

EXPECTATIONS

- You will be expected to participate and answer questions.
- I will be going fast. You are not expected to remember everything.
 - I encourage writing notes and using the terminology cheat sheet.
 - I love talking about this topic! I am happy to answer questions well after this presentation.
- You are allowed to move around, go to the bathroom without permission, etc.
- *Historically, the most successful past participants are those who care.*



ACCESS FOR ALL



Improving Accessibility in Extension

New Agent Orientation

May 2024

AGENDA

- Introducing accessibility and its importance
 - Key concepts
 - Relevance
- Improving digital & print accessibility
 - Text and visual materials
 - Recordings
- Considering in-person accessibility
 - Event planning
 - Presentations
- Conclusion
- Resources



Introduction:

The importance of accessibility and Universal Design for Learning



WHO ARE WE IMPROVING ACCESS FOR?

- People with:
 - disabilities
 - limited English proficiency (LEP)
 - different schedules, families, and lifestyles
 - limited-resources
- Friends and family
- Our communities
- **Everyone!**



ACCESSIBILITY & UNIVERSAL DESIGN

Universal Design for Learning is a framework for *proactively* creating accessible learning environments and experiences.



Traditional
Instruction



Accommodations



Universal Design
for Learning



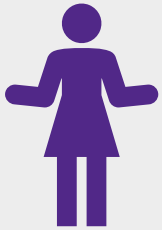
CORE LESSONS ABOUT ACCESS

By taking the time to make things more accessible to some, we help everyone.

1. Improving access is **not** a zero-sum game
2. Access is something we can **all** improve, ad infinitum
3. Fair access is becoming more standard & expected



EXPECTATIONS FOR ACCESS



“If *you* don’t think it’s important enough to make it accessible to me, then I guess I’m inclined to believe you??”

*comment from a stranger at an accessibility webinar
- Feb 16, 2023*



Senior v. Harvard University
New York Southern District Court
*Case #1:22-cv-08576
filed Oct 07, 2022*

lawsuit citing ADA violations for online barriers including lack of alt-text and inaccessible link practices



Reddit API Strike
June 12-14, 2023

more than 7,800 subreddits went dark in protest of charging for third-party API use (disproportionately impacting disabled users)



OUR MAIN RULE OF THUMB:

Use multiple means of representation and interaction.

Examples of MMRI content:

- Text + Figures
- Images + Alt-text
- Physical + Digital
- Videos + Captions



Accessibility for text-based materials:

Improving access to promotional, educational, reference, and printed materials



FONT CHOICE

The type of font used can affect the accessibility of our content.

Examples of sans serif fonts:

- Arial
- Calibri
- Veranda

Examples of serif fonts:

- Times New Roman
- Waldbaum

Examples of stylistic font choices:

- This font is pretty easy to read.
- *Artsy* font can be difficult for readers.
- *Script can be hard to read, too.*
- **Fun font can also be a challenge to read.**



COLOR CONTRAST IN FONT

You need a high contrast ratio - don't just use distinct colors

- Use a contrast checker if you're unsure



COMMUNITCATING WITH COLOR



Are your flowers poisonous?

A list for parents of young children who are worried about what's in their garden.

Key: Flowers that are safe to ingest
Poisonous Flowers

- Astilbe
- Caladium
- Cardinal Flower
- Daffodil
- Daisies
- Dandelion
- Daylily
- Foxglove
- Hellebore
- Impatiens
- Iris
- Lamb's Ear
- Larkspur
- Lily of the Valley
- Lupine
- Marigolds
- Monkshood
- Nasturtium
- Petunia
- Star-of-Bethlehem
- Sunflower
- Sweet Alyssum

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Avoid using color as the sole means of communicating information.

- This applies to text and figures
- If you must use color to convey information, don't forget about the contrast



TITLES, HEADINGS, & SUBHEADINGS



Headings and Subheadings

HTML elements provide information on structural hierarchy of a document. Using elements correctly will help convey additional meaning to assistive technology. In many cases, doing so will also make your document easier to edit.

For documents longer than three or four paragraphs, headings and subheadings are important for usability and accessibility. They help readers to determine the overall outline of a document and to navigate to specific information of interest.

Headings are classified into levels from one to six. The highest level is "Level 1" and often corresponds to the title of the page or major document section. Sub-headers proceed through increasing header levels.

Visual readers identify headers by scanning pages for text of a larger size or a different style. Assistive technology users are not able to see these visual changes, so changing the style is not a sufficient cue.

Instead, the headings must be semantically "tagged" so that assistive technology can identify headings. This can be presented to the user as a navigation aid.

This makes adding headings one of the most

Proper headings make your work easier to read.

Headings and Subheadings

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Purpose of Headings

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Heading Levels

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Meaning vs. Formatting

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Make sure you use the **tagged headings** - don't just format words differently.



You don't have to lose any creative control.



LISTS



Avoid hand-numbering lists.

Format lists as either:

- “un-ordered” lists
 - bullet points, check-boxes, etc.
- “ordered” lists
 - e.g., numbers or letters

1 Normal 1 No Spac... Heading 1 Heading 2 Title Subtitle Subtle Em... Emphasis Intense E... Strong Quote

graph Styles

1 2 3 4 5 6 7

List

- Item 1
- Item 2
- Item 3
 - o note about item 3

Not a List

- Item 1
- Item 2
- Item 3
 - note about item 3



LINKS



- Consider if it is a print or digital document
 - QR codes for "non-clickable" materials
 - Simple / easy to remember web addresses
- Using anchor text
 - 👎 See a complete listing of KSRE events at <https://events.k-state.edu/ksre>.
 - 👎 To see a complete listing of KSRE events click [here](#).
 - 👍 See a complete listing of [KSRE event offerings](#).



LINKS ACTIVITY



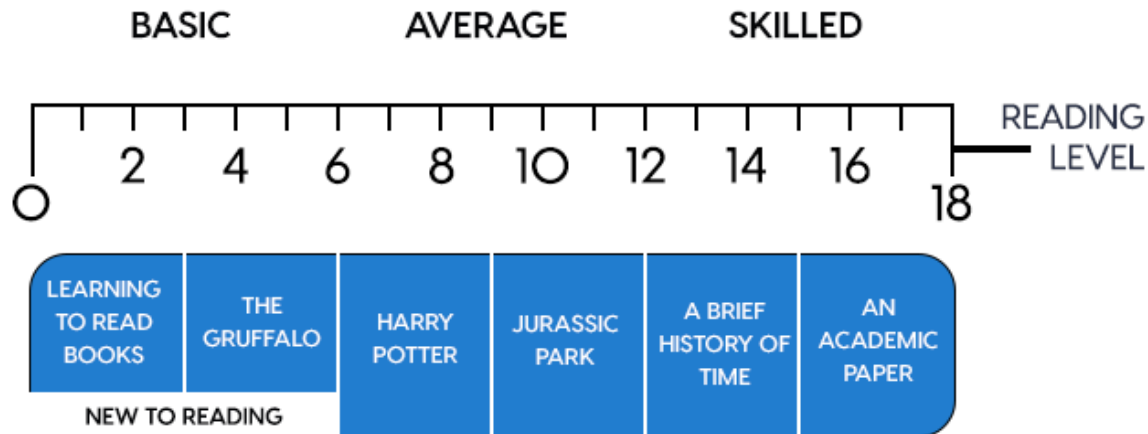
How could these examples be more accessible?

1. It's already fair season! Learn more about volunteering [online](#).
2. Check out an article about our newest county agent at: <https://twitter.com/ButlerExtension/status/1437457789081866245/photo/1>.
3. The next webinar will take place this Wednesday, February 4th. Don't forget to register on our website!



CONTENT

Flesch-Kincaid Grade Level



Aim for grade 8 to ensure your content can be read by 80% of Americans.



Check your Readability Stats!

- Benefits of readability
 - Widens your audience
 - Quicker to read
 - Easier to understand and retain information
 - Helps people find your work through SEO
- These scores are a just benchmarks



FIND YOUR READABILITY SCORE

The screenshot shows the Microsoft Word interface with the Review tab selected. A red circle highlights the Editor icon in the top-left corner, with a red number '2' next to it. Another red circle highlights the Review tab, with a red number '1' next to it. A red star is placed over the text 'What actions should I make...' in the document. A 'Readability Statistics' dialog box is open, displaying the following data:

Category	Value
Counts	
Words	286
Characters	2,197
Paragraphs	37
Sentences	9
Averages	
Sentences per Paragraph	1.0
Words per Sentence	12.2
Characters per Word	5.7
Readability	
Flesch Reading Ease	29.0
Flesch-Kincaid Grade Level	12.2
Passive Sentences	11.1%

A red number '3' is placed next to the 'Document stats' button in the Editor pane's Insights section.



PORTABLE DOCUMENT FORMAT (PDFs)



Start with the source document

- Retains the structure when exported to Adobe Acrobat
- Be careful with using a copier
 - The document is just one big image
- Check your reading order



Accessibility for images



Sharing more accessible images, figures and infographics



PRO-TIP FOR ALT-TEXT

Ask yourself:

How would you describe this image over the phone?

-  1. cheezburger.jpg
-  2. Cheezburger, Shawnee County's office cat, saying "Welcome to our office!"

Dear Jennifer,

I think we need this for our office, *please!!*

(see attachment)

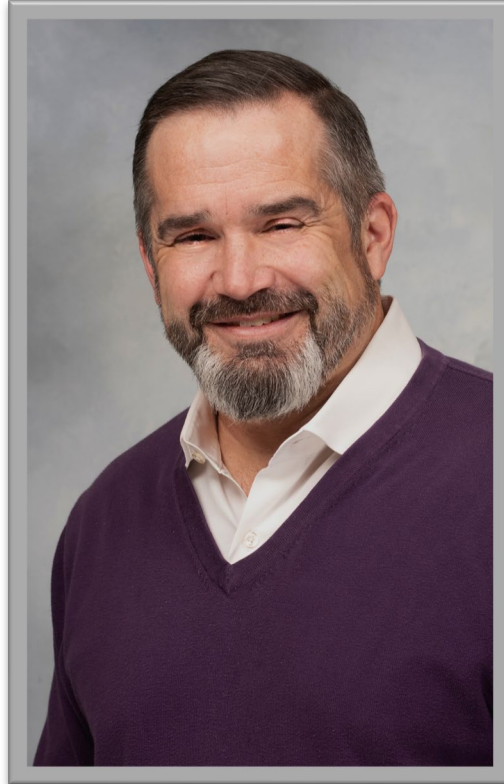


ALT-TEXT BEST PRACTICES



Do's

- Keep the message simple
- Think about the context of the image
- Use punctuation
- Include **any** relevant words/ information in the graphic
- Mark an image as "decorative" if it adds nothing to the content



Don'ts

- Repeat information unnecessarily
- Confuse an image title with alt text
- Start with "picture of"
- Forget to denote when you are describing/ quoting text



ALT-TEXT ACTIVITY



315 W CEDAR STREET

COLUMBUS COMMUNITY COMPOSTING

Share the alt-text you wrote!

Accessibility for in-person programming

Considering access while planning and
presenting in-person programs



EVENT PLANNING

Things to consider when in-person events:

- Physical access and available amenities
 - Bathrooms
 - Seating
 - Parking
 - Outlets
 - Shade
- Sound
 - Speaker's volume
 - Location's volume
- Scheduling
- Childcare
- Planning Breaks
- Food & Drinks
- Accessible handouts
- Interpreter
- Captioning



PRESENTING & MODERATING

- Speaking
 - Use microphone(s) if available
- Participation
 - Repeat participant questions/comments
 - Inform the audience of participation expectations
- Visuals
 - Explain key visual elements
 - Preface videos with a summary
- Writing / Drawing
 - Text should be 1" tall for every 10' from the audience
 - Read writings aloud or summarize content
- Handouts
 - Have digital copies ready



DESIGNING YOUR PRESENTATION

- Use accessible templates
 - Pick high-contrast colors schemes
 - Avoid background images, watermarks, and movement
 - Or create your own template!
- Stick to pre-set layouts
- Limit the number of lines on each slide
 - Leave space above and below each line
- Use images and icons to break up blocks of text



POSTING YOUR PRESENTATION



- Each slide title should be unique
 - Headings should be tagged appropriately
- Images need alt-text or captions
- PowerPoint has a great access checker
 - Check the slides' reading order
- Consider sharing the presentation with “presenter notes” for added context

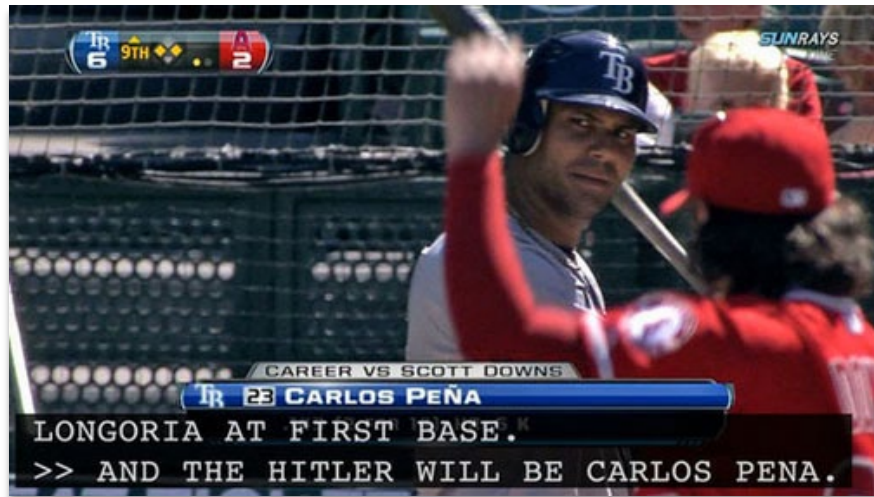


Accessibility for recordings

Producing and posting more accessible videos and audio recordings



CLOSED CAPTIONS GONE WRONG



What do we need to do?

- Provide public notification of language support services
- Provide free language support services

In many cases, there may be free route sources in your local

33 / 10:47



CLOSED CAPTIONS & TRANSCRIPTS



- Auto-captioning is available on most platforms
 - This is handy for both videos & audio recordings
- YouTube can translate your captions via Google Translate
 - Always double check the translation before publishing
- You can pay professionals to caption your videos



PLANNING AND CREATING YOUR VIDEO

- Having a script makes things **much** easier
 - Both when you're recording and when you add captions
- Consider your microphone
 - Clean audio makes your content more usable for people listening and those relying on captions (especially live captions)
 - You should think about things like proximity, quality, and background noise



REVIEWING TRANSCRIPTS

You **MUST** have captions/transcripts!

- I like to think of reviews existing at three levels:
 - ✓ 1. A basic, passive sweep
 - 👍 2. Correcting miscaptions and misspellings
 - ★ 3. Adding proper punctuation and notations
- You can “cheat” by uploading a transcript



POSTING AN ACCESSIBLE VIDEO

- Providing an accurate description of your video is a key step in posting
 - Helps search engines help people find your video
 - Provides added context for those don't use traditional methods to watch videos
- Wait for captions to render before sharing or publicizing
- Consider alternate audio (other languages or descriptive)



USING LIVE CAPTIONS

Live Captioning is easily available with:

- PowerPoint
 - Available in the newest app or in Microsoft 365 web version
 - Find it in the "Slide Show" section, listed as "subtitles"
- Zoom
 - Must be set up in the online (rather than in the app)
 - Can be found in your profile, under "Settings"
 - Let your participants know that they can turn on captions / transcript

The image shows two screenshots related to Zoom's live captioning features. The top screenshot is a dark-themed Zoom meeting control bar. A purple arrow points to the 'Live Transcript' icon (two 'cc' characters) in the bottom toolbar. A modal window is open over the 'Live Transcript' icon, showing options: 'Assign someone to type' (with 'Assign a participant to type' and 'I will type' buttons), 'Use a 3rd-party CC service' (with 'Copy the API token' button), and 'Live Transcript' (with 'Enable Auto-Transcription' button and a checked checkbox for 'Allow participants to request Live Transcription'). The bottom screenshot is the Zoom web settings page. A purple arrow points to the 'Automated captions' toggle switch, which is turned on. Other settings shown include 'Manual captions' (turned on), 'Full transcript' (turned on), 'Save Captions' (turned on), and 'Language Interpretation' (turned off).



Comprehension Competition

A game to test your ability to apply access concepts (and be compared to other cohorts!)



FIND EIGHT THINGS TO CHECK/FIX

NOW HIRING: *Umberger Cat*

Department: Coop. Extension Administration
Employment Type: Staff Full Time (UNCL-regular)
Location: Manhattan, KS
Worksite: On-site requirement
Categories: Human Resources, Public Relations / Marketing
Paygrade: 001

ABOUT THIS ROLE:

K-State Research and Extension Administration seeks an **Umberger Cat** to provide public relations support to the Extension Operations team. Duties include greeting guests, forming lasting relationships with employees and stakeholders across Kansas, and promoting policy adoption and compliance.

This is a full-time, live-in position and the incumbent is required to live on premises.

WHAT YOU'LL NEED TO SUCCEED:

Minimum Qualifications:

- Ability to interact effectively with others

Preferred Qualifications:

- Six months relevant experience
- Commitment to personal and professional development
- Interest in working with ghost writers to produce professional articles and announcements for publication.

Other Requirements:

- Applicants must be feline and up-to-date on all required vaccinations: <https://www.ksvhc.org/services/phc/vaccinations.html#core>



DEADLINE:
Screening begins **immediately** & will continue until the position is filled.

4 ALL

LIST 10 THINGS YOU SHOULD CONSIDER

You are hosting an in-person event at the local public library. The program will be on a Monday from noon to 4:30 and will include your presentation, two shorter presentations from guest presenters, and a Q&A panel of five people.

What should you consider / do to make this event as accessible as possible?



Resources

How and where to get more information



RESOURCES: MATERIALS

- K-State Accessibility Checklists
 - canvas.k-state.edu/info
 - Has checklists for documents, videos, webpages, etc.
- KSRE Disability Access page
 - KSRE Employee Resources website > Programming & Reporting > Civil rights, diversity and access > Language and disability access page
 - Find KSRE standards & procedures for improving access
- Accessible Social
 - accessible-social.com
 - How-tos & resources for creating accessible social media content
- WebAIM
 - webaim.org
- AgrAbility



RESOURCES: TOOLS

- Contrast Checkers:
 - WebAIM
 - ContrastChecker.com
- Microsoft Access Checkers
 - In the lower left corner of the window
 - Under the “Review” tab
- Adobe Access Checkers
 - Under “Tools,” called “Accessibility”
- Text-to-speech readers
 - Microsoft (under “Review” tab)
 - Adobe (under “view”)
 - Firefox (“reader view” in the navigation bar)
 - Edge (“read aloud” in the navigation bar)
 - Read&Write (K-State browser extension)



RESOURCES: TRAINING

- KS Access Resource Network (KSARN)
 - Run by Wichita State
 - K-State employees get free access
- Access for All (A4A) Committee
 - Resources in the KSRE Marketing Canvas course
- WebAIM
 - Interactive training & certifications cost money
 - General how-tos are free



RESOURCES: PEOPLE WHO CAN HELP

Extension Operations

- (785) 532-5790
- *General Inquiries & Resources*

Orientation

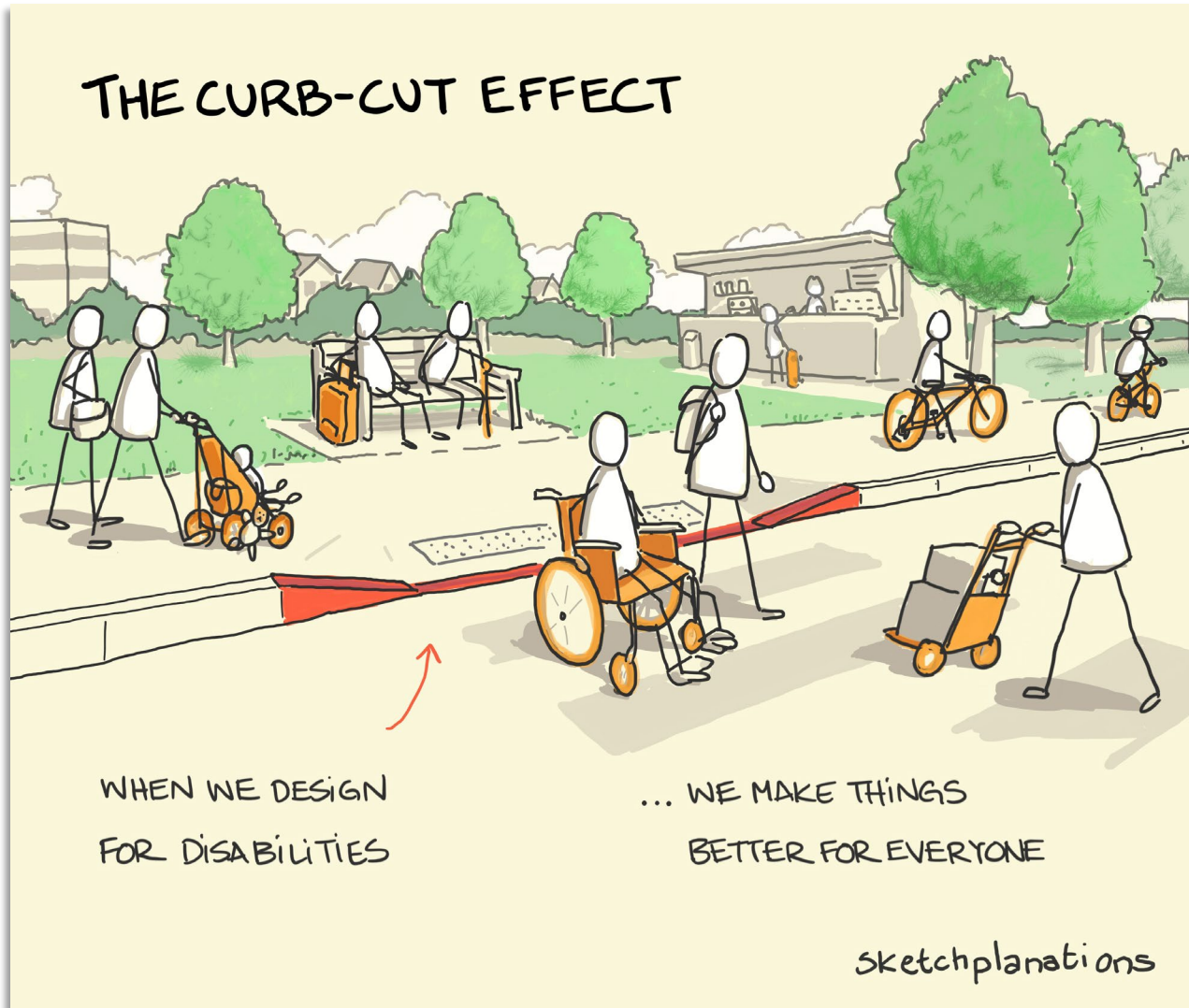
Presentation by:

Mary Hellmer
Extension Operations

- (785) 532-5790
- mary58@ksu.edu
- *Digital Accessibility*



THE END



MATERIALS REVIEW:

Rank	Cohort	Time
#1	January 2024	1 min 04 sec
#2	May 2023	1 min 30 sec
#3	October 2023	1 min 28 sec

EVENT CONSIDERATIONS:

Rank	Cohort	Time
#1	January 2024	0 min 49 sec
#2	October 2023	0 min 58 sec
#3	May 2023	1 min 20 sec