b. Availability of other accessibility documentation beyond policy and VPATs

Response	Score	Status
3	2	We are beginning to make other accessibility technical information available such as how accessibility testing is performed.
3	3	We make accessibility information available beyond policy and VPAT information including information on how accessibility testing is performed and other information that demonstrates our organization's capability to provide accessible products / services.

6c. ICT Accessibility policy and documentation availability

Response	Score	Status
3	2	We are implementing an accessibility support program within our organization to address questions related to our accessibility documentation.
3	3	We have a fully implemented accessibility support program within our organization to provide requested documentation and address questions related to the accessibility of our product / services.

Section 6 Comments (Provide any comments or additional information on this section here.)

Results	Total Points	Percent Complete
	39	32%

end of worksheet

33

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

34

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](#)

35

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](#)

36

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

37

Questions?

Thank you!

Sarah Bourne, Commonwealth of Massachusetts

Jeff Kline, State of Texas

Jay Wyant, State of Minnesota

38

QUESTIONS?



39

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40