

00:00:00,460 --> 00:00:01,800 [Speaker 0]

All right, everybody, it's 1:30, and I

00:00:01,840 --> 00:00:03,480 [Speaker 0]

said we would start right on time, so

00:00:03,540 --> 00:00:05,560 [Speaker 0]

that's exactly what we're gonna do. Um,

00:00:06,200 --> 00:00:07,900 [Speaker 0]

good afternoon. My name is Jennifer

00:00:07,940 --> 00:00:10,120 [Speaker 0]

Atienzo Fisher. I am the vice president of

00:00:10,200 --> 00:00:11,940 [Speaker 0]

marketing and communications for Greater

00:00:11,980 --> 00:00:14,460 [Speaker 0]

Fort Wayne Inc., and I could not be more

00:00:14,480 --> 00:00:16,990 [Speaker 0]

excited about today's topic. Uh, I think

00:00:17,020 --> 00:00:19,680 [Speaker 0]

it is relevant. It is, um, absolutely

00:00:19,720 --> 00:00:21,650 [Speaker 0]

important for all of our organizations,

00:00:21,740 --> 00:00:23,960 [Speaker 0]

whether you are a nonprofit, a for-profit,

00:00:24,140 --> 00:00:26,640 [Speaker 0]

a government agency, a school, um, it

00:00:26,680 --> 00:00:28,100 [Speaker 0]

does not make any difference. This is a

00:00:28,300 --> 00:00:30,080 [Speaker 0]

highly relevant topic, and, uh, we're

00:00:30,100 --> 00:00:31,880 [Speaker 0]

excited to share a lot of information with

00:00:31,920 --> 00:00:34,360 [Speaker 0]

you today. So, um, I wanna just kinda

00:00:34,420 --> 00:00:36,080 [Speaker 0]

share with you what our goal is gonna be

00:00:36,120 --> 00:00:38,940 [Speaker 0]

today. So, uh, Patty Hayes with WinSwell,

00:00:39,140 --> 00:00:40,920 [Speaker 0]

uh, Foundation is going to give us a

00:00:40,960 --> 00:00:43,230 [Speaker 0]

welcome here in a second. Uh, the keynote

00:00:43,300 --> 00:00:45,300 [Speaker 0]

presentation is gonna be by Carlos Taylor,

00:00:45,360 --> 00:00:46,680 [Speaker 0]

and I'll introduce him in a little bit.

00:00:47,000 --> 00:00:48,440 [Speaker 0]

We're gonna have a panel discussion with

00:00:48,500 --> 00:00:49,940 [Speaker 0]

three different people who can give you

00:00:49,980 --> 00:00:51,620 [Speaker 0]

three different perspectives on why this

00:00:51,680 --> 00:00:53,220 [Speaker 0]

is important and give you some tips.

00:00:53,940 --> 00:00:55,660 [Speaker 0]

Hopefully, we will have some time for your

00:00:55,700 --> 00:00:57,330 [Speaker 0]

questions, so as you're thinking of

00:00:57,400 --> 00:00:59,080 [Speaker 0]

questions, if you wanna stick those in the

00:00:59,120 --> 00:01:01,230 [Speaker 0]

chat function, uh, we would love to have

00:01:01,260 --> 00:01:02,780 [Speaker 0]

those questions. We're gonna leave you

00:01:02,820 --> 00:01:04,570 [Speaker 0]

with five tips for success, and then we're

00:01:04,580 --> 00:01:05,880 [Speaker 0]

gonna give you a, a place where you can

00:01:05,900 --> 00:01:08,480 [Speaker 0]

get some resources. So it's a very quick

00:01:08,520 --> 00:01:10,680 [Speaker 0]

agenda, and we're gonna pack a lot into an

00:01:10,760 --> 00:01:12,000 [Speaker 0]

hour, but we're hoping that you're able

00:01:12,040 --> 00:01:13,660 [Speaker 0]
to walk away with some ideas on some

00:01:13,680 --> 00:01:15,880 [Speaker 0]
things that you can do to improve your

00:01:15,890 --> 00:01:18,740 [Speaker 0]
digital accessibility on your end. So with

00:01:18,820 --> 00:01:20,900 [Speaker 0]
that said, I am thoroughly excited to

00:01:20,940 --> 00:01:23,760 [Speaker 0]
introduce you to Patty Hayes, the CEO of

00:01:23,800 --> 00:01:25,740 [Speaker 0]
WinSwell Foundation. Patty?

00:01:26,640 --> 00:01:29,360 [Speaker 1]
Hi. Good afternoon. Thank you all so much

00:01:29,400 --> 00:01:32,240 [Speaker 1]
for joining. Um, that each one of us wants

00:01:32,300 --> 00:01:33,900 [Speaker 1]
to know how we ensure that our web

00:01:34,020 --> 00:01:37,100 [Speaker 1]
content and mobile apps are as accessible

00:01:37,120 --> 00:01:40,670 [Speaker 1]
for people with disabilities. And why

00:01:41,440 --> 00:01:44,030 [Speaker 1]
should you care about that? Um,

00:01:44,940 --> 00:01:46,870 [Speaker 1]
some of us might answer because it's the

00:01:46,960 --> 00:01:47,300 [Speaker 1]
law.

00:01:48,280 --> 00:01:51,100 [Speaker 1]
Uh, true, but I want us to realize also

00:01:51,160 --> 00:01:53,180 [Speaker 1]
that we do it 'cause it's the right thing

00:01:53,220 --> 00:01:55,600 [Speaker 1]
to do. Right now, the rules will apply

00:01:56,420 --> 00:01:58,580 [Speaker 1]
to state and local governments, but that

00:01:58,620 --> 00:02:01,100 [Speaker 1]
includes offices that provide benefits

00:02:01,160 --> 00:02:02,940 [Speaker 1]
like food assistance and employment

00:02:03,020 --> 00:02:05,420 [Speaker 1]
services, public schools, community

00:02:05,480 --> 00:02:08,060 [Speaker 1]
colleges, public universities, and you'll

00:02:08,100 --> 00:02:09,199 [Speaker 1]
hear about a few others.

00:02:10,039 --> 00:02:12,380 [Speaker 1]
For example, if online applications are

00:02:12,440 --> 00:02:14,030 [Speaker 1]
available, then you wanna make sure that

00:02:14,080 --> 00:02:16,440 [Speaker 1]
that's available to the person who has a

00:02:16,460 --> 00:02:17,400 [Speaker 1]
visual impairment.

00:02:18,020 --> 00:02:20,500 [Speaker 1]
If audio instructions are something that's

00:02:20,540 --> 00:02:22,810 [Speaker 1]
provided regarding tax information, then

00:02:22,860 --> 00:02:24,940 [Speaker 1]
you wanna make sure that it's available to

00:02:25,020 --> 00:02:26,840 [Speaker 1]
me, who may be a member of the deaf

00:02:26,880 --> 00:02:27,410 [Speaker 1]
community.

00:02:28,360 --> 00:02:31,100 [Speaker 1]
If campground reservations are all scooped

00:02:31,180 --> 00:02:34,790 [Speaker 1]
up online on January 1st after people get

00:02:34,820 --> 00:02:37,250 [Speaker 1]
through a six-page application, but I

00:02:37,280 --> 00:02:40,130 [Speaker 1]
have limited use of my upper extremities,

00:02:40,240 --> 00:02:43,480 [Speaker 1]
then there might be a problem with how you

00:02:43,560 --> 00:02:46,620 [Speaker 1]
are accessible for me. I might drive a

00:02:46,640 --> 00:02:47,880 [Speaker 1]
modified vehicle, but

00:02:49,080 --> 00:02:51,440 [Speaker 1]
the mobile app that allows me to pay for

00:02:51,500 --> 00:02:52,400 [Speaker 1]
my parking

00:02:53,160 --> 00:02:54,120 [Speaker 1]
at the meter,

00:02:55,080 --> 00:02:59,690 [Speaker 1]
um, is not available to me because of that

00:02:59,720 --> 00:03:01,049 [Speaker 1]
mobility limitation.

00:03:01,660 --> 00:03:03,020 [Speaker 1]
If I use a screen reader,

00:03:03,820 --> 00:03:05,920 [Speaker 1]
uh, that... which is what turns visual

00:03:05,980 --> 00:03:07,280 [Speaker 1]
information into speech,

00:03:08,260 --> 00:03:10,630 [Speaker 1]
I still wanna order my mail-in ballot and

00:03:10,680 --> 00:03:12,920 [Speaker 1]
be able to access online government

00:03:13,020 --> 00:03:16,000 [Speaker 1]
services. Are you sure that's available to

00:03:16,060 --> 00:03:19,180 [Speaker 1]
me? So you're gonna find out that closed

00:03:19,240 --> 00:03:21,280 [Speaker 1]
captioning is a whole lot more vital than

00:03:21,320 --> 00:03:23,400 [Speaker 1]
just allowing you to watch videos at night

00:03:23,500 --> 00:03:24,760 [Speaker 1]
and not wake up your husband,

00:03:25,400 --> 00:03:27,840 [Speaker 1]
which is how I use closed captioning a

00:03:27,880 --> 00:03:28,140 [Speaker 1]
lot.

00:03:28,940 --> 00:03:31,880 [Speaker 1]
You'll learn how AI and built-in software

00:03:31,920 --> 00:03:34,160 [Speaker 1]
functions of programs can help you be

00:03:34,220 --> 00:03:35,060 [Speaker 1]
compliant,

00:03:35,880 --> 00:03:39,280 [Speaker 1]
and you'll learn about some of, um...

00:03:40,020 --> 00:03:40,780 [Speaker 1]
I think, I guess,

00:03:41,960 --> 00:03:42,300 [Speaker 1]
um,

00:03:43,400 --> 00:03:45,240 [Speaker 1]
you may not be doing it right, but I hope

00:03:45,300 --> 00:03:46,680 [Speaker 1]
that you're gonna consider doing it

00:03:46,740 --> 00:03:47,240 [Speaker 1]
anyway.

00:03:48,000 --> 00:03:49,920 [Speaker 1]
Uh, it may not be the law for you right

00:03:49,980 --> 00:03:52,140 [Speaker 1]
now, but it's likely that you will be

00:03:52,200 --> 00:03:54,800 [Speaker 1]
expected to do it in the future. So

00:03:55,500 --> 00:03:57,780 [Speaker 1]
you wanna do all of this to provide access

00:03:57,820 --> 00:03:59,100 [Speaker 1]
for city services

00:03:59,720 --> 00:04:02,000 [Speaker 1]
and provide those services to everyone.

00:04:02,260 --> 00:04:03,180 [Speaker 1]
You wanna do it

00:04:04,140 --> 00:04:07,200 [Speaker 1]
to access your business because

00:04:08,080 --> 00:04:10,540 [Speaker 1]
you want your business to be accessible to

00:04:10,580 --> 00:04:12,109 [Speaker 1]
everyone in the community.

00:04:13,120 --> 00:04:15,800 [Speaker 1]
If you do accessibility right, word gets

00:04:15,920 --> 00:04:19,320 [Speaker 1]
out. It's a good business decision as well

00:04:19,399 --> 00:04:20,040 [Speaker 1]
as the law.

00:04:20,980 --> 00:04:23,300 [Speaker 1]
So with that, Jen, I'm sending it back to

00:04:23,340 --> 00:04:23,500 [Speaker 1]
you.

00:04:24,260 --> 00:04:26,020 [Speaker 0]
Awesome. Thanks, Patty. Um, I love what

00:04:26,100 --> 00:04:28,620 [Speaker 0]
you said about, um, you may not do it

00:04:28,700 --> 00:04:31,390 [Speaker 0]
right but do it anyway. Um, I think that's

00:04:31,440 --> 00:04:32,950 [Speaker 0]
really critical, and that's kind of the,

00:04:33,080 --> 00:04:34,980 [Speaker 0]
the message we wanna hit home today is

00:04:35,040 --> 00:04:38,520 [Speaker 0]
that, um, there's no perfect on this yet.

00:04:38,620 --> 00:04:40,600 [Speaker 0]
We're all learning and, and the guidelines

00:04:40,660 --> 00:04:42,250 [Speaker 0]
are still a little iffy, and so we'll

00:04:42,260 --> 00:04:43,750 [Speaker 0]
kind of talk through what we know and what

00:04:43,780 --> 00:04:45,720 [Speaker 0]
we don't know. And, uh, hopefully you'll

00:04:45,740 --> 00:04:47,530 [Speaker 0]
walk away with some things that are gonna

00:04:47,600 --> 00:04:50,280 [Speaker 0]
help you in your organization, uh, to be

00:04:50,320 --> 00:04:53,280 [Speaker 0]
better accessible to others. So with that

00:04:53,420 --> 00:04:55,580 [Speaker 0]
said, I am thoroughly excited to introduce

00:04:55,640 --> 00:04:58,340 [Speaker 0]
you to Carlos Taylor. He is the senior

00:04:58,440 --> 00:05:02,160 [Speaker 0]
program manager at Gregory S. Feribaugh

00:05:02,260 --> 00:05:06,360 [Speaker 0]
Center at the Es- Es- Eskenazi, I think.

00:05:06,900 --> 00:05:08,920 [Speaker 0]
Help. Uh, and so, uh, we are

00:05:08,960 --> 00:05:11,060 [Speaker 0]
excited to have Carlos here. Uh, he's

00:05:11,100 --> 00:05:12,800 [Speaker 0]
gonna talk about what he does and why

00:05:12,820 --> 00:05:15,680 [Speaker 0]
accessibility, especially digitally, is so

00:05:15,720 --> 00:05:17,720 [Speaker 0]
important. So Carlos, thanks for being

00:05:17,760 --> 00:05:18,060 [Speaker 0]
here.

00:05:18,760 --> 00:05:21,300 [Speaker 2]
Thank you, Jen, and thank all of you for

00:05:21,340 --> 00:05:23,960 [Speaker 2]
being here this afternoon, uh, and taking

00:05:24,020 --> 00:05:26,570 [Speaker 2]
time out of your day to discuss this very

00:05:26,600 --> 00:05:28,920 [Speaker 2]
important topic, digital accessibility.

00:05:29,520 --> 00:05:31,880 [Speaker 2]
Um, as Jen mentioned, I am the senior

00:05:32,000 --> 00:05:34,240 [Speaker 2]
program manager at the Gregory S.

00:05:34,440 --> 00:05:36,280 [Speaker 2]
Feribaugh Center at Eskenazi Health,

00:05:37,020 --> 00:05:39,200 [Speaker 2]
uh, which is based in Indianapolis. Uh,

00:05:39,280 --> 00:05:42,100 [Speaker 2]
what we do is we recruit college students

00:05:42,120 --> 00:05:44,330 [Speaker 2]
with some form of a physical disability,

00:05:44,420 --> 00:05:45,520 [Speaker 2]
including hearing,

00:05:46,160 --> 00:05:49,480 [Speaker 2]
vision, orthopedic, um, or

00:05:49,520 --> 00:05:52,160 [Speaker 2]
mobility-related disability, for paid

00:05:52,240 --> 00:05:55,360 [Speaker 2]
internships in field related to their

00:05:55,420 --> 00:05:56,560 [Speaker 2]
academic majors.

00:05:57,260 --> 00:05:58,900 [Speaker 2]
Uh, we recruit students from all over the

00:05:58,980 --> 00:06:01,568 [Speaker 2]
state of Indiana including from our

00:06:01,588 --> 00:06:03,628 [Speaker 2]
surrounding states. So we've certainly had

00:06:03,708 --> 00:06:06,048 [Speaker 2]
several students who are either attending

00:06:06,128 --> 00:06:08,608 [Speaker 2]
school in the Fort Wayne area or who are

00:06:08,728 --> 00:06:12,148 [Speaker 2]
residents of, uh, Northeastern Indiana.

00:06:12,368 --> 00:06:16,008 [Speaker 2]
So, uh, prior to this role, um, I worked

00:06:16,028 --> 00:06:17,778 [Speaker 2]
at Ball State University where I was

00:06:17,808 --> 00:06:20,728 [Speaker 2]
responsible for assistive technology and

00:06:20,808 --> 00:06:22,168 [Speaker 2]
technology solutions,

00:06:22,788 --> 00:06:25,908 [Speaker 2]
uh, for staff, uh, faculty, and students

00:06:25,948 --> 00:06:27,418 [Speaker 2]
with disabilities. So I've been,

00:06:28,088 --> 00:06:31,068 [Speaker 2]
uh, working in this digital accessibility

00:06:31,188 --> 00:06:32,527 [Speaker 2]
space for quite some time.

00:06:33,188 --> 00:06:35,108 [Speaker 2]
In addition, I'm an individual who's

00:06:35,188 --> 00:06:39,208 [Speaker 2]
blind, uh, and make use of, uh, digital

00:06:39,348 --> 00:06:41,348 [Speaker 2]
accessibility in my day-to-day life.

00:06:42,368 --> 00:06:44,828 [Speaker 2]
Uh, before I get too far along, I'd like

00:06:44,928 --> 00:06:45,988 [Speaker 2]
to, um,

00:06:47,108 --> 00:06:49,748 [Speaker 2]
mention that I am an African American man,

00:06:50,728 --> 00:06:52,908 [Speaker 2]
m- middle-aged man wearing a gray shirt,

00:06:53,248 --> 00:06:54,568 [Speaker 2]
uh, with dark glasses.

00:06:55,228 --> 00:06:58,537 [Speaker 2]
Um, so that's my description. I use he,

00:06:58,537 --> 00:06:59,728 [Speaker 2]
his, and him pronouns.

00:07:00,608 --> 00:07:02,548 [Speaker 2]
Uh, in my day-to-day work, you know, even

00:07:02,568 --> 00:07:04,148 [Speaker 2]
though I'm not working at a university, I

00:07:04,268 --> 00:07:07,128 [Speaker 2]
still work with, uh, individuals, uh,

00:07:07,248 --> 00:07:09,338 [Speaker 2]
regarding accessibility, uh,

00:07:09,428 --> 00:07:11,668 [Speaker 2]
accommodations for their internship

00:07:11,768 --> 00:07:13,468 [Speaker 2]
opportunities, which are critical for them

00:07:13,508 --> 00:07:16,508 [Speaker 2]
to gain the necessary skills that'll lead

00:07:16,568 --> 00:07:18,648 [Speaker 2]
them to the next phase in their careers.

00:07:19,248 --> 00:07:21,878 [Speaker 2]
I work with, uh, universities and

00:07:21,948 --> 00:07:24,408 [Speaker 2]
employers as well, uh, thinking about

00:07:24,448 --> 00:07:26,228 [Speaker 2]
accommodations and how to make

00:07:26,268 --> 00:07:27,788 [Speaker 2]
environments welcoming,

00:07:28,428 --> 00:07:30,768 [Speaker 2]
uh, environments for individuals with

00:07:30,868 --> 00:07:33,568 [Speaker 2]
disabilities. And a lot of that also

00:07:33,608 --> 00:07:35,788 [Speaker 2]
includes digital accessibility.

00:07:37,288 --> 00:07:39,228 [Speaker 2]
So why are we all here today? Why-- what's

00:07:39,328 --> 00:07:40,968 [Speaker 2]
this Title II

00:07:41,608 --> 00:07:44,608 [Speaker 2]
stuff that we're hearing that we, we have

00:07:44,668 --> 00:07:47,148 [Speaker 2]
to do this? This is, this is a, a

00:07:47,328 --> 00:07:49,668 [Speaker 2]
governmental, uh, regulation that we have

00:07:49,768 --> 00:07:50,968 [Speaker 2]
to comply with.

00:07:51,848 --> 00:07:54,318 [Speaker 2]
Um, it's all about digital accessibility,

00:07:54,648 --> 00:07:57,878 [Speaker 2]
but I think it's important to reflect on

00:07:58,108 --> 00:07:59,198 [Speaker 2]
the historical

00:07:59,828 --> 00:08:02,888 [Speaker 2]
purpose of the Americans with Disabilities

00:08:03,128 --> 00:08:04,008 [Speaker 2]
Act, the ADA,

00:08:04,788 --> 00:08:06,808 [Speaker 2]
which was signed into law in nineteen

00:08:06,928 --> 00:08:08,167 [Speaker 2]
ninety.

00:08:08,798 --> 00:08:11,648 [Speaker 2]
Um, prior to the ADA and other, uh, pieces

00:08:11,688 --> 00:08:14,508 [Speaker 2]
of legislation that brought about, um,

00:08:14,628 --> 00:08:16,558 [Speaker 2]
access for individuals with disabilities,

00:08:17,548 --> 00:08:19,428 [Speaker 2]
uh, people with disabilities, um, really

00:08:19,508 --> 00:08:22,388 [Speaker 2]
had a, a tough time accessing,

00:08:23,168 --> 00:08:26,928 [Speaker 2]
um, basic services and, and, um,

00:08:27,408 --> 00:08:30,028 [Speaker 2]
accessing, you know, stores and

00:08:30,068 --> 00:08:32,488 [Speaker 2]
places of public accommodations, you know,

00:08:32,528 --> 00:08:36,188 [Speaker 2]
hotels, uh, stadiums, uh,

00:08:36,308 --> 00:08:38,097 [Speaker 2]
schools, a-and you name it.

00:08:39,188 --> 00:08:41,488 [Speaker 2]

Um, people with disabilities, you know,

00:08:41,828 --> 00:08:44,408 [Speaker 2]

wanted access to these things, but the

00:08:44,648 --> 00:08:46,168 [Speaker 2]

environment just wasn't built,

00:08:46,988 --> 00:08:48,868 [Speaker 2]

uh, with accessibility in mind.

00:08:49,518 --> 00:08:51,368 [Speaker 2]

And that's the key thing, uh, to think

00:08:51,508 --> 00:08:52,078 [Speaker 2]

about is,

00:08:52,728 --> 00:08:55,838 [Speaker 2]

uh, accessible environments. So once, uh,

00:08:56,668 --> 00:08:58,528 [Speaker 2]

time passed, a lot of people fought for,

00:08:58,968 --> 00:09:01,508 [Speaker 2]

for these legislations, uh, the, these,

00:09:01,628 --> 00:09:04,428 [Speaker 2]

uh, acts to be passed, these laws to be

00:09:04,928 --> 00:09:06,048 [Speaker 2]

en-enacted. The,

00:09:06,728 --> 00:09:08,738 [Speaker 2]

the, the digital... Excuse me. The

00:09:08,928 --> 00:09:12,208 [Speaker 2]

physical environment slowly but surely

00:09:12,288 --> 00:09:14,808 [Speaker 2]

became more accessible. When you think

00:09:14,888 --> 00:09:18,228 [Speaker 2]

about going into a public place such as a

00:09:18,468 --> 00:09:19,948 [Speaker 2]

store or a bank,

00:09:20,688 --> 00:09:22,758 [Speaker 2]

uh, oftentimes you don't even think about

00:09:22,768 --> 00:09:24,808 [Speaker 2]

it anymore. You just walk right in. Maybe

00:09:24,848 --> 00:09:27,148 [Speaker 2]

there's automatic doors that open once

00:09:27,328 --> 00:09:28,828 [Speaker 2]

you, uh, walk,

00:09:29,468 --> 00:09:30,988 [Speaker 2]

you know, close enough for the sensor to

00:09:31,068 --> 00:09:33,888 [Speaker 2]

detect you and the door opens, or maybe

00:09:33,928 --> 00:09:35,948 [Speaker 2]

there's a push button so that the door can

00:09:36,028 --> 00:09:37,048 [Speaker 2]

open automatically.

00:09:37,928 --> 00:09:41,128 [Speaker 2]

Maybe there's a ramp or no stairs involved

00:09:41,138 --> 00:09:44,258 [Speaker 2]

to get in. But prior to all this, these

00:09:44,268 --> 00:09:45,908 [Speaker 2]

were barriers to access.

00:09:46,588 --> 00:09:48,968 [Speaker 2]

Accessing physical spaces, uh, was

00:09:49,008 --> 00:09:49,928 [Speaker 2]

virtually impossible,

00:09:50,588 --> 00:09:53,358 [Speaker 2]

which meant accessing the services and,

00:09:53,428 --> 00:09:56,798 [Speaker 2]

and the goods sold in those spaces was

00:09:56,828 --> 00:09:57,708 [Speaker 2]

much more challenging.

00:09:58,968 --> 00:10:02,388 [Speaker 2]

And so what the ADA brought about access,

00:10:03,148 --> 00:10:05,597 [Speaker 2]

um, to, to individuals with disabilities,

00:10:05,648 --> 00:10:07,828 [Speaker 2]

especially in physical spaces. And when we

00:10:07,868 --> 00:10:09,128 [Speaker 2]

think back to nineteen ninety,

00:10:09,908 --> 00:10:12,978 [Speaker 2]
we weren't accessing all these digital

00:10:13,148 --> 00:10:16,168 [Speaker 2]
services that we access today. It's been

00:10:16,208 --> 00:10:17,888 [Speaker 2]
fascinating to watch as time has,

00:10:18,488 --> 00:10:21,488 [Speaker 2]
uh, progressed how we've shifted. So no

00:10:21,568 --> 00:10:24,068 [Speaker 2]
longer do we go to a physical place

00:10:24,188 --> 00:10:27,098 [Speaker 2]
oftentimes and walk up to a counter or

00:10:27,128 --> 00:10:28,208 [Speaker 2]
roll up to a counter

00:10:28,868 --> 00:10:32,038 [Speaker 2]
and, um, access information that way. Um,

00:10:32,908 --> 00:10:34,958 [Speaker 2]
you know, all... a lot of organizations

00:10:35,008 --> 00:10:35,698 [Speaker 2]
and companies,

00:10:36,448 --> 00:10:36,658 [Speaker 2]
um,

00:10:37,488 --> 00:10:39,088 [Speaker 2]
have their information online.

00:10:40,208 --> 00:10:40,898 [Speaker 2]
Even now when

00:10:41,528 --> 00:10:43,948 [Speaker 2]
I try to contact a utility company, I'm

00:10:43,968 --> 00:10:46,028 [Speaker 2]
sure many of you have experienced this.

00:10:46,048 --> 00:10:48,237 [Speaker 2]
When you try to contact a person on the

00:10:48,328 --> 00:10:50,428 [Speaker 2]
phone for the question, a unique

00:10:50,488 --> 00:10:52,928 [Speaker 2]
situation, it can be sometimes challenging

00:10:53,008 --> 00:10:54,988 [Speaker 2]

just to get a hold of a person, and

00:10:55,108 --> 00:10:58,088 [Speaker 2]

you're oftentimes told, "You can access

00:10:58,148 --> 00:11:00,968 [Speaker 2]

information on our website by visiting

00:11:01,008 --> 00:11:02,048 [Speaker 2]

www."

00:11:02,688 --> 00:11:04,448 [Speaker 2]

whatever the website is.

00:11:05,068 --> 00:11:07,778 [Speaker 2]

Or, "You can wait on hold for X amount of

00:11:07,868 --> 00:11:11,128 [Speaker 2]

time, but if you'd rather, uh, visit our

00:11:11,168 --> 00:11:13,728 [Speaker 2]

website, you can access the information

00:11:13,748 --> 00:11:15,428 [Speaker 2]

you need much quicker." So the shift,

00:11:16,598 --> 00:11:19,378 [Speaker 2]

uh, for a lot of organizations is that

00:11:19,408 --> 00:11:22,198 [Speaker 2]

their digital space is where they want

00:11:22,208 --> 00:11:23,998 [Speaker 2]

people to access information. They don't

00:11:24,028 --> 00:11:26,108 [Speaker 2]

have flyers printed. You don't go into

00:11:26,688 --> 00:11:29,268 [Speaker 2]

places to interact with people in, in

00:11:29,408 --> 00:11:31,128 [Speaker 2]

person as much anymore. Of course, that

00:11:31,168 --> 00:11:33,168 [Speaker 2]

still exists, but not as much.

00:11:34,128 --> 00:11:36,528 [Speaker 2]

Um, so the ADA is ultimately about

00:11:36,568 --> 00:11:40,638 [Speaker 2]

expanding access and opportunity, and as

00:11:40,668 --> 00:11:42,838 [Speaker 2]
far as our topic today, we are

00:11:42,928 --> 00:11:44,868 [Speaker 2]
specifically thinking about in digital

00:11:44,908 --> 00:11:45,808 [Speaker 2]
spaces.

00:11:48,368 --> 00:11:49,268 [Speaker 2]
Why this matters?

00:11:50,748 --> 00:11:51,868 [Speaker 2]
So as I mentioned,

00:11:52,528 --> 00:11:55,368 [Speaker 2]
uh, digital spaces are the ways that

00:11:55,428 --> 00:11:58,608 [Speaker 2]
people primarily access organizations

00:11:58,708 --> 00:12:01,468 [Speaker 2]
these days, this information, the services

00:12:01,568 --> 00:12:03,768 [Speaker 2]
they offer, the goods that they are

00:12:03,848 --> 00:12:07,380 [Speaker 2]
selling to us, to the public. So

00:12:07,440 --> 00:12:10,720 [Speaker 2]
inaccessible tools, inaccessible websites,

00:12:10,750 --> 00:12:12,020 [Speaker 2]
inaccessible apps

00:12:12,800 --> 00:12:15,870 [Speaker 2]
create barriers for individuals with

00:12:15,880 --> 00:12:18,040 [Speaker 2]
disabilities who require,

00:12:18,660 --> 00:12:18,880 [Speaker 2]
uh,

00:12:19,560 --> 00:12:20,020 [Speaker 2]
access.

00:12:21,800 --> 00:12:22,940 [Speaker 2]
Uh, it, uh, impacts

00:12:23,960 --> 00:12:26,700 [Speaker 2]
very various facets of life, from

00:12:27,300 --> 00:12:27,939 [Speaker 2]
healthcare.

00:12:28,560 --> 00:12:31,600 [Speaker 2]
Um, I know I recently had a, a healthcare

00:12:31,720 --> 00:12:33,420 [Speaker 2]
checkup, and all my information is

00:12:33,480 --> 00:12:33,800 [Speaker 2]
digital.

00:12:34,780 --> 00:12:35,080 [Speaker 2]
Um,

00:12:37,380 --> 00:12:38,080 [Speaker 2]
education,

00:12:38,799 --> 00:12:41,760 [Speaker 2]
um, you know, students are accessing their

00:12:41,920 --> 00:12:44,360 [Speaker 2]
courses in a digital manner these days.

00:12:45,040 --> 00:12:47,780 [Speaker 2]
Their textbooks are often digital. The,

00:12:47,920 --> 00:12:50,280 [Speaker 2]
the assignments they're asked to complete

00:12:50,300 --> 00:12:52,560 [Speaker 2]
are, are, are all digital for the most

00:12:52,600 --> 00:12:52,900 [Speaker 2]
part.

00:12:54,660 --> 00:12:57,280 [Speaker 2]
Um, public services, the, the information

00:12:57,340 --> 00:12:58,220 [Speaker 2]
that needs to be,

00:12:58,840 --> 00:13:02,420 [Speaker 2]
uh, shared with the public is often these

00:13:02,460 --> 00:13:05,390 [Speaker 2]
days in a digital form. And jobs,

00:13:06,180 --> 00:13:07,790 [Speaker 2]
I know I could not do my job,

00:13:08,520 --> 00:13:10,400 [Speaker 2]
uh, at the Gregory S. Ferrybox Center

00:13:10,460 --> 00:13:10,940 [Speaker 2]
without

00:13:11,559 --> 00:13:12,960 [Speaker 2]
accessible platforms.

00:13:14,080 --> 00:13:15,800 [Speaker 2]
Uh, I'll share more about that here in

00:13:15,860 --> 00:13:16,520 [Speaker 2]
just a minute.

00:13:18,060 --> 00:13:18,360 [Speaker 2]
So

00:13:19,220 --> 00:13:19,500 [Speaker 2]
the

00:13:20,220 --> 00:13:22,300 [Speaker 2]
regulations, the update to the Title two

00:13:22,360 --> 00:13:25,720 [Speaker 2]
regulations, uh, for the ADA are asking

00:13:25,780 --> 00:13:28,060 [Speaker 2]
people who fall under Title two, and as

00:13:28,120 --> 00:13:29,820 [Speaker 2]
previously mentioned, if you don't fall

00:13:29,840 --> 00:13:30,640 [Speaker 2]
under Title two,

00:13:31,440 --> 00:13:31,700 [Speaker 2]
uh,

00:13:32,520 --> 00:13:34,580 [Speaker 2]
I'm sure that these, uh, regulations will

00:13:34,620 --> 00:13:37,680 [Speaker 2]
be extended to you in time.

00:13:38,700 --> 00:13:39,000 [Speaker 2]
But

00:13:39,640 --> 00:13:42,800 [Speaker 2]
these regulations are intended to create

00:13:42,810 --> 00:13:45,090 [Speaker 2]
accessible spaces so that people with

00:13:45,100 --> 00:13:47,100 [Speaker 2]
disabilities, people who use assistive

00:13:47,160 --> 00:13:50,320 [Speaker 2]
technologies, can access the information,

00:13:50,360 --> 00:13:53,000 [Speaker 2]
the services, a-and et cetera, that are

00:13:53,120 --> 00:13:53,560 [Speaker 2]
offered.

00:13:55,780 --> 00:13:58,200 [Speaker 2]
Uh, it aligns with existing standards. The

00:13:58,300 --> 00:14:00,920 [Speaker 2]
Web Content Accessibility Guidelines are

00:14:00,980 --> 00:14:02,060 [Speaker 2]
standards that exist,

00:14:02,680 --> 00:14:04,500 [Speaker 2]
especially for those who are developing

00:14:04,540 --> 00:14:05,140 [Speaker 2]
websites,

00:14:05,880 --> 00:14:08,400 [Speaker 2]
uh, to create websites that are going to

00:14:08,440 --> 00:14:11,280 [Speaker 2]
be compatible with screen reading

00:14:11,290 --> 00:14:13,960 [Speaker 2]
technology, technology that converts, as

00:14:14,000 --> 00:14:16,980 [Speaker 2]
mentioned earlier, uh, text and other

00:14:17,020 --> 00:14:20,240 [Speaker 2]
information into, uh, speech or even

00:14:20,250 --> 00:14:22,669 [Speaker 2]
braille if, if a, a person who has

00:14:23,280 --> 00:14:24,680 [Speaker 2]
a, a need for a screen reader has a

00:14:24,700 --> 00:14:28,140 [Speaker 2]
refreshable dis- excuse me, a refreshable

00:14:28,160 --> 00:14:29,960 [Speaker 2]
braille display attached to their, uh,

00:14:30,260 --> 00:14:31,420 [Speaker 2]
computer or device.

00:14:32,740 --> 00:14:34,340 [Speaker 2]

Um, those who are using other types of

00:14:34,380 --> 00:14:36,100 [Speaker 2]

assistive technologies, um,

00:14:36,920 --> 00:14:37,009 [Speaker 2]

um,

00:14:38,580 --> 00:14:40,980 [Speaker 2]

they're using their voice to, to command

00:14:41,020 --> 00:14:42,720 [Speaker 2]

the computer to go to where they need to

00:14:42,800 --> 00:14:45,640 [Speaker 2]

go on a website or other applications. So

00:14:45,700 --> 00:14:47,860 [Speaker 2]

there are, are existing standards, and

00:14:47,880 --> 00:14:49,280 [Speaker 2]

when it comes to creating accessible

00:14:49,360 --> 00:14:51,870 [Speaker 2]

documents, whether it's PDF or Word or

00:14:52,040 --> 00:14:52,760 [Speaker 2]

Google Docs,

00:14:53,360 --> 00:14:56,040 [Speaker 2]

there are, are accessibility checkers that

00:14:56,080 --> 00:14:58,900 [Speaker 2]

are built into a lot of these mainstream

00:14:59,580 --> 00:15:02,260 [Speaker 2]

products that are used to create content

00:15:02,270 --> 00:15:05,980 [Speaker 2]

that you can access to help you identify

00:15:06,060 --> 00:15:06,480 [Speaker 2]

areas

00:15:07,200 --> 00:15:10,000 [Speaker 2]

of your document that are not accessible.

00:15:10,080 --> 00:15:11,860 [Speaker 2]

So for example, Microsoft, in the

00:15:11,900 --> 00:15:13,740 [Speaker 2]

Microsoft Office Suite, they have

00:15:13,780 --> 00:15:16,260 [Speaker 2]
accessibility checkers in Word, Excel,

00:15:16,440 --> 00:15:17,759 [Speaker 2]
PowerPoint, et cetera.

00:15:18,360 --> 00:15:20,800 [Speaker 2]
Same for Google and Adobe as well for

00:15:20,840 --> 00:15:22,740 [Speaker 2]
creating accessible PDFs.

00:15:24,080 --> 00:15:24,300 [Speaker 2]
Um,

00:15:25,340 --> 00:15:27,180 [Speaker 2]
so of course, we're all thinking about

00:15:27,220 --> 00:15:28,960 [Speaker 2]
compliance today, and oh my gosh, what do

00:15:29,000 --> 00:15:30,210 [Speaker 2]
we have to do? There are-- here are these

00:15:30,260 --> 00:15:32,160 [Speaker 2]
new regulations. How do I-- what do I have

00:15:32,200 --> 00:15:35,320 [Speaker 2]
to do to comply? But think about it as an

00:15:35,380 --> 00:15:38,470 [Speaker 2]
opportunity cre-to create accessibility,

00:15:39,040 --> 00:15:41,970 [Speaker 2]
to open doors to individuals who may

00:15:42,000 --> 00:15:45,440 [Speaker 2]
otherwise be shut out from your services,

00:15:45,620 --> 00:15:48,750 [Speaker 2]
your, uh, information, the products that

00:15:48,780 --> 00:15:49,560 [Speaker 2]
are being sold.

00:15:50,840 --> 00:15:54,200 [Speaker 2]
Uh, the hope is that, um, the digital

00:15:54,240 --> 00:15:56,690 [Speaker 2]
space is accessible to everyone. That's

00:15:56,720 --> 00:15:57,160 [Speaker 2]
the goal.

00:15:58,740 --> 00:16:00,460 [Speaker 2]

From my perspective as a person who's

00:16:00,560 --> 00:16:02,110 [Speaker 2]

blind, you know, I access digital

00:16:02,200 --> 00:16:04,000 [Speaker 2]

technology on a day-to-day basis, not only

00:16:04,020 --> 00:16:04,720 [Speaker 2]

for my job,

00:16:05,340 --> 00:16:07,660 [Speaker 2]

you know, access to email, calendars,

00:16:07,729 --> 00:16:09,160 [Speaker 2]

documents for reports,

00:16:10,040 --> 00:16:13,570 [Speaker 2]

um, and more, but even just day-to-day

00:16:13,620 --> 00:16:16,100 [Speaker 2]

life, accessing transportation, shared

00:16:16,160 --> 00:16:17,120 [Speaker 2]

ride services,

00:16:17,860 --> 00:16:19,860 [Speaker 2]

um, accessing my phone. You know, I use an

00:16:19,920 --> 00:16:20,539 [Speaker 2]

Apple iPhone.

00:16:21,240 --> 00:16:23,790 [Speaker 2]

And so, you know, Apple made their

00:16:23,900 --> 00:16:25,380 [Speaker 2]

platform accessible,

00:16:26,199 --> 00:16:28,950 [Speaker 2]

um, years ago, but they also made an, an,

00:16:28,960 --> 00:16:31,160 [Speaker 2]

an ecosystem where app developers can make

00:16:31,220 --> 00:16:33,980 [Speaker 2]

their apps accessible. So from Rideshare

00:16:34,080 --> 00:16:37,680 [Speaker 2]

to, uh, social media apps

00:16:37,750 --> 00:16:42,740 [Speaker 2]

to, uh, GPS apps to banking services. So

00:16:42,780 --> 00:16:44,470 [Speaker 2]
yeah, access banking services,

00:16:44,600 --> 00:16:46,660 [Speaker 2]
paying my bills, all these, these things

00:16:46,720 --> 00:16:48,720 [Speaker 2]
in a form that's accessible to me so that

00:16:48,840 --> 00:16:51,420 [Speaker 2]
I can complete these tasks independently.

00:16:52,500 --> 00:16:52,660 [Speaker 2]
Um,

00:16:53,260 --> 00:16:54,520 [Speaker 2]
some people may think, well, if you're a

00:16:54,560 --> 00:16:56,080 [Speaker 2]
person with a disability, why don't you,

00:16:56,120 --> 00:16:57,720 [Speaker 2]
you know, just get help completing these

00:16:57,780 --> 00:16:59,540 [Speaker 2]
tasks that are challenging? Well, not

00:16:59,600 --> 00:17:01,700 [Speaker 2]
every person with a disability lives with

00:17:02,140 --> 00:17:03,900 [Speaker 2]
a person who can assist. They may live

00:17:03,960 --> 00:17:06,780 [Speaker 2]
alone. Maybe it's a sense, uh, uh, the

00:17:06,840 --> 00:17:09,580 [Speaker 2]
matter of privacy. You don't want to turn

00:17:09,660 --> 00:17:11,140 [Speaker 2]
over your sensitive information to

00:17:11,180 --> 00:17:13,630 [Speaker 2]
somebody else just to help you complete a

00:17:13,660 --> 00:17:14,460 [Speaker 2]
simple task.

00:17:15,220 --> 00:17:16,480 [Speaker 2]
Um, and it's just the sense of

00:17:16,520 --> 00:17:19,220 [Speaker 2]
independence to complete the tasks when

00:17:19,280 --> 00:17:21,720 [Speaker 2]
you want, where you want, um, how you want

00:17:21,780 --> 00:17:22,560 [Speaker 2]
to complete them.

00:17:24,020 --> 00:17:27,710 [Speaker 2]
So, uh, without creating, uh, accessible

00:17:27,710 --> 00:17:30,570 [Speaker 2]
websites, apps, content, you really could

00:17:30,580 --> 00:17:33,250 [Speaker 2]
be missing out on opportunities, missing,

00:17:33,360 --> 00:17:33,630 [Speaker 2]
uh, uh,

00:17:34,400 --> 00:17:37,280 [Speaker 2]
population that could be really beneficial

00:17:37,500 --> 00:17:40,260 [Speaker 2]
to, to the services you're providing.

00:17:41,040 --> 00:17:43,290 [Speaker 2]
Uh, they could be potential employees that

00:17:43,400 --> 00:17:45,780 [Speaker 2]
can bring a wealth of perspective and

00:17:45,800 --> 00:17:47,480 [Speaker 2]
knowledge to your organization.

00:17:48,640 --> 00:17:51,320 [Speaker 2]
Uh, so accessibility really improves the

00:17:51,360 --> 00:17:52,700 [Speaker 2]
lives of everyone.

00:17:53,620 --> 00:17:56,500 [Speaker 2]
We think about universal design oftentimes

00:17:56,540 --> 00:17:58,240 [Speaker 2]
when we talk about accessibility, and

00:17:58,280 --> 00:18:00,620 [Speaker 2]
the, the classic example is a ramp to get

00:18:00,680 --> 00:18:02,510 [Speaker 2]
into a building or a cur-curb cut,

00:18:03,240 --> 00:18:05,560 [Speaker 2]
uh, when crossing a street. It certainly

00:18:05,780 --> 00:18:07,450 [Speaker 2]
benefits individuals who are using

00:18:07,480 --> 00:18:10,160 [Speaker 2]
mobility aids such as wheelchairs, uh,

00:18:10,200 --> 00:18:11,100 [Speaker 2]
walkers, et cetera,

00:18:11,780 --> 00:18:13,690 [Speaker 2]
but they also benefit other people who are

00:18:13,720 --> 00:18:16,814 [Speaker 2]
pushing carts... uh, pulling suitcases

00:18:16,864 --> 00:18:17,604 [Speaker 2]
and luggage,

00:18:18,244 --> 00:18:21,674 [Speaker 2]
uh, and, and, and other, uh, things that

00:18:21,684 --> 00:18:24,024 [Speaker 2]
aren't necessarily disability related, but

00:18:24,044 --> 00:18:26,824 [Speaker 2]
it has an impact for the greater society

00:18:26,844 --> 00:18:28,734 [Speaker 2]
at large. So think of digital

00:18:28,784 --> 00:18:31,154 [Speaker 2]
accessibility in the same way. You're,

00:18:31,184 --> 00:18:34,284 [Speaker 2]
you're creating space for everyone, the

00:18:34,324 --> 00:18:36,564 [Speaker 2]
broadest audience possible to access.

00:18:39,024 --> 00:18:39,224 [Speaker 2]
Um,

00:18:39,864 --> 00:18:40,824 [Speaker 2]
as I wrap up,

00:18:41,504 --> 00:18:42,984 [Speaker 2]
uh, I just wanna mention that

00:18:43,324 --> 00:18:46,084 [Speaker 2]
accessibility really is not just the IT

00:18:46,164 --> 00:18:48,984 [Speaker 2]
department's role, it's really the role of

00:18:49,064 --> 00:18:50,993 [Speaker 2]
every department within the organization,

00:18:51,104 --> 00:18:53,244 [Speaker 2]
and it's really a mindset to be

00:18:53,444 --> 00:18:55,764 [Speaker 2]
forward-thinking, thinking about not only

00:18:55,804 --> 00:18:59,504 [Speaker 2]
today, how do we make our current services

00:18:59,544 --> 00:19:02,364 [Speaker 2]
and platforms accessible, but going

00:19:02,404 --> 00:19:06,004 [Speaker 2]
forward, how do we make sure that we don't

00:19:06,024 --> 00:19:09,284 [Speaker 2]
fall short of accessibility? Oftentimes,

00:19:09,324 --> 00:19:11,774 [Speaker 2]
organizations use third-party tools and

00:19:11,804 --> 00:19:14,684 [Speaker 2]
platforms to provide them with the tools

00:19:14,724 --> 00:19:16,474 [Speaker 2]
and things that they need, but

00:19:17,164 --> 00:19:18,004 [Speaker 2]
when you're not thinking about

00:19:18,014 --> 00:19:20,304 [Speaker 2]
accessibility, you could inadvertently be

00:19:20,344 --> 00:19:23,734 [Speaker 2]
purchasing software that's not accessible.

00:19:23,744 --> 00:19:25,424 [Speaker 2]
That could be a barrier, not only to

00:19:25,464 --> 00:19:27,884 [Speaker 2]
customers and patrons, but to even

00:19:27,904 --> 00:19:30,184 [Speaker 2]
employees who have disabilities as well.

00:19:30,264 --> 00:19:32,244 [Speaker 2]
So it's very important to think more

00:19:32,344 --> 00:19:34,664 [Speaker 2]
broadly than just, oh, it's the IT, uh,

00:19:34,724 --> 00:19:36,324 [Speaker 2]
department's responsibility,

00:19:36,964 --> 00:19:39,004 [Speaker 2]
uh, for digital accessibility. It's

00:19:39,084 --> 00:19:41,284 [Speaker 2]
really, uh, the mindset of the whole

00:19:41,344 --> 00:19:44,344 [Speaker 2]
organization to think forward, and how can

00:19:44,384 --> 00:19:46,584 [Speaker 2]
we make sure that our future services,

00:19:46,824 --> 00:19:49,284 [Speaker 2]
events, products, et cetera, can be

00:19:49,324 --> 00:19:49,974 [Speaker 2]
accessible?

00:19:52,704 --> 00:19:58,184 [Speaker 2]
Um, just want to close by saying that, um,

00:19:58,224 --> 00:19:59,404 [Speaker 2]
the ADA was

00:19:59,464 --> 00:20:00,564 [Speaker 2]
created to open doors.

00:20:01,664 --> 00:20:03,684 [Speaker 2]
Uh, many of those doors today are digital.

00:20:04,254 --> 00:20:07,524 [Speaker 2]
We live in a largely digital world, and

00:20:07,544 --> 00:20:11,144 [Speaker 2]
so making sure that those doors are open

00:20:11,204 --> 00:20:13,394 [Speaker 2]
to everyone is a great responsibility and

00:20:13,444 --> 00:20:14,184 [Speaker 2]
an opportunity.

00:20:14,834 --> 00:20:16,704 [Speaker 2]
Thank you for allowing me to share with

00:20:16,744 --> 00:20:17,084 [Speaker 2]
you today.

00:20:18,464 --> 00:20:20,904 [Speaker 0]
Awesome. Thank you so much, Carlos. Um, I

00:20:20,944 --> 00:20:22,904 [Speaker 0]
think that, uh, one of my things that I

00:20:22,964 --> 00:20:24,023 [Speaker 0]
loved there is,

00:20:24,644 --> 00:20:27,144 [Speaker 0]
uh, for sure, um, this is everyone's

00:20:27,204 --> 00:20:29,264 [Speaker 0]
responsibility. It's not just IT, it's not

00:20:29,364 --> 00:20:31,644 [Speaker 0]
just your website team. Um, this takes

00:20:31,744 --> 00:20:34,724 [Speaker 0]
everyone, uh, really, uh, working together

00:20:34,824 --> 00:20:38,424 [Speaker 0]
and working to, um, have a, a plan for

00:20:38,434 --> 00:20:41,354 [Speaker 0]
how you continue to do, uh, accessible

00:20:41,364 --> 00:20:43,444 [Speaker 0]
digital materials, uh, whether it's your

00:20:43,484 --> 00:20:45,524 [Speaker 0]
website or other things. So, uh, thank

00:20:45,564 --> 00:20:47,474 [Speaker 0]
you, Carlos. I, I for sure appreciated,

00:20:47,634 --> 00:20:49,704 [Speaker 0]
uh, everything that you just said. Uh, at

00:20:49,784 --> 00:20:51,444 [Speaker 0]
this time we're gonna kinda transition

00:20:51,524 --> 00:20:53,624 [Speaker 0]
into a panel discussion, and we have three

00:20:53,724 --> 00:20:55,384 [Speaker 0]
wonderful people that are going to share

00:20:55,444 --> 00:20:57,224 [Speaker 0]
information from their perspectives about

00:20:57,324 --> 00:20:58,984 [Speaker 0]
digital accessibility and why this is

00:20:59,004 --> 00:21:01,324 [Speaker 0]
important. Uh, first on our panel is

00:21:01,364 --> 00:21:03,444 [Speaker 0]

Shannon Johnson. She is the director of

00:21:03,484 --> 00:21:06,164 [Speaker 0]

Helmke Library at Purdue University, Fort

00:21:06,204 --> 00:21:06,504 [Speaker 0]

Wayne.

00:21:07,124 --> 00:21:08,944 [Speaker 0]

Uh, Brenda Nickum, uh, she is the

00:21:09,044 --> 00:21:10,484 [Speaker 0]

information and referral...

00:21:11,344 --> 00:21:13,884 [Speaker 0]

Oh, there we go, uh, referral person at

00:21:13,944 --> 00:21:16,324 [Speaker 0]

The League. And then, uh, Brandon Peet,

00:21:16,434 --> 00:21:18,184 [Speaker 0]

he's the director of web development for

00:21:18,264 --> 00:21:20,964 [Speaker 0]

Ashar Agency. So I am excited to have all

00:21:21,004 --> 00:21:22,884 [Speaker 0]

three with me, uh, to share their

00:21:22,904 --> 00:21:25,434 [Speaker 0]

perspectives. And to start, I wanna start

00:21:25,464 --> 00:21:27,164 [Speaker 0]

with a question that is kind of wrapped

00:21:27,224 --> 00:21:30,174 [Speaker 0]

around for all of you. Um, why is this

00:21:30,204 --> 00:21:32,224 [Speaker 0]

topic important? Each of you has a story

00:21:32,244 --> 00:21:34,344 [Speaker 0]

and, and a reason why this topic is so

00:21:34,384 --> 00:21:36,354 [Speaker 0]

important to you. So I'd love to hear from

00:21:36,424 --> 00:21:38,184 [Speaker 0]

your perspective why this is important.

00:21:38,224 --> 00:21:39,804 [Speaker 0]

And Brenda, we're gonna start with you on

00:21:39,864 --> 00:21:40,164 [Speaker 0]
this.

00:21:42,084 --> 00:21:44,864 [Speaker 3]
Well, thank you. Um, as she mentioned, I

00:21:44,884 --> 00:21:46,064 [Speaker 3]
am the information and referral

00:21:46,184 --> 00:21:48,044 [Speaker 3]
coordinator at The League for the Blind

00:21:48,084 --> 00:21:50,484 [Speaker 3]
and Disabled, which is a center for

00:21:50,524 --> 00:21:51,434 [Speaker 3]
independent living,

00:21:52,084 --> 00:21:54,254 [Speaker 3]
serving people with all disabilities,

00:21:55,104 --> 00:21:57,464 [Speaker 3]
um, and empowering them to live their most

00:21:57,504 --> 00:21:59,924 [Speaker 3]
independent life and achieve whatever

00:21:59,964 --> 00:22:01,544 [Speaker 3]
goal it is that they want.

00:22:02,344 --> 00:22:02,554 [Speaker 3]
Um,

00:22:03,484 --> 00:22:07,524 [Speaker 3]
so I am also a legally blind individual.

00:22:08,164 --> 00:22:10,584 [Speaker 3]
Um, I call myself partially sighted.

00:22:11,424 --> 00:22:14,104 [Speaker 3]
Um, and I use a great deal of assistive

00:22:14,184 --> 00:22:15,174 [Speaker 3]
technology,

00:22:15,984 --> 00:22:19,574 [Speaker 3]
um, which allows me to be a productive

00:22:19,664 --> 00:22:22,614 [Speaker 3]
member and, um, has developed my career.

00:22:23,344 --> 00:22:26,364 [Speaker 3]
So, uh, digital accessibility means

00:22:26,444 --> 00:22:29,684 [Speaker 3]
everything to me in gaining access to

00:22:29,744 --> 00:22:33,304 [Speaker 3]
information, entertainment, employment,

00:22:33,884 --> 00:22:36,344 [Speaker 3]
and really touches just about every part

00:22:36,404 --> 00:22:37,244 [Speaker 3]
of my life.

00:22:38,804 --> 00:22:41,184 [Speaker 0]
Awesome. Shannon, from your perspective,

00:22:41,244 --> 00:22:42,484 [Speaker 0]
why is this so important?

00:22:43,744 --> 00:22:45,844 [Speaker 2]
Well, I'm Shannon Johnson, and uh, as was

00:22:45,864 --> 00:22:47,064 [Speaker 2]
said earlier, I'm the director of Helmke

00:22:47,144 --> 00:22:48,244 [Speaker 2]
Library at Purdue Fort Wayne.

00:22:48,964 --> 00:22:51,094 [Speaker 2]
And, uh, to include in my intro here, I'm

00:22:51,144 --> 00:22:53,264 [Speaker 2]
a middle-aged white woman with red brown

00:22:53,304 --> 00:22:56,744 [Speaker 2]
hair and very thick glasses. So we often

00:22:56,844 --> 00:22:59,734 [Speaker 2]
joke that if... It's a dark joke, but if

00:22:59,764 --> 00:23:02,013 [Speaker 2]
you don't have a disability now, you might

00:23:02,084 --> 00:23:03,894 [Speaker 2]
very well have one at some point in time

00:23:03,924 --> 00:23:05,484 [Speaker 2]
in your life before you die, if you live

00:23:05,524 --> 00:23:05,994 [Speaker 2]
long enough,

00:23:06,644 --> 00:23:08,084 [Speaker 2]
and these glasses aren't getting any

00:23:08,124 --> 00:23:08,404 [Speaker 2]
thinner.

00:23:09,224 --> 00:23:09,524 [Speaker 2]
So

00:23:10,324 --> 00:23:12,474 [Speaker 2]
I use accessibility every, features every

00:23:12,564 --> 00:23:14,704 [Speaker 2]
day, even though I do not currently have a

00:23:14,724 --> 00:23:16,944 [Speaker 2]
disability be- just because as those a-

00:23:17,084 --> 00:23:19,824 [Speaker 2]
eyes age, I wanna jack that text size up

00:23:19,864 --> 00:23:21,064 [Speaker 2]
and be able to read something, and

00:23:21,124 --> 00:23:23,204 [Speaker 2]
something as simple as that can make a

00:23:23,304 --> 00:23:26,304 [Speaker 2]
real difference for a lot of my students,

00:23:26,344 --> 00:23:28,564 [Speaker 2]
as well as the auditory readout. Um,

00:23:29,504 --> 00:23:31,564 [Speaker 2]
it's... Accessibility is for everyone.

00:23:31,724 --> 00:23:32,334 [Speaker 2]
It's not

00:23:33,324 --> 00:23:36,164 [Speaker 2]
just a, uh, feature that is useful for a

00:23:36,204 --> 00:23:38,344 [Speaker 2]
small number of people. So that if nothing

00:23:38,424 --> 00:23:40,364 [Speaker 2]
else, I wanted to, to point that out

00:23:40,404 --> 00:23:42,754 [Speaker 2]
today. Like, we all use these features on

00:23:42,804 --> 00:23:45,824 [Speaker 2]
a daily basis and, um, they really are

00:23:45,884 --> 00:23:46,704 [Speaker 2]
critical for

00:23:47,364 --> 00:23:50,084 [Speaker 2]
people that need them, but we all benefit

00:23:50,144 --> 00:23:50,464 [Speaker 2]
from them.

00:23:51,464 --> 00:23:53,554 [Speaker 0]
Absolutely. Uh, Brandon, from your

00:23:53,604 --> 00:23:55,464 [Speaker 0]
perspective, why is this personally, uh,

00:23:55,524 --> 00:23:56,384 [Speaker 0]
so important to you?

00:23:57,364 --> 00:23:59,944 [Speaker 4]
Yeah. So I'm a Caucasian man in a black

00:23:59,984 --> 00:24:02,134 [Speaker 4]
dress shirt with dark curly hair and a

00:24:02,224 --> 00:24:03,904 [Speaker 4]
beard that gets a little more gray in it

00:24:03,964 --> 00:24:06,914 [Speaker 4]
every year, uh, so for reference. Uh, my

00:24:07,044 --> 00:24:08,444 [Speaker 4]
background before I got into web

00:24:08,484 --> 00:24:09,824 [Speaker 4]
development was actually in graphic

00:24:09,884 --> 00:24:11,344 [Speaker 4]
design. That's what I went to school for,

00:24:11,384 --> 00:24:13,694 [Speaker 4]
and that's what my degree was in. And

00:24:14,144 --> 00:24:16,354 [Speaker 4]
getting exposed to accessibility for me

00:24:16,464 --> 00:24:18,444 [Speaker 4]
was like kind of a, a complete reversal of

00:24:18,484 --> 00:24:21,044 [Speaker 4]
what I learned as a designer. Um, as a

00:24:21,064 --> 00:24:23,684 [Speaker 4]
designer, I'm, I'm the tastemaker. I know

00:24:23,704 --> 00:24:25,404 [Speaker 4]
better than you what's good. I'm gonna do

00:24:25,424 --> 00:24:26,644 [Speaker 4]

something, I'm gonna persuade you to see

00:24:26,664 --> 00:24:29,403 [Speaker 4]

it my way. And accessibility is really the

00:24:29,504 --> 00:24:31,704 [Speaker 4]

opposite. It's really user-first as a

00:24:31,804 --> 00:24:34,444 [Speaker 4]

principle. Uh, it's about understanding

00:24:34,504 --> 00:24:36,184 [Speaker 4]

what your users need and being able to

00:24:36,244 --> 00:24:38,444 [Speaker 4]

meet them there. Uh, and there's hard

00:24:38,484 --> 00:24:40,204 [Speaker 4]

rules that you can't bend or break or

00:24:40,244 --> 00:24:43,134 [Speaker 4]

cheat your way around. Um, and that was a

00:24:43,184 --> 00:24:45,014 [Speaker 4]

hard transition for me, uh, which is

00:24:45,104 --> 00:24:47,184 [Speaker 4]

ironic because I have red-green color

00:24:47,244 --> 00:24:49,324 [Speaker 4]

blindness. Um, that's a very minor

00:24:49,344 --> 00:24:51,604 [Speaker 4]

disability in the scope of things, but

00:24:51,644 --> 00:24:53,524 [Speaker 4]

when you're working in a visual field and

00:24:53,584 --> 00:24:55,784 [Speaker 4]

you can't see certain bands of the, of the

00:24:55,824 --> 00:24:56,553 [Speaker 4]

color spectrum,

00:24:57,224 --> 00:24:58,594 [Speaker 4]

uh, it can be a challenge to kinda get

00:24:58,704 --> 00:25:00,384 [Speaker 4]

around. And I think that's what really

00:25:00,424 --> 00:25:03,374 [Speaker 4]

turned the corner for me is, you know, uh,

00:25:03,404 --> 00:25:05,364 [Speaker 4]
thinking of that, thinking of everyone on

00:25:05,384 --> 00:25:08,144 [Speaker 4]
our web team knows somebody personally

00:25:08,184 --> 00:25:10,154 [Speaker 4]
who has some kind of a disability, whether

00:25:10,184 --> 00:25:13,204 [Speaker 4]
that's cognitive or motor or visual. And

00:25:13,404 --> 00:25:15,624 [Speaker 4]
when you think about those of us who are

00:25:15,664 --> 00:25:18,564 [Speaker 4]
producing content or digital experiences

00:25:18,664 --> 00:25:20,964 [Speaker 4]
and putting them out into the world, am I

00:25:21,024 --> 00:25:24,064 [Speaker 4]
making life easier or harder for the

00:25:24,084 --> 00:25:26,824 [Speaker 4]
people in my community? Um, and once you

00:25:26,864 --> 00:25:28,844 [Speaker 4]
put that personal face on it, then I think

00:25:28,884 --> 00:25:30,844 [Speaker 4]
it, it really becomes a no-brainer, and

00:25:30,884 --> 00:25:32,864 [Speaker 4]
I'm proud that it's become part of our

00:25:32,904 --> 00:25:35,384 [Speaker 4]
core focus, um, at Asher on the web team.

00:25:36,844 --> 00:25:39,344 [Speaker 0]
Awesome. Thank you all so much. Um, and

00:25:39,844 --> 00:25:42,384 [Speaker 0]
a-as you will s-hear, uh, our speakers are

00:25:42,444 --> 00:25:45,484 [Speaker 0]
modeling, uh, good practice, uh, for

00:25:45,544 --> 00:25:48,624 [Speaker 0]
webinars. And so in that mode, uh, I am a

00:25:48,644 --> 00:25:51,094 [Speaker 0]
Caucasian female. I have short dark hair,

00:25:51,284 --> 00:25:52,534 [Speaker 0]
uh, that has purple highlights in the

00:25:52,584 --> 00:25:54,464 [Speaker 0]
right light. Today I'm wearing s- uh,

00:25:54,544 --> 00:25:57,004 [Speaker 0]
glasses and a black shirt. Uh, so, uh,

00:25:57,104 --> 00:25:59,164 [Speaker 0]
thank you all for modeling that. Uh, this

00:25:59,244 --> 00:26:01,704 [Speaker 0]
question is for Brenda. Um, what are some

00:26:01,744 --> 00:26:03,864 [Speaker 0]
of the most common barriers that you see

00:26:03,884 --> 00:26:05,904 [Speaker 0]
users running into when they're using

00:26:05,944 --> 00:26:08,724 [Speaker 0]
websites, forums, videos, or other online

00:26:08,824 --> 00:26:09,524 [Speaker 0]
services?

00:26:10,324 --> 00:26:12,824 [Speaker 3]
Sure. And my apologies, I did not give my

00:26:12,844 --> 00:26:15,944 [Speaker 3]
description. I am a mid-fifties, uh, white

00:26:16,004 --> 00:26:19,224 [Speaker 3]
female with long blonde straight hair,

00:26:19,384 --> 00:26:21,724 [Speaker 3]
wearing a white button-down shirt and a

00:26:21,804 --> 00:26:22,684 [Speaker 3]
gray jacket.

00:26:23,724 --> 00:26:26,404 [Speaker 3]
Um, mm, a lot of the things that I hear

00:26:26,464 --> 00:26:28,664 [Speaker 3]
people come across or I, um,

00:26:29,884 --> 00:26:32,764 [Speaker 3]
uh, come across myself include things like

00:26:32,904 --> 00:26:36,204 [Speaker 3]
unlabeled or hard to find, um, buttons or

00:26:36,304 --> 00:26:36,804 [Speaker 3]
links,

00:26:37,684 --> 00:26:39,404 [Speaker 3]
uh, poor color contrast,

00:26:40,644 --> 00:26:43,744 [Speaker 3]
uh, distorted high contrast, uh, visuals.

00:26:44,844 --> 00:26:46,354 [Speaker 3]
If you've ever used high contrast,

00:26:46,444 --> 00:26:49,074 [Speaker 3]
sometimes it will kind of fr-- invert that

00:26:49,104 --> 00:26:51,544 [Speaker 3]
where everything is, is dark and the

00:26:51,604 --> 00:26:53,584 [Speaker 3]
image comes out white, and it looks a

00:26:53,624 --> 00:26:56,604 [Speaker 3]
little scary. Um, just, uh,

00:26:57,764 --> 00:26:59,904 [Speaker 3]
screen reader and high contrast

00:26:59,944 --> 00:27:01,114 [Speaker 3]
incompatibility.

00:27:02,324 --> 00:27:05,744 [Speaker 3]
Pop-ups that trap, uh, keyboard focus, so

00:27:05,804 --> 00:27:08,664 [Speaker 3]
you get stuck in the, the pop-up and then

00:27:08,704 --> 00:27:12,244 [Speaker 3]
you can't navigate out of it. Illegible or

00:27:12,284 --> 00:27:14,384 [Speaker 3]
decorative fonts, fonts that are too

00:27:14,444 --> 00:27:15,924 [Speaker 3]
small or too faint.

00:27:16,984 --> 00:27:20,704 [Speaker 3]
Untagged PDFs or PowerPoints that will not

00:27:20,744 --> 00:27:23,124 [Speaker 3]
allow the screen readers to navigate

00:27:23,184 --> 00:27:27,384 [Speaker 3]
through them. Um, missing alt text, image

00:27:27,404 --> 00:27:29,224 [Speaker 3]
descriptions or audio

00:27:29,304 --> 00:27:30,344 [Speaker 3]
descriptions.

00:27:31,664 --> 00:27:34,844 [Speaker 3]
Uh, graphic-heavy content without proper

00:27:34,944 --> 00:27:35,984 [Speaker 3]
descriptions.

00:27:37,204 --> 00:27:39,664 [Speaker 3]
Um, no closed captioning or ASL

00:27:39,824 --> 00:27:42,264 [Speaker 3]
interpreting, uh, for videos and audio

00:27:42,364 --> 00:27:42,944 [Speaker 3]
content.

00:27:44,184 --> 00:27:48,324 [Speaker 3]
Flashing, um, lights or things that your

00:27:48,364 --> 00:27:49,884 [Speaker 3]
text moving too quickly,

00:27:50,824 --> 00:27:53,564 [Speaker 3]
um, or inadequate timing if you're running

00:27:53,584 --> 00:27:54,984 [Speaker 3]
those carousels

00:27:56,144 --> 00:27:58,184 [Speaker 3]
that go and they move too quickly before

00:27:58,224 --> 00:28:00,744 [Speaker 3]
anybody can capture, uh, the information

00:28:00,784 --> 00:28:01,623 [Speaker 3]
that's in them.

00:28:02,404 --> 00:28:05,524 [Speaker 3]
And then, um, limited navigation for

00:28:05,644 --> 00:28:06,924 [Speaker 3]
alternate, um,

00:28:07,544 --> 00:28:09,324 [Speaker 3]
navigation throughout your website. So

00:28:09,464 --> 00:28:12,644 [Speaker 3]
keyboards and alternate input devices like

00:28:12,704 --> 00:28:12,964 [Speaker 3]
that.

00:28:15,244 --> 00:28:16,944 [Speaker 0]
Excellent. I think that was a great list

00:28:17,024 --> 00:28:19,224 [Speaker 0]
of things to consider. Uh, Shannon, this

00:28:19,304 --> 00:28:20,894 [Speaker 0]
question is for you. Uh, from your

00:28:20,964 --> 00:28:24,364 [Speaker 0]
perspective, um, what are, uh, some of the

00:28:24,444 --> 00:28:25,364 [Speaker 0]
things that...

00:28:26,104 --> 00:28:26,244 [Speaker 0]
No.

00:28:27,024 --> 00:28:28,564 [Speaker 0]
Hold on. I just did it too fast.

00:28:30,264 --> 00:28:32,814 [Speaker 0]
What has changed for many organizations,

00:28:33,084 --> 00:28:34,144 [Speaker 0]
uh, from a digital cur--

00:28:34,984 --> 00:28:37,324 [Speaker 0]
acce-accessibility ex- uh, expectations?

00:28:37,844 --> 00:28:39,904 [Speaker 0]
How have those expectations become more

00:28:39,944 --> 00:28:40,604 [Speaker 0]
defined?

00:28:41,884 --> 00:28:42,304 [Speaker 4]
Uh, thank you.

00:28:42,944 --> 00:28:45,264 [Speaker 4]
Just let me give a, a brief introductory

00:28:46,284 --> 00:28:48,784 [Speaker 4]
disclaimer here. I'm not a lawyer, and

00:28:48,824 --> 00:28:50,384 [Speaker 4]
what I'm saying is also just my personal

00:28:50,404 --> 00:28:52,504 [Speaker 4]
opinion, and it does not represent Purdue

00:28:52,544 --> 00:28:54,184 [Speaker 4]

University as a whole. Um,

00:28:55,364 --> 00:28:56,484 [Speaker 4]

okay, now that I got that out of the way.

00:28:57,364 --> 00:28:58,824 [Speaker 4]

I think one of the biggest things with

00:28:58,884 --> 00:29:02,164 [Speaker 4]

this is because how we define digital. So

00:29:02,184 --> 00:29:03,974 [Speaker 4]

we're talking a lot about websites, but

00:29:03,974 --> 00:29:07,364 [Speaker 4]

this new way of thinking, I don't wanna

00:29:07,824 --> 00:29:09,354 [Speaker 4]

s-focus on the compliance as much as this

00:29:09,404 --> 00:29:11,224 [Speaker 4]

new way of thinking. Digital is anything

00:29:11,234 --> 00:29:13,204 [Speaker 4]

that is shared electronically. That would

00:29:13,244 --> 00:29:15,944 [Speaker 4]

include email, social media, text

00:29:16,024 --> 00:29:19,264 [Speaker 4]

messages, all of that. So because it's

00:29:19,324 --> 00:29:21,344 [Speaker 4]

such a broad way of looking at

00:29:21,384 --> 00:29:23,864 [Speaker 4]

accessibility in this digital environment,

00:29:24,744 --> 00:29:27,284 [Speaker 4]

everyone has to be involved. It is not

00:29:27,364 --> 00:29:30,034 [Speaker 4]

just an IT person who is checking your

00:29:30,104 --> 00:29:31,314 [Speaker 4]

compliance on your website.

00:29:31,944 --> 00:29:34,804 [Speaker 4]

Everybody that works in any kind of these

00:29:34,844 --> 00:29:37,124 [Speaker 4]

digital platforms needs to be concerned

00:29:37,164 --> 00:29:39,744 [Speaker 4]
about accessibility. So for example, we

00:29:39,764 --> 00:29:41,144 [Speaker 4]
were talking about like red-green

00:29:41,224 --> 00:29:43,004 [Speaker 4]
blindness just a second ago. If you're

00:29:43,064 --> 00:29:44,734 [Speaker 4]
sending an email with a lot of color

00:29:44,884 --> 00:29:46,854 [Speaker 4]
text... color coding in your text of your

00:29:46,924 --> 00:29:49,384 [Speaker 4]
email, that may make it inaccessible for

00:29:49,424 --> 00:29:52,084 [Speaker 4]
somebody. If they can even read it, that's

00:29:52,144 --> 00:29:53,904 [Speaker 4]
great, but then they may not get the same

00:29:53,924 --> 00:29:55,344 [Speaker 4]
meaning because they can't see the

00:29:55,404 --> 00:29:57,094 [Speaker 4]
emphasis that you're putting on things

00:29:57,184 --> 00:29:57,924 [Speaker 4]
using that color.

00:29:59,084 --> 00:30:00,184 [Speaker 4]
So making it

00:30:00,996 --> 00:30:03,016 [Speaker 3]
An education point for everyone in an

00:30:03,096 --> 00:30:05,116 [Speaker 3]
organization, from your entry-level

00:30:05,216 --> 00:30:07,075 [Speaker 3]
positions all the way up to your

00:30:07,116 --> 00:30:09,276 [Speaker 3]
administration and whatever ki-- and, and

00:30:09,416 --> 00:30:11,456 [Speaker 3]
supervision managers and, and things.

00:30:11,696 --> 00:30:13,646 [Speaker 3]
That, that is a real big difference from

00:30:13,696 --> 00:30:16,366 [Speaker 3]

how we've thought of it previously, where

00:30:16,416 --> 00:30:18,136 [Speaker 3]

it was i- the problem for the IT

00:30:18,156 --> 00:30:18,636 [Speaker 3]

department.

00:30:21,556 --> 00:30:23,456 [Speaker 0]

I love-- I, I still continue to love this

00:30:23,516 --> 00:30:26,316 [Speaker 0]

isn't just IT's issue. Um, Brandon, this

00:30:26,376 --> 00:30:28,496 [Speaker 0]

question is for you. Uh, when

00:30:28,556 --> 00:30:32,056 [Speaker 0]

organizations hear, uh, the w- the WCAG,

00:30:32,656 --> 00:30:35,076 [Speaker 0]

uh, two point two, and, and you maybe you

00:30:35,116 --> 00:30:37,456 [Speaker 0]

can explain what even two point o and two

00:30:37,556 --> 00:30:40,366 [Speaker 0]

point one are, uh, what do they most often

00:30:40,396 --> 00:30:42,856 [Speaker 0]

misunderstand about what compliance

00:30:43,016 --> 00:30:44,036 [Speaker 0]

actually involves?

00:30:44,696 --> 00:30:47,766 [Speaker 4]

Yeah. So to define those terms, so the

00:30:47,776 --> 00:30:50,306 [Speaker 4]

WCAG, that's the Web Content Accessibility

00:30:50,456 --> 00:30:52,696 [Speaker 4]

Guidelines. Uh, and that's kind of the,

00:30:52,916 --> 00:30:55,336 [Speaker 4]

uh, governing body of accessibility

00:30:55,556 --> 00:30:57,356 [Speaker 4]

guidelines that's out there and that's

00:30:57,416 --> 00:30:59,436 [Speaker 4]

become adopted as sort of the de facto

00:30:59,636 --> 00:31:02,436 [Speaker 4]
legal guideline. Um, two point two is the

00:31:02,516 --> 00:31:04,786 [Speaker 4]
latest iteration of those rules. It was

00:31:04,796 --> 00:31:06,986 [Speaker 4]
released in twenty twenty-four. Uh, it's

00:31:07,016 --> 00:31:09,356 [Speaker 4]
an incremental update from two point one.

00:31:09,656 --> 00:31:11,316 [Speaker 4]
And, and two point one is still the common

00:31:11,436 --> 00:31:13,356 [Speaker 4]
legal benchmark that's usually cited in

00:31:13,396 --> 00:31:16,176 [Speaker 4]
court cases and things like that. Um, so

00:31:16,316 --> 00:31:17,706 [Speaker 4]
it w- it was a minor update. There were

00:31:17,736 --> 00:31:19,536 [Speaker 4]
like nine criteria that were added, one

00:31:19,576 --> 00:31:22,016 [Speaker 4]
removed. Um, the focus of two point two

00:31:22,096 --> 00:31:23,716 [Speaker 4]
was around cognitive and motor

00:31:23,776 --> 00:31:25,806 [Speaker 4]
disabilities, so like sizing of buttons,

00:31:25,896 --> 00:31:27,316 [Speaker 4]
making sure you can click things, stuff

00:31:27,356 --> 00:31:29,896 [Speaker 4]
like that. All of these rules are online,

00:31:30,656 --> 00:31:33,676 [Speaker 4]
but it's a lot to digest. The word count

00:31:33,756 --> 00:31:36,356 [Speaker 4]
is over like twenty-three thousand words.

00:31:36,436 --> 00:31:38,296 [Speaker 4]
It's dense technical reading. It can be

00:31:38,316 --> 00:31:40,436 [Speaker 4]
really intimidating to try to pick it up.

00:31:40,536 --> 00:31:44,076 [Speaker 4]

So that's where, uh, really the, the two

00:31:44,116 --> 00:31:45,646 [Speaker 4]

things I wanna highlight that, uh,

00:31:46,396 --> 00:31:49,316 [Speaker 4]

common mistakes as people get into it come

00:31:49,396 --> 00:31:51,256 [Speaker 4]

up. The first one is thinking that

00:31:51,296 --> 00:31:53,156 [Speaker 4]

there's a quick fix for this. So there's a

00:31:53,196 --> 00:31:56,746 [Speaker 4]

lot of services online that offer a- an

00:31:56,756 --> 00:31:59,306 [Speaker 4]

accessibility silver bullet. "Hey, get our

00:31:59,336 --> 00:32:01,876 [Speaker 4]

service, install one line of code, it'll

00:32:01,916 --> 00:32:03,746 [Speaker 4]

fix everything automatically. It'll put a

00:32:03,796 --> 00:32:06,566 [Speaker 4]

little pop-up on your website so users can

00:32:06,616 --> 00:32:08,706 [Speaker 4]

tweak the text size or contrast ratio or

00:32:08,716 --> 00:32:10,756 [Speaker 4]

things like that." That kind of tool is

00:32:10,796 --> 00:32:13,316 [Speaker 4]

called an overlay. Um, some examples out

00:32:13,336 --> 00:32:14,565 [Speaker 4]

there that you've probably seen in the

00:32:14,636 --> 00:32:17,596 [Speaker 4]

wild are AccessiBe, AudioEye, UserWay.

00:32:17,656 --> 00:32:19,036 [Speaker 4]

There's at least a dozen others.

00:32:19,676 --> 00:32:21,616 [Speaker 4]

The consensus in the accessibility

00:32:21,636 --> 00:32:24,196 [Speaker 4]

community is that these tools generally do

00:32:24,256 --> 00:32:26,905 [Speaker 4]
more harm than good. They don't offer

00:32:26,916 --> 00:32:28,946 [Speaker 4]
full compliance. They can't-- There's no

00:32:29,036 --> 00:32:31,076 [Speaker 4]
way to fully automate that. And they're

00:32:31,156 --> 00:32:33,676 [Speaker 4]
often redundant or even incompatible with

00:32:33,736 --> 00:32:35,836 [Speaker 4]
assistive technology. So if you're using

00:32:35,936 --> 00:32:37,806 [Speaker 4]
a, a screen reader or something like that,

00:32:38,516 --> 00:32:40,016 [Speaker 4]
this is trying to duplicate some of that

00:32:40,056 --> 00:32:41,776 [Speaker 4]
functionality, and those two things might

00:32:41,816 --> 00:32:43,276 [Speaker 4]
kinda step on each other's toes.

00:32:44,016 --> 00:32:46,096 [Speaker 4]
Um, these overlay tools will market

00:32:46,136 --> 00:32:48,056 [Speaker 4]
themselves as a guarantee against

00:32:48,116 --> 00:32:50,446 [Speaker 4]
lawsuits, but there have been multiple

00:32:50,476 --> 00:32:53,125 [Speaker 4]
legal cases where an overlay was

00:32:53,196 --> 00:32:55,756 [Speaker 4]
specifically ruled in the finding to be

00:32:55,796 --> 00:32:57,876 [Speaker 4]
insufficient or even harmful, and the case

00:32:57,956 --> 00:32:59,816 [Speaker 4]
was decided against the website owner.

00:33:00,416 --> 00:33:02,736 [Speaker 4]
Um, AccessiBe, just to name and shame one

00:33:02,796 --> 00:33:04,936 [Speaker 4]
of them, uh, had to pay a one million

00:33:04,956 --> 00:33:07,426 [Speaker 4]
dollar settlement to the FTC last year,

00:33:08,036 --> 00:33:09,596 [Speaker 4]
um, because of its misleading marketing

00:33:09,676 --> 00:33:12,736 [Speaker 4]
around guaranteed compliance. Um, that's

00:33:12,776 --> 00:33:14,216 [Speaker 4]
not something that you can do with just

00:33:14,256 --> 00:33:15,036 [Speaker 4]
one line of code.

00:33:15,696 --> 00:33:18,436 [Speaker 4]
The second big misconception is that

00:33:18,496 --> 00:33:20,976 [Speaker 4]
accessibility is a one-time project. So

00:33:21,016 --> 00:33:23,236 [Speaker 4]
when you think of your website, uh, or any

00:33:23,316 --> 00:33:24,936 [Speaker 4]
other, uh, deliverable that you might be

00:33:25,036 --> 00:33:27,996 [Speaker 4]
working on, "Hey, if I just, if I just do

00:33:28,056 --> 00:33:30,666 [Speaker 4]
accessibility, uh, then it'll be fixed,

00:33:30,716 --> 00:33:32,076 [Speaker 4]
and then I won't have to worry about it

00:33:32,136 --> 00:33:32,436 [Speaker 4]
again."

00:33:33,036 --> 00:33:35,376 [Speaker 4]
Um, the reality is your website is a

00:33:35,456 --> 00:33:37,146 [Speaker 4]
living, breathing thing. The content on

00:33:37,196 --> 00:33:39,476 [Speaker 4]
there is gonna be changing, um, all the

00:33:39,516 --> 00:33:41,065 [Speaker 4]
time, and every piece of content that

00:33:41,076 --> 00:33:42,636 [Speaker 4]
you're putting on there needs to be

00:33:42,696 --> 00:33:45,176 [Speaker 4]
checked. Um, the code of the website is

00:33:45,236 --> 00:33:47,326 [Speaker 4]
also going to change. Uh, if you're

00:33:47,336 --> 00:33:50,116 [Speaker 4]
running a site using third-party services

00:33:50,196 --> 00:33:52,656 [Speaker 4]
or WordPress plugins, those authors are

00:33:52,676 --> 00:33:54,976 [Speaker 4]
gonna be pushing out updates that might

00:33:55,016 --> 00:33:56,625 [Speaker 4]
break compliance, and you need to stay on

00:33:56,696 --> 00:33:59,136 [Speaker 4]
top of that. And accessibility rules

00:33:59,196 --> 00:34:01,466 [Speaker 4]
evolve. So I mentioned earlier two point

00:34:01,696 --> 00:34:03,876 [Speaker 4]
one, uh, the most commonly cited legal

00:34:03,936 --> 00:34:06,836 [Speaker 4]
standard, but two point two is, uh, the

00:34:06,896 --> 00:34:08,726 [Speaker 4]
most current one. There's a three point o,

00:34:09,186 --> 00:34:10,966 [Speaker 4]
uh, currently in development, no release

00:34:11,056 --> 00:34:13,056 [Speaker 4]
date yet. That one's looking to be a more

00:34:13,076 --> 00:34:16,166 [Speaker 4]
significant overhaul. Um, but it's, it's

00:34:16,236 --> 00:34:17,916 [Speaker 4]
not something that we can just fix it once

00:34:17,986 --> 00:34:20,695 [Speaker 4]
and then forget it. So accessibility is

00:34:20,755 --> 00:34:22,366 [Speaker 4]
really two things. It's achieving

00:34:22,375 --> 00:34:25,216 [Speaker 4]
compliance, but then it's monitoring and

00:34:25,256 --> 00:34:27,116 [Speaker 4]
maintaining to make sure that you stay in

00:34:27,136 --> 00:34:29,095 [Speaker 4]
compliance.

00:34:29,176 --> 00:34:30,756 [Speaker 0]
Perfect. Thank you, Brandon. That was a

00:34:30,816 --> 00:34:33,136 [Speaker 0]
great overview. Uh, this question is for

00:34:33,196 --> 00:34:36,156 [Speaker 0]
all three of you. Um, how do we move, uh,

00:34:36,336 --> 00:34:38,496 [Speaker 0]
accessibility from being an IT issue,

00:34:38,556 --> 00:34:39,856 [Speaker 0]
which we've already talked about it's not,

00:34:39,956 --> 00:34:41,916 [Speaker 0]
to, uh, an organizational wide

00:34:41,976 --> 00:34:43,656 [Speaker 0]
responsibility? Brenda, let's start with

00:34:43,776 --> 00:34:43,996 [Speaker 0]
you.

00:34:45,096 --> 00:34:48,136 [Speaker 3]
Yeah. I, I think it starts even from your

00:34:48,216 --> 00:34:49,756 [Speaker 3]
board and then, as you mentioned, the

00:34:49,816 --> 00:34:52,876 [Speaker 3]
administration, creating those policies,

00:34:53,016 --> 00:34:55,756 [Speaker 3]
procedures, and practices, and then

00:34:56,396 --> 00:34:58,156 [Speaker 3]
establishing roles within your

00:34:58,216 --> 00:35:00,776 [Speaker 3]
organization on who is responsible for

00:35:00,836 --> 00:35:03,256 [Speaker 3]
that compliance and how each department,

00:35:03,876 --> 00:35:07,016 [Speaker 3]
including your HR, your marketing,

00:35:07,836 --> 00:35:09,876 [Speaker 3]
um, all the way down to your staff,

00:35:09,956 --> 00:35:11,256 [Speaker 3]
knowing how to,

00:35:12,096 --> 00:35:14,656 [Speaker 3]
um, submit a request for reasonable

00:35:14,736 --> 00:35:16,896 [Speaker 3]
accommodations, feel comfortable doing

00:35:16,996 --> 00:35:17,436 [Speaker 3]
that,

00:35:18,056 --> 00:35:19,296 [Speaker 3]
and then, um,

00:35:20,356 --> 00:35:23,116 [Speaker 3]
the administrators knowing how to provide

00:35:23,216 --> 00:35:23,716 [Speaker 3]
those.

00:35:24,476 --> 00:35:27,236 [Speaker 3]
Um, and so it does-- it runs through your

00:35:27,276 --> 00:35:29,806 [Speaker 3]
entire organization and everyone being

00:35:29,856 --> 00:35:33,676 [Speaker 3]
cognizant of how to best support not only

00:35:33,736 --> 00:35:36,156 [Speaker 3]
your consumers, but your own staff.

00:35:37,336 --> 00:35:39,256 [Speaker 0]
Perfect. Shannon, from your perspective?

00:35:43,324 --> 00:35:45,734 [Speaker 5]
I've spent the last year trying to get a

00:35:45,764 --> 00:35:48,154 [Speaker 5]
whole lot of educators to make a whole lot

00:35:48,184 --> 00:35:52,014 [Speaker 5]
of content accessible. So for me, I think

00:35:52,064 --> 00:35:53,644 [Speaker 5]
one of the largest things is that

00:35:53,704 --> 00:35:55,704 [Speaker 5]
education aspect and the buy-in aspect.

00:35:56,384 --> 00:35:59,563 [Speaker 5]

So, um, moving an organization away from

00:35:59,604 --> 00:36:01,604 [Speaker 5]

thinking that this is only to benefit a

00:36:01,644 --> 00:36:03,304 [Speaker 5]

very small number of people who may or may

00:36:03,344 --> 00:36:05,324 [Speaker 5]

not be using your-- buying your product

00:36:05,344 --> 00:36:08,384 [Speaker 5]

or using your services into th-the mindset

00:36:08,424 --> 00:36:10,544 [Speaker 5]

that this is so everyone can buy your

00:36:10,564 --> 00:36:12,554 [Speaker 5]

products and use your services, and they

00:36:12,584 --> 00:36:14,414 [Speaker 5]

don't have to ask for the accommodation,

00:36:14,564 --> 00:36:16,773 [Speaker 5]

that it-- this is making it easier for

00:36:16,824 --> 00:36:19,014 [Speaker 5]

everyone out the gate, um, and that that

00:36:19,064 --> 00:36:21,004 [Speaker 5]

is important to your organization. So

00:36:21,044 --> 00:36:23,284 [Speaker 5]

communicating that from the top down, that

00:36:23,324 --> 00:36:25,364 [Speaker 5]

this, this is not just something we're

00:36:25,404 --> 00:36:26,824 [Speaker 5]

doing because it's a legal requirement,

00:36:27,024 --> 00:36:28,384 [Speaker 5]

but because we want to serve people

00:36:28,464 --> 00:36:30,464 [Speaker 5]

better. No matter what it is that, that

00:36:30,484 --> 00:36:31,964 [Speaker 5]

we're trying to deliver, we wanna make

00:36:32,004 --> 00:36:33,804 [Speaker 5]

sure that we're delivering it to as many

00:36:33,884 --> 00:36:34,824 [Speaker 5]
people as we can.

00:36:36,084 --> 00:36:37,364 [Speaker 0]
Yeah. And Shannon, you actually said

00:36:37,404 --> 00:36:39,184 [Speaker 0]
something at the front end that I wanna go

00:36:39,224 --> 00:36:41,524 [Speaker 0]
back and reiterate. Um, at some point in

00:36:41,544 --> 00:36:44,444 [Speaker 0]
our lives, as we age or as things happen,

00:36:44,824 --> 00:36:47,304 [Speaker 0]
there is a high likelihood that we might

00:36:47,364 --> 00:36:49,144 [Speaker 0]
lose sight or we might lose hearing. And

00:36:49,244 --> 00:36:51,984 [Speaker 0]
so, um, there, there is a high likelihood

00:36:52,004 --> 00:36:53,984 [Speaker 0]
that we, we need the services that we are

00:36:54,024 --> 00:36:55,564 [Speaker 0]
currently talking about making more

00:36:55,604 --> 00:36:57,864 [Speaker 0]
accessible. And so I think it's important

00:36:57,904 --> 00:36:59,764 [Speaker 0]
to recognize that, that, that we aren't

00:36:59,804 --> 00:37:01,404 [Speaker 0]
talking about a small subset of our

00:37:01,424 --> 00:37:03,664 [Speaker 0]
population. We're talking about everyone

00:37:03,684 --> 00:37:05,914 [Speaker 0]
and every person, and making sure that

00:37:05,964 --> 00:37:07,964 [Speaker 0]
everyone has equitable access to the

00:37:07,984 --> 00:37:09,494 [Speaker 0]
things that we're putting out there. So I,

00:37:09,564 --> 00:37:11,114 [Speaker 0]
I love that you had said that. Uh,

00:37:11,244 --> 00:37:12,384 [Speaker 0]

Brandon, what do you think?

00:37:13,344 --> 00:37:15,174 [Speaker 4]

So Shannon did a great job of presenting

00:37:15,184 --> 00:37:17,384 [Speaker 4]

the carrot approach, which I totally agree

00:37:17,424 --> 00:37:19,134 [Speaker 4]

with. I'm gonna go the other direction

00:37:19,144 --> 00:37:21,784 [Speaker 4]

and say the stick. So the team you need to

00:37:21,824 --> 00:37:23,884 [Speaker 4]

get involved is HR and your legal team.

00:37:24,484 --> 00:37:27,224 [Speaker 4]

Uh, lawsuits around accessibility continue

00:37:27,264 --> 00:37:29,104 [Speaker 4]

to rise year over year. There were over

00:37:29,144 --> 00:37:32,054 [Speaker 4]

five thousand last year, and the typical

00:37:32,104 --> 00:37:34,544 [Speaker 4]

costs can be anywhere from fifty thousand

00:37:34,584 --> 00:37:36,284 [Speaker 4]

to two hundred thousand if you get hit

00:37:36,324 --> 00:37:37,534 [Speaker 4]

with one of these things, when you're

00:37:37,564 --> 00:37:39,814 [Speaker 4]

talking about the defense costs,

00:37:39,814 --> 00:37:41,834 [Speaker 4]

settlements, remediation, ongoing

00:37:41,924 --> 00:37:44,134 [Speaker 4]

monitoring. Um, I've had firsthand

00:37:44,184 --> 00:37:46,324 [Speaker 4]

experience helping a client through an

00:37:46,364 --> 00:37:48,624 [Speaker 4]

accessibility lawsuit. It wasn't a fun

00:37:48,664 --> 00:37:50,764 [Speaker 4]

process, and it wasn't a cheap process.

00:37:51,324 --> 00:37:54,864 [Speaker 4]

And the more that you can do to get ahead

00:37:54,904 --> 00:37:56,984 [Speaker 4]

of that and start taking proactive action

00:37:57,064 --> 00:37:59,324 [Speaker 4]

to mitigate that risk, I think is really

00:37:59,424 --> 00:38:00,724 [Speaker 4]

key. And I, I think

00:38:01,444 --> 00:38:03,084 [Speaker 4]

being aware of, like, yes,

00:38:03,704 --> 00:38:05,444 [Speaker 4]

these are, you know, good and important

00:38:05,524 --> 00:38:07,384 [Speaker 4]

things. I-I'm one hundred percent on board

00:38:07,504 --> 00:38:10,224 [Speaker 4]

for the ethical approach. But sometimes

00:38:10,284 --> 00:38:12,144 [Speaker 4]

if you need to move the needle internally

00:38:12,164 --> 00:38:14,544 [Speaker 4]

at your organization, taking the legal

00:38:14,604 --> 00:38:16,704 [Speaker 4]

approach, uh, and making sure that you're

00:38:16,764 --> 00:38:18,984 [Speaker 4]

educated on the risk that you may be

00:38:19,044 --> 00:38:20,824 [Speaker 4]

assuming, I think is also really important

00:38:20,884 --> 00:38:22,364 [Speaker 4]

and, and helpful for getting buy-in.

00:38:24,084 --> 00:38:26,784 [Speaker 0]

Great advice. Uh, this question is for

00:38:26,804 --> 00:38:28,434 [Speaker 0]

Shannon. Uh, what are the biggest

00:38:28,464 --> 00:38:30,964 [Speaker 0]

challenges institutions face when trying

00:38:31,044 --> 00:38:34,034 [Speaker 0]

to go from good intention to, uh,

00:38:34,224 --> 00:38:35,744 [Speaker 0]
considering accessibility across

00:38:35,764 --> 00:38:36,964 [Speaker 0]
departments and teams?

00:38:37,624 --> 00:38:39,004 [Speaker 5]
Well, following up on that stick

00:38:39,024 --> 00:38:40,693 [Speaker 5]
conversation is actually perfect for this

00:38:40,844 --> 00:38:43,094 [Speaker 5]
because one of the biggest barriers we've

00:38:43,124 --> 00:38:45,564 [Speaker 5]
seen is that this law is not very well

00:38:45,604 --> 00:38:46,034 [Speaker 5]
defined.

00:38:46,724 --> 00:38:49,014 [Speaker 5]
So where the legal standard is, is, is

00:38:49,084 --> 00:38:51,594 [Speaker 5]
murky at best. Now, I'm not a lawyer,

00:38:52,244 --> 00:38:55,204 [Speaker 5]
but, um, I have been coached that there is

00:38:55,284 --> 00:38:55,684 [Speaker 5]
no

00:38:56,644 --> 00:38:58,994 [Speaker 5]
line in this current legislation for

00:38:59,084 --> 00:39:02,104 [Speaker 5]
best-- good faith effort or for an undue

00:39:02,184 --> 00:39:04,824 [Speaker 5]
burden, or in an ed-educational s-setting,

00:39:04,964 --> 00:39:06,384 [Speaker 5]
um, we usually have an out if it...

00:39:07,344 --> 00:39:09,204 [Speaker 5]
making something compliant would ruin the

00:39:09,224 --> 00:39:11,044 [Speaker 5]
educational experience. For example, if we

00:39:11,084 --> 00:39:14,264 [Speaker 5]
have an online, um, uh, sign language

00:39:14,324 --> 00:39:16,664 [Speaker 5]

course, if we put audio descriptive

00:39:16,724 --> 00:39:19,164 [Speaker 5]

captioning on it, then it sort of defeats

00:39:19,204 --> 00:39:20,484 [Speaker 5]

the purpose of somebody being able to

00:39:20,504 --> 00:39:22,014 [Speaker 5]

identify visually the sign.

00:39:22,804 --> 00:39:26,274 [Speaker 5]

So we don't have good guidance yet on

00:39:26,324 --> 00:39:28,484 [Speaker 5]

what, what that will mean.

00:39:29,224 --> 00:39:30,924 [Speaker 5]

So when we're talking to folks about,

00:39:30,984 --> 00:39:32,544 [Speaker 5]

well, you know, it'd be nice if you wanted

00:39:32,564 --> 00:39:34,124 [Speaker 5]

to do this because you wanna do it, but

00:39:34,664 --> 00:39:36,004 [Speaker 5]

even if you don't wanna do it, you have to

00:39:36,024 --> 00:39:37,824 [Speaker 5]

do it because you are personally legally

00:39:37,884 --> 00:39:40,064 [Speaker 5]

liable. Not just the organization, but the

00:39:40,124 --> 00:39:41,753 [Speaker 5]

individual who posts the content is

00:39:41,784 --> 00:39:43,944 [Speaker 5]

legally liable. Then that scares the

00:39:44,004 --> 00:39:45,894 [Speaker 5]

living daylights out of folks, and then

00:39:45,944 --> 00:39:47,973 [Speaker 5]

they get obsessed with this idea of is it

00:39:48,004 --> 00:39:48,674 [Speaker 5]

compliant,

00:39:50,854 --> 00:39:52,253 [Speaker 5]

and they get in a, in a, in a mental

00:39:52,384 --> 00:39:54,534 [Speaker 5]
spiral. And because I can't give them, and

00:39:54,684 --> 00:39:56,564 [Speaker 5]
our lawyers can't give them good advice

00:39:56,624 --> 00:39:59,723 [Speaker 5]
on where the legal lines are, like w-

00:40:00,454 --> 00:40:02,223 [Speaker 5]
auditory captioning, for example.

00:40:03,804 --> 00:40:06,224 [Speaker 5]
Um, the AI auto-captioning is getting much

00:40:06,324 --> 00:40:08,764 [Speaker 5]
better, and unless you have heavy accents

00:40:08,804 --> 00:40:10,944 [Speaker 5]
or are a non-native speaker, usually you

00:40:10,984 --> 00:40:12,724 [Speaker 5]
get between ninety to ninety-five percent

00:40:12,844 --> 00:40:14,994 [Speaker 5]
accuracy. We're not sure that that is

00:40:15,024 --> 00:40:18,014 [Speaker 5]
going to be legally enough. Do we have to

00:40:18,024 --> 00:40:19,664 [Speaker 5]
be at one hundred percent? I'm hearing

00:40:19,684 --> 00:40:21,204 [Speaker 5]
different things from different lawyers.

00:40:21,824 --> 00:40:24,694 [Speaker 5]
So that to me is the biggest challenge,

00:40:24,764 --> 00:40:26,824 [Speaker 5]
because even if you want to be compliant,

00:40:27,104 --> 00:40:28,584 [Speaker 5]
where does compliance land?

00:40:30,084 --> 00:40:32,024 [Speaker 5]
So, like the advice I've been giving

00:40:32,064 --> 00:40:33,934 [Speaker 5]
myself is to just try to make it as

00:40:33,964 --> 00:40:35,504 [Speaker 5]
compliant as I can, to make it as

00:40:35,564 --> 00:40:37,434 [Speaker 5]
accessible as I can for as many people as

00:40:37,484 --> 00:40:39,544 [Speaker 5]
I can, and hope for the best. But that

00:40:39,554 --> 00:40:42,544 [Speaker 5]
doesn't settle that legal question. Um,

00:40:42,584 --> 00:40:45,324 [Speaker 5]
and I can hear my, my attorney behind me

00:40:45,504 --> 00:40:47,604 [Speaker 5]
screaming, "Don't, don't say that." But,

00:40:47,704 --> 00:40:47,964 [Speaker 5]
um,

00:40:49,124 --> 00:40:50,804 [Speaker 5]
but it's, it's the truth. We don't, we

00:40:50,864 --> 00:40:52,364 [Speaker 5]
don't know yet. A lot of this is gonna

00:40:52,404 --> 00:40:53,664 [Speaker 5]
have to be litigated in court.

00:40:56,044 --> 00:40:58,814 [Speaker 0]
Yeah. That's so true and so scary, uh, for

00:40:58,864 --> 00:41:01,064 [Speaker 0]
a lot of people. Uh, Brandon, this one is

00:41:01,084 --> 00:41:03,194 [Speaker 0]
for you. Um, what are the first practical

00:41:03,324 --> 00:41:04,744 [Speaker 0]
steps that you think an organization

00:41:04,824 --> 00:41:07,804 [Speaker 0]
should be able to take, uh, to, to assess

00:41:07,814 --> 00:41:09,334 [Speaker 0]
their current website or their digital

00:41:09,384 --> 00:41:11,504 [Speaker 0]
content for any accessibility gaps?

00:41:12,764 --> 00:41:14,844 [Speaker 4]
Yeah. So I'll speak specifically to

00:41:14,884 --> 00:41:17,184 [Speaker 4]
websites, uh, because that's sort of my

00:41:17,224 --> 00:41:20,104 [Speaker 4]
area of expertise. So what you wanna do is

00:41:20,164 --> 00:41:23,804 [Speaker 4]
use a tool called WAVE, W-A-V-E. Um,

00:41:23,844 --> 00:41:25,154 [Speaker 4]
there's a lot of tools out there, but this

00:41:25,184 --> 00:41:27,484 [Speaker 4]
is the one I recommend. Uh, you can use

00:41:27,524 --> 00:41:30,624 [Speaker 4]
it to run a free scan of your website for

00:41:30,744 --> 00:41:33,364 [Speaker 4]
accessibility issues. Um, you can go to

00:41:33,384 --> 00:41:35,964 [Speaker 4]
their website to run a scan, or they have

00:41:36,004 --> 00:41:38,004 [Speaker 4]
browser extensions that you can install

00:41:38,044 --> 00:41:41,046 [Speaker 4]
and run locally. Um, so-One of the reasons

00:41:41,076 --> 00:41:42,636 [Speaker 4]
why I really like WAVE is that it's very

00:41:42,656 --> 00:41:45,576 [Speaker 4]
beginner friendly. So the issues, uh,

00:41:45,716 --> 00:41:47,716 [Speaker 4]
whenever an issue pops up, it has an

00:41:47,776 --> 00:41:49,886 [Speaker 4]
explanation that you can click on, get a

00:41:49,936 --> 00:41:53,136 [Speaker 4]
very simple plain word, uh, detail on, on

00:41:53,176 --> 00:41:55,756 [Speaker 4]
what exactly this means and some potential

00:41:55,796 --> 00:41:58,666 [Speaker 4]
ideas on how to fix it. So if you don't

00:41:58,756 --> 00:42:00,596 [Speaker 4]
know anything about accessibility, that's

00:42:00,636 --> 00:42:02,956 [Speaker 4]
kind of a great way in. Instead of trying

00:42:03,016 --> 00:42:05,376 [Speaker 4]
to wade through, you know, pages and pages

00:42:05,416 --> 00:42:07,856 [Speaker 4]
of legalese, get some concrete examples

00:42:07,936 --> 00:42:09,636 [Speaker 4]
by looking at your own website which

00:42:09,656 --> 00:42:12,216 [Speaker 4]
you're familiar with, and seeing what are

00:42:12,256 --> 00:42:14,036 [Speaker 4]
the issues that are popping up and maybe,

00:42:14,336 --> 00:42:16,396 [Speaker 4]
uh, how would you go about fixing those.

00:42:17,036 --> 00:42:19,036 [Speaker 4]
Uh, the limitation of WAVE is that it can

00:42:19,096 --> 00:42:21,636 [Speaker 4]
only scan one page at a time. So if you

00:42:21,656 --> 00:42:23,736 [Speaker 4]
have a large site with hundreds or even

00:42:23,756 --> 00:42:25,696 [Speaker 4]
thousands of pages, it's not gonna be

00:42:25,756 --> 00:42:28,476 [Speaker 4]
practical to do that manually. Um, that's

00:42:28,496 --> 00:42:30,116 [Speaker 4]
where it can be great to... There's sort

00:42:30,136 --> 00:42:32,316 [Speaker 4]
of paid tools that you can get that are

00:42:32,396 --> 00:42:34,376 [Speaker 4]
more of an enterprise version of the same

00:42:34,456 --> 00:42:37,236 [Speaker 4]
idea, um, or partnering with an outside

00:42:37,276 --> 00:42:39,996 [Speaker 4]
accessibility, uh, expert that can scan

00:42:40,016 --> 00:42:41,676 [Speaker 4]
your entire site, help translate the

00:42:41,696 --> 00:42:43,996 [Speaker 4]
results, um, and take the remediation

00:42:44,016 --> 00:42:45,726 [Speaker 4]
labor off your plate as well. That's a big

00:42:45,756 --> 00:42:48,756 [Speaker 4]
part of, uh, the work that I do, uh, not

00:42:48,796 --> 00:42:50,976 [Speaker 4]
only with new websites that we build, but

00:42:51,036 --> 00:42:53,476 [Speaker 4]
also existing websites where a client

00:42:53,496 --> 00:42:56,236 [Speaker 4]
might bring a website to us and say, you

00:42:56,276 --> 00:42:57,676 [Speaker 4]
know, "Hey, we don't know how we're doing

00:42:57,716 --> 00:42:59,756 [Speaker 4]
on accessibility. Can you run a- an audit

00:42:59,816 --> 00:43:02,026 [Speaker 4]
and, and tell us the results and advise us

00:43:02,116 --> 00:43:04,416 [Speaker 4]
on, you know, what's our 90-day roadmap

00:43:04,456 --> 00:43:04,866 [Speaker 4]
from here?"

00:43:06,976 --> 00:43:07,636 [Speaker 0]
That's great.

00:43:08,436 --> 00:43:10,466 [Speaker 0]
Uh, Brenda, this one's for you. Uh, when

00:43:10,516 --> 00:43:13,556 [Speaker 0]
an organization gets accessibility right,

00:43:14,136 --> 00:43:15,726 [Speaker 0]
uh, what difference does that make in

00:43:15,756 --> 00:43:17,196 [Speaker 0]
terms of your experience and your

00:43:17,276 --> 00:43:18,096 [Speaker 0]
independence?

00:43:18,756 --> 00:43:20,956 [Speaker 3]
Sure. Yeah, it does. It provides, um,

00:43:21,596 --> 00:43:24,416 [Speaker 3]
more confident independent navigation. Um,

00:43:25,196 --> 00:43:27,816 [Speaker 3]

it can be very defeating, and you start to

00:43:27,876 --> 00:43:30,196 [Speaker 3]

question your ability to complete tasks

00:43:30,256 --> 00:43:31,356 [Speaker 3]

when it's not really

00:43:32,176 --> 00:43:35,196 [Speaker 3]

the user, um, issue, it's just a

00:43:35,296 --> 00:43:36,816 [Speaker 3]

development issue. So,

00:43:37,596 --> 00:43:40,476 [Speaker 3]

um, it allows a faster, more efficient

00:43:40,596 --> 00:43:42,156 [Speaker 3]

completion of tasks,

00:43:43,176 --> 00:43:46,656 [Speaker 3]

a clear sense of respect and inclusion

00:43:46,716 --> 00:43:49,696 [Speaker 3]

from those who are hosting the site

00:43:49,836 --> 00:43:50,656 [Speaker 3]

or, um,

00:43:51,276 --> 00:43:53,336 [Speaker 3]

presenting the material digitally.

00:43:54,276 --> 00:43:57,036 [Speaker 3]

Um, it gives a better business outcome,

00:43:57,376 --> 00:43:58,276 [Speaker 3]

broader reach,

00:43:59,136 --> 00:44:02,136 [Speaker 3]

um, higher retention of employees,

00:44:02,876 --> 00:44:05,805 [Speaker 3]

and, uh, fewer supports, external supports

00:44:05,836 --> 00:44:06,476 [Speaker 3]

are needed.

00:44:07,316 --> 00:44:09,116 [Speaker 3]

Um, and then it

00:44:11,236 --> 00:44:14,156 [Speaker 3]

brings, um, real world impact by,

00:44:14,796 --> 00:44:17,036 [Speaker 3]
uh, allowing for full participation in

00:44:17,076 --> 00:44:20,046 [Speaker 3]
employment, education, and community

00:44:20,236 --> 00:44:21,176 [Speaker 3]
involvement.

00:44:23,676 --> 00:44:25,996 [Speaker 0]
Excellent. I think great list of, again,

00:44:26,076 --> 00:44:28,636 [Speaker 0]
things that can be impacted and, and can

00:44:28,676 --> 00:44:29,936 [Speaker 0]
get in the way if they're,

00:44:30,596 --> 00:44:32,245 [Speaker 0]
uh, if they're not done right. This

00:44:32,276 --> 00:44:33,745 [Speaker 0]
question is for all of you. Brenda, we're

00:44:33,756 --> 00:44:35,616 [Speaker 0]
gonna start with you. Uh, what does an

00:44:35,656 --> 00:44:38,056 [Speaker 0]
accessible digital experience say about an

00:44:38,076 --> 00:44:39,416 [Speaker 0]
organization's values?

00:44:40,676 --> 00:44:43,296 [Speaker 3]
Um, I think it clearly demonstrates that

00:44:43,756 --> 00:44:45,516 [Speaker 3]
all people have value,

00:44:47,976 --> 00:44:52,076 [Speaker 3]
um, both in, um, consumers and employees.

00:44:52,176 --> 00:44:53,326 [Speaker 3]
So, um,

00:44:54,396 --> 00:44:58,016 [Speaker 3]
it improves clarity and access, uh, easier

00:44:58,116 --> 00:45:00,626 [Speaker 3]
access to your products and services,

00:45:01,336 --> 00:45:04,086 [Speaker 3]
and then aligns with the ADA and Section

00:45:04,396 --> 00:45:08,336 [Speaker 3]
504 and, um, WCAG and reduces

00:45:08,396 --> 00:45:10,465 [Speaker 3]
legal risk as, as we've talked about.

00:45:12,356 --> 00:45:15,116 [Speaker 0]
Shannon, from a, from an education lens,

00:45:15,476 --> 00:45:17,496 [Speaker 0]
what do you think that says about just

00:45:17,536 --> 00:45:19,556 [Speaker 0]
accessibility for education and, and the

00:45:19,616 --> 00:45:20,566 [Speaker 0]
opportunities there?

00:45:22,256 --> 00:45:22,656 [Speaker 5]
I think

00:45:23,336 --> 00:45:24,916 [Speaker 5]
we need to move in education away from

00:45:24,936 --> 00:45:26,596 [Speaker 5]
this model of making people identify.

00:45:27,356 --> 00:45:27,896 [Speaker 0]
Mm.

00:45:27,996 --> 00:45:30,446 [Speaker 5]
So the current way a lot of accessibility

00:45:30,576 --> 00:45:32,276 [Speaker 5]
runs in, in higher education in

00:45:32,316 --> 00:45:34,736 [Speaker 5]
particular, and in K through 12 I believe

00:45:34,776 --> 00:45:35,016 [Speaker 5]
as well,

00:45:35,736 --> 00:45:37,296 [Speaker 5]
is that you have to identify as having a

00:45:37,336 --> 00:45:38,656 [Speaker 5]
disability, and you have to register

00:45:38,736 --> 00:45:39,076 [Speaker 5]
somewhere,

00:45:39,836 --> 00:45:42,096 [Speaker 5]
and that requires testing. That requires

00:45:42,136 --> 00:45:43,926 [Speaker 5]
doctors interventions in most cases, and a

00:45:43,996 --> 00:45:45,576 [Speaker 5]
lot of money and expense spent

00:45:46,276 --> 00:45:48,136 [Speaker 5]
even to get something as simple as, you

00:45:48,156 --> 00:45:49,896 [Speaker 5]
know, adaptive text sizes.

00:45:50,816 --> 00:45:52,846 [Speaker 5]
So this legislation is moving us away from

00:45:52,896 --> 00:45:55,266 [Speaker 5]
that to just providing these things for

00:45:55,296 --> 00:45:57,456 [Speaker 5]
people, so they don't have to ask. They

00:45:57,476 --> 00:46:00,076 [Speaker 5]
don't have to go through that, that

00:46:00,155 --> 00:46:00,836 [Speaker 5]
process,

00:46:01,556 --> 00:46:03,976 [Speaker 5]
um, that hassle, and it makes... I think

00:46:04,016 --> 00:46:06,736 [Speaker 5]
it makes you s- feel seen as a human being

00:46:06,796 --> 00:46:09,936 [Speaker 5]
and not as your disability first. You are

00:46:09,996 --> 00:46:13,096 [Speaker 5]
just a person first, and that level of

00:46:13,196 --> 00:46:13,536 [Speaker 5]
care

00:46:14,216 --> 00:46:16,756 [Speaker 5]
and understanding can... I mean, from a

00:46:16,776 --> 00:46:18,546 [Speaker 5]
practical standpoint, we're all fighting

00:46:18,596 --> 00:46:20,416 [Speaker 5]
over the same smaller pool of graduate

00:46:20,436 --> 00:46:23,096 [Speaker 5]
students, grad students here, um, from

00:46:23,136 --> 00:46:23,536 [Speaker 5]
high school

00:46:24,396 --> 00:46:25,976 [Speaker 5]
into all of our programs. So from a

00:46:26,036 --> 00:46:27,916 [Speaker 5]
practical standpoint, it's a recruiting

00:46:27,996 --> 00:46:30,716 [Speaker 5]
tool. But from an ethical standpoint, I

00:46:30,796 --> 00:46:32,066 [Speaker 5]
mean, it's the right thing to do,

00:46:33,056 --> 00:46:35,136 [Speaker 5]
and showing that we care and that we, we

00:46:35,196 --> 00:46:38,316 [Speaker 5]
see people as members of our community

00:46:39,476 --> 00:46:40,526 [Speaker 5]
is, is so critical.

00:46:42,076 --> 00:46:43,936 [Speaker 0]
Yeah. Definitely. Uh, Brandon,

00:46:44,676 --> 00:46:47,116 [Speaker 0]
when an organization comes to you, to ask

00:46:47,136 --> 00:46:47,746 [Speaker 0]
your agency,

00:46:48,356 --> 00:46:49,796 [Speaker 0]
what does it say about them when they tell

00:46:49,856 --> 00:46:51,496 [Speaker 0]
you that they wanna build an accessible

00:46:51,576 --> 00:46:53,596 [Speaker 0]
website or accessible tools? What do you

00:46:53,616 --> 00:46:54,376 [Speaker 0]
think that says?

00:46:55,356 --> 00:46:57,016 [Speaker 4]
I'm immediately impressed. I mean,

00:46:57,176 --> 00:46:59,256 [Speaker 4]
accessibility is the smart thing to do

00:46:59,476 --> 00:47:01,346 [Speaker 4]
really for three reasons, as I think all

00:47:01,376 --> 00:47:02,346 [Speaker 4]
of us have been saying in this

00:47:02,356 --> 00:47:04,296 [Speaker 4]
presentation. You know, number one, it's

00:47:04,336 --> 00:47:06,286 [Speaker 4]
the legal component. It's required under

00:47:06,316 --> 00:47:09,046 [Speaker 4]
the ADA for nearly every organization.

00:47:09,096 --> 00:47:11,156 [Speaker 4]
Number two, it's the profitable move to

00:47:11,196 --> 00:47:13,586 [Speaker 4]
do. Up to twenty-five percent of the US is

00:47:13,656 --> 00:47:14,956 [Speaker 4]
estimated to have some kind of a

00:47:14,976 --> 00:47:17,536 [Speaker 4]
disability, so why would you lock out a

00:47:17,576 --> 00:47:19,676 [Speaker 4]
fourth of your users from your website

00:47:19,756 --> 00:47:20,936 [Speaker 4]
from the go?

00:47:21,616 --> 00:47:23,456 [Speaker 4]
And number three, it really is just the

00:47:23,476 --> 00:47:25,136 [Speaker 4]
right thing to do. It's the ethical thing.

00:47:25,656 --> 00:47:27,216 [Speaker 4]
Really, when we're talking about

00:47:27,296 --> 00:47:28,316 [Speaker 4]
accessibility,

00:47:29,076 --> 00:47:30,876 [Speaker 4]
that's the term that's usually used, but

00:47:30,936 --> 00:47:32,176 [Speaker 4]
what we're really talking about is

00:47:32,356 --> 00:47:34,426 [Speaker 4]
usability. It's like Carlos said in his

00:47:34,516 --> 00:47:37,295 [Speaker 4]
keynote, everyone benefits from this

00:47:37,376 --> 00:47:39,956 [Speaker 4]
stuff, um, and if you don't now, then you

00:47:39,996 --> 00:47:43,456 [Speaker 4]
will later, as Shannon said. Um, the motto

00:47:43,466 --> 00:47:46,246 [Speaker 4]
of the Web Accessibility Initiative is,

00:47:46,246 --> 00:47:49,896 [Speaker 4]
"Essential for some, useful for all."

00:47:50,016 --> 00:47:52,866 [Speaker 4]
Uh, and so whenever, uh, an organization

00:47:52,896 --> 00:47:54,466 [Speaker 4]
comes in asking about this stuff

00:47:54,616 --> 00:47:56,696 [Speaker 4]
specifically, I know that they're the

00:47:56,716 --> 00:47:58,316 [Speaker 4]
right fit for us to be working with.

00:47:59,612 --> 00:48:00,352 [Speaker 0]
That's great.

00:48:01,392 --> 00:48:03,332 [Speaker 0]
Brandon, this is, uh, back to you again.

00:48:03,412 --> 00:48:05,552 [Speaker 0]
How can organizations build accessibility

00:48:05,652 --> 00:48:07,352 [Speaker 0]
into their ongoing workflow so that it

00:48:07,392 --> 00:48:10,022 [Speaker 0]
becomes just a part of content creation, a

00:48:10,052 --> 00:48:11,932 [Speaker 0]
k- part of the design, uh, and the

00:48:11,952 --> 00:48:13,192 [Speaker 0]
development, rather than just a

00:48:13,232 --> 00:48:14,232 [Speaker 0]
last-minute fix?

00:48:14,972 --> 00:48:17,432 [Speaker 4]
Yeah. So it really is when, when we think

00:48:17,512 --> 00:48:19,792 [Speaker 4]
about that scenario of, "Ah, it's IT's

00:48:19,892 --> 00:48:22,522 [Speaker 4]
job," that's a g- a case of we're treating

00:48:22,592 --> 00:48:24,672 [Speaker 4]
the symptom, not the cause. The two

00:48:24,812 --> 00:48:27,702 [Speaker 4]
biggest contributing teams to whether your

00:48:27,832 --> 00:48:29,882 [Speaker 4]
stuff is accessible or not is the content

00:48:29,882 --> 00:48:32,292 [Speaker 4]
team and the design team, um, because

00:48:32,372 --> 00:48:35,062 [Speaker 4]
that's where a lot of the strategy is

00:48:35,092 --> 00:48:37,792 [Speaker 4]
being produced. That's where you have, you

00:48:37,832 --> 00:48:39,752 [Speaker 4]
know, uh, in terms of content, so many

00:48:39,772 --> 00:48:42,792 [Speaker 4]
things in terms of, uh, the writing, the

00:48:42,852 --> 00:48:45,652 [Speaker 4]
structure of headings, uh, the wording on

00:48:45,752 --> 00:48:48,632 [Speaker 4]
hyperlinks. On the design team, you know,

00:48:48,692 --> 00:48:50,492 [Speaker 4]
so many things around color and contrast.

00:48:50,972 --> 00:48:54,012 [Speaker 4]
And if those aren't right up front, it's

00:48:54,032 --> 00:48:56,932 [Speaker 4]
really very hard for the development or IT

00:48:56,972 --> 00:48:59,492 [Speaker 4]
teams to kinda come in and triage that.

00:49:00,152 --> 00:49:02,272 [Speaker 4]
Um, so we really do need to move that

00:49:02,332 --> 00:49:05,182 [Speaker 4]
upstream. We need education. Uh, we need

00:49:05,192 --> 00:49:08,212 [Speaker 4]
to get buy-in. And then we really need to

00:49:08,232 --> 00:49:10,532 [Speaker 4]
make sure that accessibility is part of

00:49:10,572 --> 00:49:13,792 [Speaker 4]
the review process at every stage, not

00:49:13,852 --> 00:49:15,692 [Speaker 4]
just at the very tail end of everything.

00:49:15,952 --> 00:49:17,932 [Speaker 4]
Um, it's the same thing if you are a

00:49:17,972 --> 00:49:20,502 [Speaker 4]
copywriter, that copy is getting proofed

00:49:20,672 --> 00:49:23,072 [Speaker 4]
at some point before it goes out the door,

00:49:23,552 --> 00:49:26,092 [Speaker 4]
and it really should be no different for

00:49:26,152 --> 00:49:27,992 [Speaker 4]
accessibility. Anything that's gonna be

00:49:28,032 --> 00:49:30,512 [Speaker 4]
going out the door needs to be reviewed

00:49:30,552 --> 00:49:32,032 [Speaker 4]
before it moves down to the next

00:49:32,052 --> 00:49:34,352 [Speaker 4]
downstream team and checked for

00:49:34,392 --> 00:49:37,602 [Speaker 4]
accessibility criteria. Um, that way any

00:49:37,632 --> 00:49:39,652 [Speaker 4]
problems are gonna be caught early instead

00:49:39,692 --> 00:49:41,472 [Speaker 4]
of getting all the way down the stream

00:49:41,492 --> 00:49:43,092 [Speaker 4]
and then having to get kicked all the way

00:49:43,152 --> 00:49:43,612 [Speaker 4]
back up.

00:49:45,352 --> 00:49:47,352 [Speaker 0]
Excellent. That's great. Shannon, this

00:49:47,392 --> 00:49:48,652 [Speaker 0]
one's for you. How do you balance

00:49:48,732 --> 00:49:50,722 [Speaker 0]
compliance requirements with the broader

00:49:50,812 --> 00:49:52,712 [Speaker 0]
goal of creating just a better experience

00:49:52,732 --> 00:49:54,072 [Speaker 0]
for everyone? And, and you've kind of

00:49:54,092 --> 00:49:55,892 [Speaker 0]
already talked about this, but, um,

00:49:56,092 --> 00:49:58,692 [Speaker 0]
obviously, uh, the requirements are there,

00:49:58,792 --> 00:50:00,342 [Speaker 0]
so how do we, how do we make this bigger

00:50:00,432 --> 00:50:01,872 [Speaker 0]
than just the requirements?

00:50:02,432 --> 00:50:03,822 [Speaker 5]
Well, it's one thing to recognize this

00:50:03,892 --> 00:50:05,732 [Speaker 5]
does change how we do things, especially

00:50:05,752 --> 00:50:08,552 [Speaker 5]
in education. It does fundamentally change

00:50:08,572 --> 00:50:10,392 [Speaker 5]
how many people are going to be teaching

00:50:10,431 --> 00:50:11,652 [Speaker 5]
and sharing teaching materials.

00:50:13,112 --> 00:50:14,352 [Speaker 5]
There is no way around that.

00:50:15,552 --> 00:50:18,352 [Speaker 5]
Um, I think long term, it will be a change

00:50:18,372 --> 00:50:20,292 [Speaker 5]
for the better, but we're going to have a

00:50:20,352 --> 00:50:22,862 [Speaker 5]
painful transition because items... It's

00:50:23,052 --> 00:50:25,492 [Speaker 5]
much harder to remediate existing material

00:50:25,532 --> 00:50:27,252 [Speaker 5]
than it is to create something digitally.

00:50:28,132 --> 00:50:30,372 [Speaker 5]

So if you're running on s- you know,

00:50:30,992 --> 00:50:34,212 [Speaker 5]

a printout from a 1972 microfiche that you

00:50:34,272 --> 00:50:36,052 [Speaker 5]

then have scanned into a computer as a

00:50:36,092 --> 00:50:38,552 [Speaker 5]

TIF file that you then turned into a PDF

00:50:38,572 --> 00:50:39,992 [Speaker 5]

and you've posted and it's got...

00:50:40,661 --> 00:50:42,302 [Speaker 5]

it, it's hard to read on the best of days,

00:50:43,152 --> 00:50:45,252 [Speaker 5]

making that an accessible tagged PDF is

00:50:45,292 --> 00:50:47,052 [Speaker 5]

going to be much more difficult than if we

00:50:47,072 --> 00:50:49,072 [Speaker 5]

started with a Word document that you,

00:50:50,032 --> 00:50:51,432 [Speaker 5]

that you created yourself on your

00:50:51,452 --> 00:50:51,852 [Speaker 5]

computer.

00:50:52,892 --> 00:50:55,732 [Speaker 5]

So that education aspect for the, the

00:50:55,812 --> 00:50:57,302 [Speaker 5]

people that are gonna be doing a lot of

00:50:57,352 --> 00:50:58,512 [Speaker 5]

that initial creation

00:50:59,332 --> 00:51:01,172 [Speaker 5]

is going... it, it's gonna be a learning

00:51:01,212 --> 00:51:02,932 [Speaker 5]

process for people, and I think we have to

00:51:02,992 --> 00:51:04,682 [Speaker 5]

allow each other a little grace on that

00:51:04,712 --> 00:51:05,252 [Speaker 5]

process.

00:51:05,932 --> 00:51:07,792 [Speaker 5]

And as much as it's a legal requirement

00:51:07,832 --> 00:51:10,432 [Speaker 5]

and we do have to comply, it's going to

00:51:10,492 --> 00:51:12,732 [Speaker 5]

take a while to get everybody educated on

00:51:12,792 --> 00:51:14,402 [Speaker 5]

this and in how to do this.

00:51:15,492 --> 00:51:17,732 [Speaker 0]

Definitely. It, it's not, it's not easy.

00:51:18,272 --> 00:51:18,332 [Speaker 0]

Uh,

00:51:19,272 --> 00:51:20,712 [Speaker 0]

uh, kind of one of the last questions,

00:51:20,752 --> 00:51:22,372 [Speaker 0]

Brenda, for you, what do you wish

00:51:22,452 --> 00:51:24,672 [Speaker 0]

decision-makers, content creators, website

00:51:24,712 --> 00:51:26,572 [Speaker 0]

teams understood, uh, better about

00:51:26,652 --> 00:51:27,512 [Speaker 0]

accessibility?

00:51:28,752 --> 00:51:31,932 [Speaker 3]

Um, I think the most important thing is to

00:51:32,072 --> 00:51:34,952 [Speaker 3]

enlist the help of users

00:51:35,272 --> 00:51:38,632 [Speaker 3]

who utilize assistive technology, the

00:51:38,672 --> 00:51:41,772 [Speaker 3]

real-world experience, because some of

00:51:41,812 --> 00:51:44,572 [Speaker 3]

these automated things can miss things. So

00:51:44,632 --> 00:51:45,932 [Speaker 3]

it's really good to connect with

00:51:45,952 --> 00:51:46,992 [Speaker 3]

organizations,

00:51:48,432 --> 00:51:50,452 [Speaker 3]
people with disabilities, and get their

00:51:50,492 --> 00:51:54,292 [Speaker 3]
experience and get real feedback on, on

00:51:54,352 --> 00:51:56,052 [Speaker 3]
what's working and what's not.

00:51:57,612 --> 00:51:58,092 [Speaker 0]
Excellent.

00:51:59,332 --> 00:52:01,962 [Speaker 0]
I'm gonna jump over to audience questions,

00:52:01,992 --> 00:52:03,352 [Speaker 0]
and if we have time, I'll, I'll jump back

00:52:03,372 --> 00:52:04,532 [Speaker 0]
to that other one, but I wanna make sure

00:52:04,572 --> 00:52:06,172 [Speaker 0]
we can answer some of those audience

00:52:06,232 --> 00:52:06,812 [Speaker 0]
questions.

00:52:07,492 --> 00:52:10,532 [Speaker 0]
Um, this one is, uh...

00:52:12,112 --> 00:52:12,662 [Speaker 0]
Let's see.

00:52:16,532 --> 00:52:18,232 [Speaker 0]
Oh, no audience questions, just a bunch of

00:52:18,272 --> 00:52:20,192 [Speaker 0]
comments, so that's good. So we'll go

00:52:20,212 --> 00:52:20,502 [Speaker 0]
back.

00:52:21,212 --> 00:52:24,012 [Speaker 0]
Um, but let's just go, uh, down the list.

00:52:24,132 --> 00:52:25,432 [Speaker 0]
Brenda, we'll start with you. What's one

00:52:25,512 --> 00:52:27,192 [Speaker 0]
action that every organization that's

00:52:27,232 --> 00:52:29,572 [Speaker 0]
listening today could take to improve

00:52:29,652 --> 00:52:30,792 [Speaker 0]
their accessibility?

00:52:32,452 --> 00:52:34,752 [Speaker 3]
I think really the most important thing is

00:52:34,912 --> 00:52:37,361 [Speaker 3]
accessing those resources that we've

00:52:37,392 --> 00:52:38,352 [Speaker 3]
provided here.

00:52:38,992 --> 00:52:39,232 [Speaker 3]
Um,

00:52:39,852 --> 00:52:44,332 [Speaker 3]
World Wide Web, uh, Consortium, uh, W3C is

00:52:44,372 --> 00:52:45,812 [Speaker 3]
an excellent resource.

00:52:46,432 --> 00:52:49,032 [Speaker 3]
Just getting familiar with, um,

00:52:49,832 --> 00:52:53,732 [Speaker 3]
what accessibility is and how it impacts

00:52:53,792 --> 00:52:56,732 [Speaker 3]
the users as well as those who are

00:52:56,772 --> 00:53:00,172 [Speaker 3]
posting or, um, providing information.

00:53:01,392 --> 00:53:02,712 [Speaker 0]
Awesome. Shannon, what do you think?

00:53:04,292 --> 00:53:05,732 [Speaker 5]
I- I'm gonna get into the weeds a little

00:53:05,772 --> 00:53:08,712 [Speaker 5]
on this one. Just making everybody aware

00:53:08,832 --> 00:53:11,072 [Speaker 5]
of headings and hierarchy.

00:53:11,962 --> 00:53:14,372 [Speaker 5]
It transfers from websites to documents,

00:53:14,592 --> 00:53:16,972 [Speaker 5]
and, um, it's a, it's a simple one, one

00:53:17,012 --> 00:53:19,212 [Speaker 5]
thing you could focus on in, in a staff

00:53:19,252 --> 00:53:20,712 [Speaker 5]
education event or something like that.

00:53:20,792 --> 00:53:22,972 [Speaker 5]
But it plays in so heavily into both

00:53:23,012 --> 00:53:23,972 [Speaker 5]
Microsoft and web.

00:53:25,412 --> 00:53:26,812 [Speaker 0]
Perfect. How about you, Brandon? What do

00:53:26,852 --> 00:53:27,232 [Speaker 0]
you think?

00:53:27,772 --> 00:53:29,692 [Speaker 4]
Yeah. Headings is great. I'm gonna do

00:53:29,752 --> 00:53:32,032 [Speaker 4]
similar. I'm gonna say fix your buttons.

00:53:32,112 --> 00:53:35,332 [Speaker 4]
So, so many buttons on websites say

00:53:35,372 --> 00:53:37,002 [Speaker 4]
something that is not helpful at all. They

00:53:37,032 --> 00:53:38,822 [Speaker 4]
say, like, "Learn more," or, "Click

00:53:38,822 --> 00:53:41,612 [Speaker 4]
here." So in accessibility terms, that's

00:53:41,652 --> 00:53:44,752 [Speaker 4]
considered non-descriptive link text. So

00:53:44,812 --> 00:53:46,532 [Speaker 4]
under accessibility, the purpose of the

00:53:46,572 --> 00:53:49,072 [Speaker 4]
link needs to be clear just from the link,

00:53:49,292 --> 00:53:51,452 [Speaker 4]
no context from surrounding copy or

00:53:51,492 --> 00:53:53,802 [Speaker 4]
anything like that. If you're using a

00:53:53,852 --> 00:53:55,282 [Speaker 4]
screen reader or navigating with a

00:53:55,332 --> 00:53:57,732 [Speaker 4]
keyboard, that's all the context you have

00:53:57,772 --> 00:53:59,772 [Speaker 4]
is kind of hopping from button to button

00:53:59,832 --> 00:54:02,632 [Speaker 4]
or link to link. And if all the link says

00:54:02,672 --> 00:54:04,972 [Speaker 4]
is, "Learn more," what are you learning

00:54:05,012 --> 00:54:06,652 [Speaker 4]
more about? You have no way of knowing

00:54:06,712 --> 00:54:10,044 [Speaker 4]
that. Um, w-if the button links to your

00:54:10,084 --> 00:54:12,364 [Speaker 4]
About page, for example, then it could say

00:54:12,444 --> 00:54:14,904 [Speaker 4]
About Us or More About Us or something

00:54:14,944 --> 00:54:15,344 [Speaker 4]
like that.

00:54:16,004 --> 00:54:19,004 [Speaker 4]
Buttons are your key conversion actions on

00:54:19,044 --> 00:54:21,384 [Speaker 4]
your website. So, uh, it- it's also

00:54:21,404 --> 00:54:23,384 [Speaker 4]
something that if you're on a CMS such as

00:54:23,424 --> 00:54:25,464 [Speaker 4]
WordPress, you should have access to go in

00:54:25,524 --> 00:54:27,394 [Speaker 4]
and edit the text on those yourself

00:54:27,424 --> 00:54:29,754 [Speaker 4]
without needing to get the design team or

00:54:29,804 --> 00:54:32,004 [Speaker 4]
the dev team, uh, involved on that sort of

00:54:32,044 --> 00:54:34,084 [Speaker 4]
a thing. So just starting with something

00:54:34,124 --> 00:54:35,624 [Speaker 4]
like that, which is something you should

00:54:35,664 --> 00:54:37,914 [Speaker 4]
be paying attention to anyway, uh, those

00:54:37,924 --> 00:54:39,964 [Speaker 4]
conversion points, a great place to start.

00:54:41,004 --> 00:54:42,644 [Speaker 0]
Perfect. I'm gonna just check the chat

00:54:42,684 --> 00:54:44,064 [Speaker 0]
really quick because I see several of you

00:54:44,124 --> 00:54:45,304 [Speaker 0]
saying some things in there.

00:54:46,104 --> 00:54:46,504 [Speaker 0]
Um,

00:54:47,644 --> 00:54:50,264 [Speaker 0]
in the web, you need to use H tag in

00:54:50,284 --> 00:54:51,484 [Speaker 0]
descending order. Yep.

00:54:52,244 --> 00:54:54,774 [Speaker 0]
Um, can you use the title tag in the link

00:54:54,884 --> 00:54:56,384 [Speaker 0]
code? Brandon, I'm gonna let you answer

00:54:56,444 --> 00:54:56,864 [Speaker 0]
that one.

00:54:57,624 --> 00:54:59,504 [Speaker 4]
Oh, good question. I need to double-check

00:54:59,514 --> 00:55:02,044 [Speaker 4]
this. You can... Uh, there's a couple

00:55:02,084 --> 00:55:05,184 [Speaker 4]
different rules around, uh, links 'cause

00:55:05,224 --> 00:55:08,604 [Speaker 4]
title tags is one thing you can use.

00:55:08,724 --> 00:55:11,644 [Speaker 4]
Um, nowadays, there's also, uh, things

00:55:11,684 --> 00:55:13,604 [Speaker 4]
like ARIA labels, um, which are

00:55:13,684 --> 00:55:15,504 [Speaker 4]
specifically designed for screen readers.

00:55:15,904 --> 00:55:17,384 [Speaker 4]
I'd need to brush up on that 'cause our

00:55:17,444 --> 00:55:19,564 [Speaker 4]
software kind of does that, uh, manually

00:55:19,574 --> 00:55:21,174 [Speaker 4]
without me having to think about it every

00:55:21,204 --> 00:55:23,884 [Speaker 4]
time. But that's a, a great question, and

00:55:23,894 --> 00:55:25,904 [Speaker 4]
I can look up and, uh, Jen, I can follow

00:55:25,964 --> 00:55:27,834 [Speaker 4]
up with you and, uh, send you some info on

00:55:27,904 --> 00:55:29,404 [Speaker 4]
that for to get to the group.

00:55:29,464 --> 00:55:31,064 [Speaker 0]
Yeah, that'd be perfect. Uh, one more

00:55:31,104 --> 00:55:33,184 [Speaker 0]
question. Uh, how do the new regulations

00:55:33,224 --> 00:55:35,564 [Speaker 0]
apply to Windows and Mac software? And

00:55:35,604 --> 00:55:37,594 [Speaker 0]
will it have to work with screen readers,

00:55:37,664 --> 00:55:39,424 [Speaker 0]
for example, JAWS? Uh,

00:55:40,484 --> 00:55:41,504 [Speaker 0]
who wants to take this one?

00:55:45,544 --> 00:55:48,624 [Speaker 5]
My understanding is that all digital

00:55:48,684 --> 00:55:50,364 [Speaker 5]
things have to be compliant.

00:55:50,904 --> 00:55:50,914 [Speaker 0]
Mm.

00:55:50,964 --> 00:55:52,944 [Speaker 5]
So that would mean all your software, all

00:55:52,984 --> 00:55:55,684 [Speaker 5]
your third-party vendors. Um, also

00:55:55,784 --> 00:55:57,424 [Speaker 5]
anything-- if you're one of the

00:55:57,704 --> 00:55:58,984 [Speaker 5]
organizations that falls under this

00:55:59,004 --> 00:56:00,764 [Speaker 5]
regulation, anything that you link to

00:56:00,784 --> 00:56:03,624 [Speaker 5]
externally must also be compliant.

00:56:04,124 --> 00:56:06,084 [Speaker 0]
Mm. That's a tricky one, too, 'cause we

00:56:06,124 --> 00:56:07,724 [Speaker 0]
can't always c-control

00:56:08,384 --> 00:56:10,504 [Speaker 0]
uh, how we're compliant. All right. So,

00:56:10,844 --> 00:56:13,184 [Speaker 0]
uh, I do wanna give you, uh... We've got

00:56:13,244 --> 00:56:15,344 [Speaker 0]
s- four minutes left, so we've been flying

00:56:15,364 --> 00:56:17,124 [Speaker 0]
through this information. I will tell

00:56:17,164 --> 00:56:18,764 [Speaker 0]
you, if you have other questions that did

00:56:18,783 --> 00:56:20,764 [Speaker 0]
not get answered today, uh, please feel

00:56:20,824 --> 00:56:22,784 [Speaker 0]
free to email those to me, and we will

00:56:22,804 --> 00:56:24,344 [Speaker 0]
make sure that those get answered, and

00:56:24,384 --> 00:56:26,104 [Speaker 0]
we'll send those out to the entire

00:56:26,144 --> 00:56:28,323 [Speaker 0]
registered group. So, uh, happy to answer

00:56:28,364 --> 00:56:30,164 [Speaker 0]
those. But here are five things that you

00:56:30,184 --> 00:56:32,474 [Speaker 0]
could do now to, uh, create a better, uh,

00:56:32,704 --> 00:56:33,504 [Speaker 0]
accessibility,

00:56:34,144 --> 00:56:36,204 [Speaker 0]
um, opportunity for users. So the very

00:56:36,304 --> 00:56:39,124 [Speaker 0]
first is audit your most used digital

00:56:39,184 --> 00:56:41,264 [Speaker 0]
content first. So the things that get used

00:56:41,284 --> 00:56:43,504 [Speaker 0]
the most, just start there. Think about,

00:56:43,644 --> 00:56:45,824 [Speaker 0]
like, your homepage, your contact page,

00:56:45,964 --> 00:56:48,384 [Speaker 0]
event registrations, um, all of the things

00:56:48,464 --> 00:56:50,944 [Speaker 0]
that get used most on your website or in

00:56:50,984 --> 00:56:53,404 [Speaker 0]
your digital materials, start there, and

00:56:53,444 --> 00:56:55,204 [Speaker 0]
then create sort of what I would call that

00:56:55,244 --> 00:56:57,614 [Speaker 0]
priority list, and just start working

00:56:57,644 --> 00:56:59,793 [Speaker 0]
through it. Um, th-- I think we've already

00:56:59,864 --> 00:57:01,724 [Speaker 0]
kinda said, like, y-you don't have to be

00:57:01,764 --> 00:57:04,084 [Speaker 0]
perfect at this. It's just starting at a,

00:57:04,204 --> 00:57:06,513 [Speaker 0]
at a place that, um, can help you get a,

00:57:06,784 --> 00:57:07,984 [Speaker 0]
sort of a cadence and a, and an

00:57:08,024 --> 00:57:09,573 [Speaker 0]
understanding about how to do some of

00:57:09,604 --> 00:57:11,654 [Speaker 0]
these things. So, um, that's kind of where

00:57:11,684 --> 00:57:14,024 [Speaker 0]
we would recommend starting. Second is

00:57:14,124 --> 00:57:16,164 [Speaker 0]
fix the basics that create the biggest

00:57:16,184 --> 00:57:18,824 [Speaker 0]
barriers. And so, um, Brenda had a really

00:57:18,884 --> 00:57:20,664 [Speaker 0]
great list of things that kinda get in the

00:57:20,784 --> 00:57:22,924 [Speaker 0]
way of somebody being able to ex-- uh,

00:57:23,204 --> 00:57:25,573 [Speaker 0]
be, uh, access an, a digital piece of

00:57:25,604 --> 00:57:28,264 [Speaker 0]
material. So things like missing alt text

00:57:28,304 --> 00:57:30,744 [Speaker 0]
in, in, on images, different color

00:57:30,824 --> 00:57:33,024 [Speaker 0]
contrasts that are, are not good for

00:57:33,164 --> 00:57:36,824 [Speaker 0]
visual, uh, looks, um, unclear link texts.

00:57:36,904 --> 00:57:38,564 [Speaker 0]
We've kind of talked al-already about a

00:57:38,604 --> 00:57:40,624 [Speaker 0]
lot of these things. So fix those barriers

00:57:40,744 --> 00:57:43,284 [Speaker 0]
first, um, and, and go in and find the

00:57:43,304 --> 00:57:44,984 [Speaker 0]
things that will, will be the biggest

00:57:45,024 --> 00:57:46,804 [Speaker 0]
problems that people have on your website

00:57:46,824 --> 00:57:47,784 [Speaker 0]
and in your materials.

00:57:48,464 --> 00:57:51,164 [Speaker 0]
Next, I would say test with both automated

00:57:51,174 --> 00:57:54,224 [Speaker 0]
tools and human review. Uh, Brandon

00:57:54,264 --> 00:57:55,884 [Speaker 0]
mentioned there are some, some really

00:57:55,904 --> 00:57:57,684 [Speaker 0]

great tools out there, some free ones,

00:57:57,724 --> 00:57:59,853 [Speaker 0]

some paid ones, uh, that can go through

00:57:59,964 --> 00:58:02,384 [Speaker 0]

and, and basically check your website for

00:58:02,444 --> 00:58:04,524 [Speaker 0]

you and catch some issues. But that should

00:58:04,584 --> 00:58:06,674 [Speaker 0]

not replace humans taking a look and

00:58:06,704 --> 00:58:08,464 [Speaker 0]

making sure, number one, that your content

00:58:08,524 --> 00:58:10,184 [Speaker 0]

has been written in a way that it's

00:58:10,204 --> 00:58:11,804 [Speaker 0]

accessible and understandable,

00:58:12,424 --> 00:58:14,684 [Speaker 0]

um, that your, uh, information is

00:58:14,764 --> 00:58:17,524 [Speaker 0]

navigatable by keyboard. Uh, so use

00:58:17,604 --> 00:58:19,724 [Speaker 0]

people, um, that, that are using these,

00:58:20,004 --> 00:58:22,384 [Speaker 0]

these tools regularly and ask them to

00:58:22,404 --> 00:58:24,344 [Speaker 0]

check your website for you. Um, that

00:58:24,364 --> 00:58:25,983 [Speaker 0]

doesn't mean barrage everybody, but

00:58:26,384 --> 00:58:28,184 [Speaker 0]

definitely find people that are using

00:58:28,284 --> 00:58:30,304 [Speaker 0]

tools that, um, would be needed on your

00:58:30,364 --> 00:58:32,054 [Speaker 0]

website and make sure that those things

00:58:32,104 --> 00:58:33,464 [Speaker 0]

are working and functioning the way

00:58:33,524 --> 00:58:34,484 [Speaker 0]
they're supposed to.

00:58:35,124 --> 00:58:37,564 [Speaker 0]
Uh, build accessibility into your content

00:58:37,664 --> 00:58:39,744 [Speaker 0]
creation, not just in remediation. Shannon

00:58:39,784 --> 00:58:41,944 [Speaker 0]
said this. Um, make sure that you're

00:58:42,004 --> 00:58:44,044 [Speaker 0]
just-- when you start from scratch, just

00:58:44,084 --> 00:58:46,254 [Speaker 0]
build it into your process. Uh, I will

00:58:46,284 --> 00:58:47,934 [Speaker 0]
tell you, as I was putting together this

00:58:47,944 --> 00:58:49,934 [Speaker 0]
presentation, it really kind of flipped my

00:58:49,964 --> 00:58:52,424 [Speaker 0]
brain on how we do presentations

00:58:52,464 --> 00:58:54,464 [Speaker 0]
internally at Greater Fort Wayne Inc. We

00:58:54,524 --> 00:58:56,934 [Speaker 0]
think about, uh, an event where we're

00:58:56,964 --> 00:58:58,864 [Speaker 0]
showing a PowerPoint presentation and, and

00:58:58,874 --> 00:59:00,744 [Speaker 0]
don't often have to think about webinars

00:59:00,764 --> 00:59:03,064 [Speaker 0]
and digital content in this way. And so,

00:59:03,144 --> 00:59:04,844 [Speaker 0]
um, I had to s- kind of start from scratch

00:59:04,884 --> 00:59:07,214 [Speaker 0]
to teach myself how to do this. A-and

00:59:07,244 --> 00:59:08,654 [Speaker 0]
what we've already learned is that, uh,

00:59:08,804 --> 00:59:10,624 [Speaker 0]
most of the software tools have some sort

00:59:10,664 --> 00:59:13,054 [Speaker 0]
of access-accessibility checker within

00:59:13,084 --> 00:59:15,054 [Speaker 0]
them and built into them and tools that

00:59:15,084 --> 00:59:17,204 [Speaker 0]
kind of walk you through that process. So

00:59:17,244 --> 00:59:19,014 [Speaker 0]
definitely recommend using those to your

00:59:19,084 --> 00:59:21,834 [Speaker 0]
advantage, um, and, and use them on things

00:59:21,884 --> 00:59:23,724 [Speaker 0]
that are, are gonna be tools that you

00:59:23,924 --> 00:59:26,254 [Speaker 0]
build from scratch. Start there and, uh,

00:59:26,544 --> 00:59:28,824 [Speaker 0]
worry about building it from the right way

00:59:28,904 --> 00:59:29,244 [Speaker 0]
first

00:59:29,864 --> 00:59:31,364 [Speaker 0]
rather than remediating because then it

00:59:31,404 --> 00:59:33,744 [Speaker 0]
does take time. Uh, and then assign

00:59:33,844 --> 00:59:35,754 [Speaker 0]
ownership and create an accessibility

00:59:35,924 --> 00:59:38,004 [Speaker 0]
action plan within your organization. So

00:59:38,064 --> 00:59:39,904 [Speaker 0]
again, we've talked about this. It's not

00:59:39,944 --> 00:59:41,564 [Speaker 0]
just IT's responsibility.

00:59:42,184 --> 00:59:44,524 [Speaker 0]
Find out who owns what, and then put

00:59:44,564 --> 00:59:46,644 [Speaker 0]
together a plan of attack on how you're

00:59:46,664 --> 00:59:48,984 [Speaker 0]
gonna go through and fix those things, uh,

00:59:49,124 --> 00:59:51,044 [Speaker 0]

as you're going through it. So I, I think

00:59:51,124 --> 00:59:53,464 [Speaker 0]

that's important. Um, I wanna leave you

00:59:53,524 --> 00:59:55,344 [Speaker 0]

with this resource. We put together some

00:59:55,404 --> 00:59:57,544 [Speaker 0]

information on our website, and so that

00:59:57,644 --> 00:59:59,744 [Speaker 0]

will get you to that page on our website

00:59:59,844 --> 01:00:02,084 [Speaker 0]

that's got some additional tools and some

01:00:02,144 --> 01:00:04,344 [Speaker 0]

more information about the regulations and

01:00:04,384 --> 01:00:05,724 [Speaker 0]

the ways that they're being applied. But

01:00:05,804 --> 01:00:07,944 [Speaker 0]

as Shannon said, there's a lot of unknowns

01:00:07,984 --> 01:00:10,504 [Speaker 0]

that currently exist. And so, um, I would

01:00:10,544 --> 01:00:12,244 [Speaker 0]

recommend going there and, and using

01:00:12,304 --> 01:00:14,564 [Speaker 0]

those. I will also say that Visit Fort

01:00:14,664 --> 01:00:16,884 [Speaker 0]

Wayne, uh, had a really wonderful event on

01:00:16,944 --> 01:00:19,064 [Speaker 0]

Tuesday, um, really talking about

01:00:19,074 --> 01:00:21,104 [Speaker 0]

accessibility, uh, for our entire

01:00:21,144 --> 01:00:23,404 [Speaker 0]

community, not just digital, but how do we

01:00:23,464 --> 01:00:25,164 [Speaker 0]

create an accessible community? And I

01:00:25,184 --> 01:00:26,464 [Speaker 0]

really feel like we have a great

01:00:26,564 --> 01:00:28,384 [Speaker 0]
opportunity in Fort Wayne and Allen County

01:00:28,464 --> 01:00:31,324 [Speaker 0]
to, uh, be a leader in this space. And,

01:00:31,384 --> 01:00:33,404 [Speaker 0]
and if you're interested, we've linked,

01:00:33,604 --> 01:00:36,044 [Speaker 0]
uh, Gr- uh, Fort-- Visit Fort Wayne's

01:00:36,104 --> 01:00:38,644 [Speaker 0]
accessibility plan and playbook on, on our

01:00:38,704 --> 01:00:40,634 [Speaker 0]
website so that you can review those and

01:00:40,704 --> 01:00:42,744 [Speaker 0]
take a look at those. But there's a lot of

01:00:42,784 --> 01:00:45,024 [Speaker 0]
work being done in accessibility, uh,

01:00:45,184 --> 01:00:47,724 [Speaker 0]
both physically and digitally in, in this

01:00:47,764 --> 01:00:50,154 [Speaker 0]
community. And so I'm hoping that we can

01:00:50,184 --> 01:00:52,634 [Speaker 0]
be a leader. I'm hoping that, um, that

01:00:53,424 --> 01:00:55,924 [Speaker 0]
not just, uh, organizations but us as a

01:00:55,964 --> 01:00:58,114 [Speaker 0]
community find importance in this, j- not

01:00:58,144 --> 01:01:00,524 [Speaker 0]
just to stay out of trouble, but to, to

01:01:00,544 --> 01:01:03,194 [Speaker 0]
really create what we think is the right

01:01:03,224 --> 01:01:06,264 [Speaker 0]
way as a community to be. And so, um, we

01:01:06,344 --> 01:01:08,644 [Speaker 0]
hope that that can, that can be a part of

01:01:08,684 --> 01:01:11,474 [Speaker 0]
that process. Um, everyone on the, the

01:01:11,604 --> 01:01:13,704 [Speaker 0]
committee that, that spoke today, I, I

01:01:13,744 --> 01:01:15,884 [Speaker 0]
just wanna thank everyone for being here.

01:01:16,444 --> 01:01:18,604 [Speaker 0]
Um, for the, those that spoke, uh, the

01:01:18,664 --> 01:01:20,684 [Speaker 0]
information I think was fabulous, and we

01:01:20,724 --> 01:01:23,104 [Speaker 0]
appreciate that. Um, and for those of you

01:01:23,144 --> 01:01:25,164 [Speaker 0]
that joined us today, thank you so much.

01:01:25,244 --> 01:01:27,064 [Speaker 0]
Uh, as I said at the beginning, we're

01:01:27,104 --> 01:01:29,484 [Speaker 0]
gonna make this available, uh, for you to

01:01:29,504 --> 01:01:31,304 [Speaker 0]
download on our website. So if someone on

01:01:31,344 --> 01:01:32,824 [Speaker 0]
your team wasn't able to see it, we hope

01:01:32,864 --> 01:01:34,664 [Speaker 0]
this information was beneficial for you.

01:01:34,784 --> 01:01:36,784 [Speaker 0]
So we'll have that available on that

01:01:36,864 --> 01:01:39,424 [Speaker 0]
resources page sometime tomorrow, and it

01:01:39,464 --> 01:01:41,984 [Speaker 0]
will include a transcript with it. So, um,

01:01:42,124 --> 01:01:44,084 [Speaker 0]
hopefully that is helpful to you. Again,

01:01:44,244 --> 01:01:46,384 [Speaker 0]
uh, reach out to me if there is anything

01:01:46,404 --> 01:01:48,784 [Speaker 0]
that you need. Um, you'll see my contact

01:01:48,824 --> 01:01:50,364 [Speaker 0]
information at the bottom of that, and I'm

01:01:50,404 --> 01:01:52,084 [Speaker 0]
happy to answer any questions or find

01:01:52,124 --> 01:01:54,144 [Speaker 0]
information for you as it comes about. So

01:01:54,624 --> 01:01:56,064 [Speaker 0]
thank you all today. Uh, we were one

01:01:56,124 --> 01:01:57,664 [Speaker 0]
minute over, but I promised you we were

01:01:57,704 --> 01:01:59,544 [Speaker 0]
getting out of here at, at two thirty. So,

01:01:59,724 --> 01:02:01,364 [Speaker 0]
uh, thank you all so much for the time,

01:02:01,444 --> 01:02:03,904 [Speaker 0]
and, uh, we appreciate the, the ability to

01:02:03,944 --> 01:02:05,264 [Speaker 0]
share this information with you.