



**GREATER
FORT WAYNE INC.**
METRO CHAMBER ALLIANCE

PURDUE
UNIVERSITY
FORT WAYNE

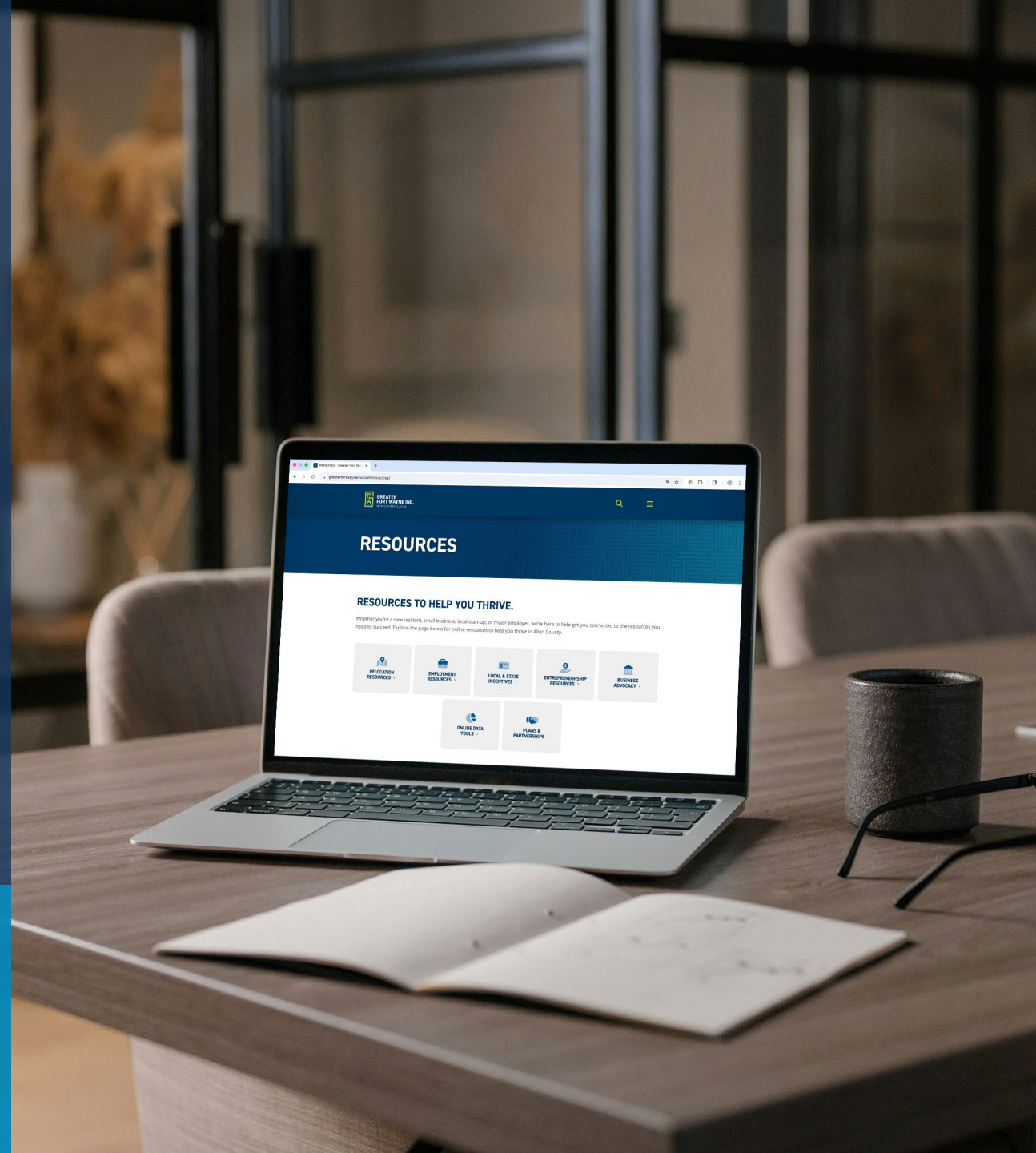
**THE
LEAGUE**
CELEBRATING 75 YEARS OF INDEPENDENCE

ACCESS FOR ALL

Understanding Digital Accessibility

Webinar Presented by:

Greater Fort Wayne Inc., Purdue Fort Wayne,
and The League



WEBINAR MODERATOR

Jennifer Atienzo-Fisher

Greater Fort Wayne Inc.

Vice President of Marketing and
Communications



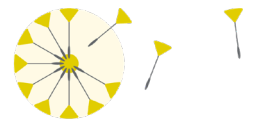
- Welcome, Patti Hays, WindSwell Foundation
- Keynote Presentation, Carlos Taylor, Gregory S. Fehribach Center
- Panel Discussion
- Audience Questions
- Tips for Success
- Resources

WELCOME

PATTI HAYS

WindSwell Foundation

CEO



WindSwell
FOUNDATION

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[RESOURCES.GFWINC.COM](https://resources.gfwinc.com)

KEYNOTE PRESENTATION

CARLOS TAYLOR

**Gregory S. Fehribach Center at
Eskenazi Health**

Senior Program Manager



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**Shannon
Johnson**

Purdue University
Fort Wayne

Director of
Helmke Library



**Brenda
Niccum**

The League

Information &
Referral
Coordinator



**Brandon
Peat**

Asher Agency

Director of Web
Development

Question for Brenda, Shannon, and Brandon

Why is this topic important to you personally?

Question for Brenda

What are some of the most common barriers you see users run into when using websites, forms, videos, or online services?

Question for Shannon

From your perspective, what has changed for many organizations as digital accessibility expectations have become more defined?

Question for Brandon

**When organizations hear “WCAG 2.2,”
what do they most often
misunderstand about what
compliance actually involves?**

Question for Brenda, Shannon, and Brandon

**How do we move accessibility
from an IT issue to an
organization-wide responsibility?**

Question for Shannon

What are the biggest challenges institutions face when trying to move from good intentions to consistent accessibility across departments and teams?

Question for Brandon

What are the first practical steps an organization should take to assess its current website or digital content for accessibility gaps?

Question for Brenda

**When an organization gets
accessibility right, what difference
does that make in your experience
and independence?**

Question for Brenda, Shannon, and Brandon

**What does an accessible digital
experience say about an
organization's values?**

Question for Brandon

How can organizations build accessibility into their ongoing workflow so it becomes part of content creation, design, and development rather than a last minute fix?

Question for Shannon

How do you balance compliance requirements with the broader goal of creating a better experience for everyone?

Question for Brenda

What do you wish decision makers, content creators, and website teams understood better about accessibility?

Question for Brenda, Shannon, and Brandon

**What is one action every
organization could take this month
to improve accessibility?**

AUDIENCE QUESTIONS



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5 Things You Can Do Now for Better Accessibility

Audit your most-used digital content first

Start with the pages and files people rely on most: Your home page, contact page, event registration pages, forms, menus, PDFs, and any documents tied to services, applications, payments, or public information.

5 Things You Can Do Now for Better Accessibility

Fix the basics that create the biggest barriers

- Missing alt text on meaningful images
- Poor color contrast
- Unclear link text like “click here”
- Headings that are out of order
- Forms without labels or instructions
- Documents that are just scanned images
- Videos without captions
- Websites that cannot be used by keyboard only

5 Things You Can Do Now for Better Accessibility

Test with both automated tools and human review

Automated accessibility checkers can quickly catch some issues, but they do not catch everything.

Organizations should pair automated scans with manual checks such as keyboard-only navigation, screen reader spot checks, caption review, and document structure review.

5 Things You Can Do Now for Better Accessibility

Build accessibility into content creation, not just remediation

The smartest move is to stop
creating new barriers.

Give staff simple rules for every
new webpage, flyer, PDF, social
graphic, slide deck, and video.

5 Things You Can Do Now for Better Accessibility

Assign ownership and create an accessibility action plan

Every organization should identify who owns accessibility, how issues will be reported, how fixes will be prioritized, and how vendors or contractors will be expected to support accessibility.

RESOURCES

<https://greaterfwinc.com/digital-accessibility-resources>



THANK YOU FOR ATTENDING TODAY'S EVENT!

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