

TechNow: A Technology Conference for Nonprofits **Thursday, October 30, 2008**

...And Access for All: A Discussion on Web Site Accessibility

Moderator: Ashli Molinero, University of Pittsburgh

Panelists: Tiffany Bennett, Allegheny Graphics; Maureen Joyce, Greater Pittsburgh Community Food Bank; Spero Pipakis, Blind & Vision Rehabilitation Services; Joseph Ruffing, University of Pittsburgh; Dana Sheehan, Allegheny County Dept. of Human Services

Session Description: The design choices a nonprofit makes when creating a web site are the key to removing barriers for stakeholders whose disabilities affect access to the Web, such as visual, auditory, physical, speech, cognitive, or neurological. Our panel of experts represents a wide variety of interests and experience in the web site accessibility spectrum – from nonprofit webmaster to professional web design firm to web site administrator to end user. Learn the basics of web site accessibility and what it means to your organization and its web site audiences. Find out how to balance site attractiveness and usability and how to increase the accessibility level of your nonprofit's web site.

For additional information on website accessibility, these websites may be helpful:

Accessibility Overview:

W3C - Web Accessibility Initiative

<http://www.w3.org/WAI/>

Web Accessibility Initiative Contact information

<http://www.w3.org/WAI/contacts>

Section 508

<http://www.section508.gov>

Web AIM

<http://www.webaim.org>

American Foundation for the Blind (AFB)

www.afb.org/webaccess.asp

Contact information:

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Accessibility Evaluation, Tips and Tools:

WAVE - Free web accessibility evaluation tool provided by WebAIM

<http://wave.webaim.org/>

STEP 508 - A tool for prioritizing Web site accessibility problems

<http://www.section508.gov/index.cfm?FuseAction=Content&ID=155>

Section 508 Self-Evaluation - Survey to ensure that a website is accessible

<http://www.usdoj.gov/crt/508/web2.htm>

Quick Tips for Web Accessibility

<http://www.w3.org/WAI/quicktips/>

Screen Readers:

There are different screen readers that allow people to have the screen read to them. One of the most prevalently used is Jaws. Their website includes a lot of good information about what is needed for a website to be used by their product.

http://www.freedomscientific.com/Training/training_HQ_accessibility.asp

Courses and Webinars:

Welcoming Customers with Disabilities, a free, accessible, self-paced web course for people interested in discovering best practices for working with customers who have disabilities. This course has recently been revised and expanded in response to requests from more than 10,000 participants who have taken the course. It was federally funded for training local public customer service representatives, but has been found to be a valuable training tool for the private sector. <http://www.wiawebcourse.org/>

EASI: Equal Access to Software and Information, offers a variety of free and paid courses and webinars. <http://people.rit.edu/easi/#content1>

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