

**ACCESSIBLE TECHNOLOGY WEBINAR SERIES**







**Coaching and Celebrating Accessibility Champions**

Session Begins 1:00 pm CT/ 2pm ET  
 Periodic Audio Testing Occurring  
 Telephone option available – 712-775-8968 code: 148937#

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**Blackboard Collaborate Ultra Interface**  
**NEW: SIGN IN PROCESS**

Enter your name as it appears on your registration with the AccessibilityOnline Website

Failure to do this may result in voiding any continuing education recognition

If you did not login correctly sign out and sign back in at this time to ensure you get full credit for attendance



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**Blackboard Collaborate Ultra Interface**

Use the Collaborate Panel to access your:

- Audio and Video Settings
- Notification Settings
- Chat Panel

Using Blackboard Ultra



Click here to open Collaborate Panel



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## Listening to the Webinar via Your Computer

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## Listening to the Webinar via Mobile Device

- MOBILE Users (iPhone, iPad, or Android device and Kindle Fire HD)
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- OR Join the session by opening the session link in a browser on your mobile device.



\*\*The accessibility of the mobile app is limited for voice over users and no captioning is displayed.

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## Listening to the Audio via Telephone

If you do not have sound capabilities on your computer or prefer to listen by phone.

**712-775-8968**

**Pass Code:**  
**148937#**

This is a Not a Toll free number

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## Captioning



- Real-time captioning is provided during this webinar.
- When captions are available you will be asked if you would like to use the captions at the top of the screen. Once selected, the captions will appear under the presentation.



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## Captioning, Continued



- Click here to enable if Closed Captions preferred



Live captions feed

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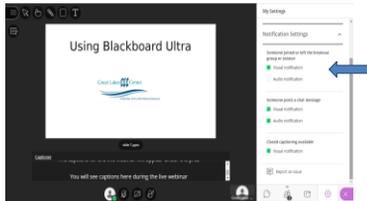
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## Customize Your Notification Settings



- Customize your Visual and Audio notifications



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## Customize Your View

- Access View Controls here

Resize the Presentation slides by clicking on the view controls found on the left side of the presentation. Once selected, you can zoom the presentation in and out to customize your view



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## Submitting Questions

You may submit your question in the Chat Area. The Chat Area should **ONLY** be used for submitting questions.

**Please refrain from submitting any commentary, responses, etc. via the chat area. This is distracting to other participants. We reserve the right to remove you from the session if you use the chat area inappropriately.**

If you are listening on the phone and are not connected to the webinar platform email your questions to [webinars@adaconferences.org](mailto:webinars@adaconferences.org)

If you are connected via a mobile device you may submit questions in the chat area within the app.

*Please note: This webinar is being recorded.*



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## Technical Assistance

- If you experience any technical difficulties during the webinar:
  1. Send a private chat message to the host by selecting "Great Lakes ADA" in the participant list; or
  2. Email [webinars@accessibilityonline.org](mailto:webinars@accessibilityonline.org) ; or
  3. Call 877-232-1990 (V/TTY)

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## Coaching and Celebrating Accessibility Champions

Ted Drake, Global Accessibility Leader – Intuit  
January 16, 2020



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“Does anyone here face serious burnout over the fight to build inclusive services? Getting buy-in and creating a culture of accessibility can be exhausting. I don’t want to be the resident expert. I want to facilitate knowledge and growth by having people in the teams around me champion accessibility.”

-Anonymous, December 2, 2018  
Web-A11y Slack Channel

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## Problem Statement

Create a program to empower everyone to make an impact.  
Provide a process for becoming an accessibility leader  
Raise awareness and engagement  
With no budget ☹️

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Intuit's Accessibility Champion program recognizes a commitment to building exceptional customer experiences for all Intuit customers, regardless of physical, cognitive, mental, and sensory abilities. The awards include education, awareness, and customer outreach.

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## Getting Started

Intuit Accessibility Champion Basics



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## Champion Levels

1. Discover accessibility, set up your computer, and make a commitment
2. Greater empathy and become a leader
3. Subject Matter Expert: Influence across the company and communities

*I will ensure that I treat the customer with a disability as I would want to be treated.*

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## Level 1 Getting Started – Required for Everyone

- Watch short videos on Disability Etiquette and Accessible Design
- Join Accessibility Slack Channel
- Bookmark Intuit's Accessibility Web Site
- Create a Commitment Statement



*I am committed to be mindful of accessibility in each and every deliverable that my team does.*

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## Level 1 Getting Started – Optional for Everyone

- Update Disability Self-Disclosure Form
- Visit an Inclusive Playground
- Visit an Empathy Station
- Attend a training session



*I am committed to using my knowledge about accessibility to drive awareness and influence others so that Intuit can go even further in our journey in this space*

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## Level 1 Getting Started – Required for UX

- Keyboard Configuration (Mac)
- Install Chrome Plugins
- Run Audit of Web or Mobile App
- Create first issue



*I've got a fresh perspective on the accessibility. I will work towards adding accessibility as part of product design since start.*

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## Level One Completion

- 516 Level 1 Champions in 18 months.
- 17 Locations
- 60+ Roles
- Rewards
  - Stickers and T-Shirt
  - Thank You Letter
  - Badge on Profile
  - Spotlight to Manager
  - Inclusion in Champion Slack Channel



*I will verify that web pages I've created are always user accessible through vigorous testing.*

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## Level 2 Requirements – Deeper Empathy

- Complete Online Training
- Extended Disability Etiquette course
- Study Intuit's Accessibility Guidelines
- Learn to use a Screen Reader
- Audit Project for Accessibility
- Go Home Interview
- Volunteer
- Create Closed Captions and Audio Description



*After learning about the "Audits" feature in Chrome, now I know that we can very easily check if our widgets are accessible to mge users!*

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## Level 2 Champions

- 11 Level 2 Champions
  - 6+ are close to completion
- Rewards
  - Monetary Spotlight
  - Jacket
  - Level 2 Badge, Stickers, and Sign
  - Recognition message sent to managers, VP, and Intuit's CEO
  - 10% time officially allocated towards accessibility across product/location
  - Freedom to drive accessibility initiatives
  - Conference and Travel Support



*I'm committed to sweating the details to make sure everyone has the best experience with the products I help to build.*

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### Level 3 Champions – Subject Matter Experts

- Create Documentation for Project
- Deliver Accessibility Training
- Coordinate Team Go-Home and Volunteer Activity
- Join Intuit's Ability Network
- Participate in Online Forums
- Conference Participation/Speaking
- IAAP Certification



*Now onwards, I will write code with accessibility in mind so that the features I make are accessible to everyone.*

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### Level 3 – Developers

- Implement Automated Testing Frameworks in Product
- Monthly Product Audits
- Track Voice of Customer
- Manage Accessibility Tickets for Product



*Ensure a feature/product is accessible for all from day 1 and do not make changes for users finding it difficult to access later*

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### Level 3 - User Experience Design

- Complete Microsoft's Inclusive Design Toolkit and Activities
- Audit Color Usage and Readability
- Create Design Documentation
- Develop Design Patterns for User Preferences
- Integrate with Central Design Strategy



*I commit to testing every front end change I make with the accessibility tools and will design for accessibility any time I am creating new UIs.*

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## Level 3 Champion – Customer Experience

- Complete Disability Etiquette Program
- Provide Customer Care Training
- Monitor and Escalate Call Summaries
- Create Product Documentation
- Learn Sign Language



*I will ask instead of assuming and I will offer options for those with a disability. I also will discover more about ASL.*

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## Level 3 Champions

- 2 Level 3 Champions
- 4 Level 2 Champions signed up for IAAP Certification in April
- Rewards
  - Accessibility is core to job description
  - International travel
  - Independence to choose projects
  - Global impact



*I am committed to ensuring all employees and customers have a great experience and inclusion for all.*

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## Accessibility Champion Impact

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## Ace Vu – Design Champion

- Started with a Curiosity.
- Drove Accessibility in his Team
- Became Accessibility Design Lead
- Championed Color and Focus Design
- Created Design Workshops and Swag
- Built Global Network for Design
- Currently on Sabbatical in India and Asia



*I will design with accessibility in mind from the early stage and be aware more of all users rather than just some users. I will question and encourage for accessibility from small to large scale.*

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## Accessibility Champion Successes

- Support for Reduced Motion Preferences
- Shared components have 0 errors
- Accessibility Checklists for Season Readiness
- 12 CSUN 20 Proposals, 10 Accepted
- 13 Intuit Accessibility Week Events
- 600+ issues closed since program launched
- Open Contribution Methodology



*I will make sure to share the word with people I meet with at Intuit on these resources and make sure they are aware and able to use them.*

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## Revisiting This Question

“Does anyone here face serious burnout over the fight to build inclusive services? Getting buy-in and creating a culture of accessibility can be exhausting. I don’t want to be the resident expert. I want to facilitate knowledge and growth my having people in the teams around me champion accessibility.”

-Anonymous, December 2, 2018  
Web-A11y Slack Channel

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## Accessibility Leadership

- Principal Engineer -> Global Accessibility Leader
- More Time Developing Champions
- Less Focus on Tasks
- Daily Standup with Level 2 and 3 Champions
- 1, 3, 5, and 10 year goals created by Champions
- Intuit Accessibility Weeks – Deeper Experiences
- Shift from Engineering to Design Leadership
- Increased Customer Engagement



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## Activities

- **Intuit Accessibility Weeks:** Workshops, Presentations, Customer Engagement, Volunteering, Audits, Donuts
- 3 Hour Design and Engineering Bootcamps
- Location/Product Specific Training
- Sign Language
- 15 Minute Empathy Activities
- New Engineer Bootcamps
- Customer Interviews



*As someone who contends with a speech impediment everyday, even I have forgotten to consider accessibility when building our product. I commit to keeping it as a core consideration in everything I do here at Intuit*

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## Swag

- Recognize Champions and Build Awareness
- Stickers
- Tshirts
- Cheat Sheets
- Thank You Notes
- Panda Masks
- Posters and Electronic Billboards
- Recommendations on LinkedIn



*I will be the one who asks, "How do we make sure this is accessible?" during the design process.*

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Questions?

More information: [bit.ly/2QRIDmS](https://bit.ly/2QRIDmS)  
CSUN 20:  
Wednesday, March 11, 2020 - 1:20 PM  
Expand Your Outreach with an Accessibility  
Champions Program



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Learn more and register at  
[www.ada-accessibletech.org](http://www.ada-accessibletech.org)

**NEXT WEBINAR:**  
Topic TBD  
**MARCH 19, 2020 AT 2:00 PM ET**



The Accessible Technology Webinar Series is sponsored by the Great Lakes, Pacific, and Southeast ADA Centers. Members of the ADA National Network.

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