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Section 508 Best Practices Webinar Series

- The session is scheduled to begin at 1:00pm Eastern Time.
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The default is "fit page".

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Customize Your View, *continued*

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- Email: info@adaconferences.org; or
- Call: 877-232-1990 (V/TTY, toll free)

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Welcome

This webinar is part of a series showcasing "Best Practices in Federal Section 508 Implementation". Other presentations can be viewed at:
- www.adaconferences.org/CIOC/archives and
- www.fedlink.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 Webinars

Webinars are bi-monthly:
- January, March, May, July, September, November

Next Webinar: January 29, 2019
- Topic: Questions and Answers about the Revised 508 Standards
- Time: 1:00 to 2:30 p.m. Eastern

This webinar series is a collaborative program between the Accessibility Community of Practice of the CIO Council and The U.S. Access Board.

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Making the Business Case for Accessibility: How to develop a Section 508 Communication Plan using different media to communicate the benefits of accessible ICT

Presenters:
Kate Maynor, Acting HHS Section 508 Official and Office of the Secretary (OS) 508 Coordinator
Michael Horton, Accessible Design & Development Advisor, Office of Governmentwide Policy, General Services Administration

Moderators:
Timothy Creagan, Senior Accessibility Specialist, U.S. Access Board
Brooke Aiken, CBP Section 508 Program Manager, Customs & Border Protection
November 27, 2018

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GSA

Office of Government-wide Policy

IT Accessibility Program
Making the Business Case for Accessibility

Communicating the value and benefits of accessible IT

Michael Horton | November 27, 2018

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Agenda

Purpose & Goals

Challenges

Audience

Platforms & Strategies

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Purpose & Goals

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Purpose

IT Accessibility programs provide policy, governance, training and technical assistance to help federal agencies ensure that any Information and Communications Technology (ICT) they buy, build, maintain, or use, is accessible to people with disabilities.

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Program Goals

- Raise awareness of Section 508 policy and standards
- Promote accessible digital government
- Improve management of accessible ICT through training, tools, and guidance

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Communications Goals

- Help practitioners understand their responsibilities under the law
- Build awareness of the importance of IT accessibility and Section 508 compliance
- Increase support from executive stakeholders
- Evolve accessibility policies, methodologies, and models to compliment modern business operations
- Monitor progress toward achieving strategic accessibility goals and objectives

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Challenges

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Challenges to Accessibility

- Agencies don't understand the business value of accessibility, so they don't make it a priority
- Competes with other priorities for Chief Information Officer attention
- Agencies often lack resources to fully implement, or incorporate into IT lifecycle processes
- Section 508 Program Managers often lack appropriate authority and resources, which leads to frustration and continually high turnover rates
- The focus on legal compliance makes accessibility a chore, rather than a positive, proactive activity

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Audience

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Key Audiences

Who are you trying to reach?

| Practitioners	Leadership	Users
- Section 508 Program Mgrs - Procurement professionals - Project managers - Web developers - Web designers - QA testers - Content creators	- Federal Chief Information Officers (CIOs) - Federal Chief Acquisition Officers (CAOs) - Public Affairs Officers	- Federal employees - Members of the public

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Understand Your Audience

Develop personas for key audience groups, to capture the motivations, qualities, and communication preferences of each group. Review for reference as you develop new communications materials.

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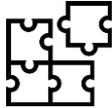
Communications Channels

Methods to get the message out...

Distributed	In-Person	Multimedia
• Agency intranet • Agency public website • Email lists • Agency 508 helpdesk/mailbox • Announcements, graphics, flyers	• Individual meetings • Interagency working groups • Presentations • Conferences	• Webinars • Video conferencing • Conference calls • Digital signage • Online training

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Platforms & Strategies

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Help Staff Understand...

Why accessibility matters

Use your agency intranet to publish content on:
- ICT Accessibility - What is It and Why It's Important
- Agency-specific accessibility policies
- How to support accessibility across all phases of the IT lifecycle:
  - Solution engineering, planning, procurement
  - Requirements definition
  - Design, development, and testing
  - Implementation; operations and maintenance (O&M)

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Help Staff Understand...

Section 508 roles and responsibilities

Define these key roles:
- Requiring Official/Government Buyer roles and responsibility
- Contracting roles and responsibilities
- Internal IT developer roles and responsibilities
- Heads of Federal agencies including CIO and CAO
- Section 508 Coordinator responsibilities
- ICT vendor responsibilities regarding Section 508 implementation
- Approving Official (AO) roles and responsibility

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Help Staff Understand...

Where they can learn more

- Section508.gov for guidance on implementing accessible information and communication technology (ICT)
- IT Accessibility Playbook for maturing an agency Section 508 Program
- Accessibility Requirements Tool (ART) for standard contract language
- Digital.gov to learn how to build, deliver, and measure digital services
- Accessibility for Teams helps teams create accessible products
- Web Content Accessibility Group (WCAG) 2.0 for web content standards
- Interagency Trusted Tester Program (ITTP) for a standardized testing approach to validate accessibility compliance and conformance
- ADNI is an accessibility testing tool from SSA

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Next Steps

A goal without a plan is just a wish

Clear communication can help you gain support to build a successful IT Accessibility Program. Here are three easy steps to get started:

1. Develop or update your communications plan
2. Update the accessibility content on your agency's intranet to help people understand their role
3. Introduce yourself to your internal communications team, and engage them in improving accessibility!

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Making the Business Case for Accessibility:

How to develop a Section 508 Communication Plan using different media to communicate the benefits of accessible ICT

Kate Maynor, Acting HHS Section 508 Official and
Office of the Secretary (OS) 508 Coordinator

November 27, 2018

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Agenda

- HHS' Business Case – Why we care
- HHS Organizational Chart
- Current Digital and 508 Environment
- Process for ensuring 508 compliant web content
- Processing and stopgaps
- Customer Relationship Management (CRM) and Education
- Challenges and how we address deal with them

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HHS' Business Case – Why we care

- It's the Law.
- It's in our mission, "to enhance and protect the health and well-being of all Americans. We fulfill that **mission** by providing for effective health and human services and fostering advances in medicine, public health, and social services."
- HHS services a large community of people with disabilities through programs, grants, and research partnerships.
- In addition to the HHS external user community, HHS has a large internal community of assistive technology users making it imperative to ensure our business systems are compliant.

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HHS Organization Structure

- HHS is divided into 11 Operating Divisions (OpDivs) and 14 Staff Divisions (StaffDivs).
- HHS is a federated environment – meaning, each OpDiv receives direct appropriations.
- The StaffDivs provide department level functions in support of the Secretary.

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Current Digital and 508 Environment

Office of the Assistant Secretary for Public Affairs (ASPA) Digital Team
- Manages Intranet Content
- Manages hhs.gov site content
- Manages the web presence analytics

Office of the Assistant Secretary for Administration (ASA)/ Office of the Chief Information Officer (OCIO) 508 Helpdesk
- Reviews digital content
- Provides Section 508 Training
- Maintains the web crawler
- Develops and implements HHS 508 policy
- 508 Critical Partner
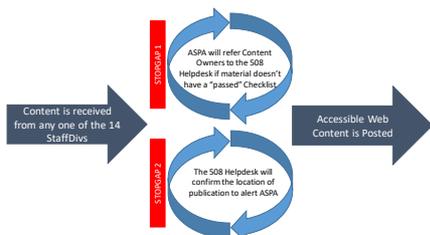- 508 Program Management Activities

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Processing and stopgaps

- Content is created within the StaffDivs.
- The intranet and internet are used for mass dissemination of information.
- ASPA and ASA work as stopgaps for each other.

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Image of Processing and Stopgaps

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Education and Support

- All HHS employees are supposed to take 508 Awareness training.
- Currently revising and improving our 508 training curriculum – starting in December 2018:
  - Adopting awareness training and posting to the learning management system (LMS)
  - Developing general training for Word, PowerPoint, and Excel to be posted to LMS
- Content is submitted to the HHS 508 Helpdesk and if it does not pass, the testers will offer one-on-one training opportunities to review the violations and demonstrate how to correct them.

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Challenges and how we deal with them

- Challenge: ASPA and ASA have separate leaderships, so approvals can be difficult.
- Solution: We sit on each other's boards and keep in constant communication. We work as a team, despite having separate management.
- Challenge: Content Owners are working on their timelines, which often may not include adequate time for 508 review and remediation.
- Solution: Proactively scan web content to identify stakeholders and update cycle. Discuss requirements early with Content Owners. Provide recommendations and templates for the development of their content.

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Resources, Questions and

Contact Information

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Resources

- Section508.gov for guidance on implementing accessible information and communication technology (ICT)
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HHS Resources

- HHS Section 508 Website This website provides information on the HHS 508 program
- HHS Leaderboard Report This website provides the OpDiv leadership scores for 508 complaint sites
- HHS VPAT Instructions and Forms This websites provides the HHS VPAT instructions and forms
- HHS Guidance on Making Accessible Documents This website provides resources for making accessible documents

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Questions?

You may type and submit questions in the Chat Area Text Box

or

press Control-M and enter text in the Chat Area

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Thank you for participating in today's webinar

Next session:
January 29, 2019

Questions and Answers about the Revised 508 Standards [46]

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