

Webinar Introduction and Tips and Tricks

May 21, 2015

The conference is now started. This conference is now being recorded. Welcome to the RespectAbility webinar, introduction and tips and tricks.

Your facilitators are Dana Marlowe and Sharon Rosenblatt.

If you experience unsatisfactory audio quality, please use the telephone dialed in option in your confirmation and reminder e-mails. If you have dialed in, operator assistance is available by pressing pound. You may ask a question at any time using the chat window located in the lower left hand corner, a question and answer session will follow the presentation. Hand-outs can be downloaded using the materials link in the confirmation and reminder e-mail or in the documents folder in the lower right hand corner. A short video will be played during the presentation. Participants should turn on their computer's audio while that plays.

I will turn it over to our moderator, Jennifer Mizrahi, president of RespectAbility.

We are thankful to have everybody with us today. Today is global accessibility awareness day, and many people do not know about this holiday... global accessibility awareness day and I think it is exciting because everybody, regardless of their ability, has the equal opportunity and right and pleasure of using the internet and all other kinds of communications.

Today we will focus on online accessibility and we have two extraordinary speakers who are going to be joining us: Dana Marlowe and Sharon Rosenblatt. Really, they are true experts in this field and we did rehearsals for this, I have seen the presentation and know how delighted you will be.

I will turn it over to our speakers, their bios are on the deck if you want to look later and at the end of the presentation you will have their contact information if you want to follow up personally with them. And I want to remind you of what the operator said, we are interested in your questions and you can just type them into the screen. We look forward to them. This is meant to be very interactive, Respectability is a non-profit organization and we are here to serve you.

With no further ado, here is Dana and Sharon.

Thank you so much for that introduction and thank you all on the call for joining us and today is Global Accessibility Awareness Day and we are honored to celebrate today with this webinar hosted by our friends at RespectAbility, who do so much work every day in the world to increase respectability and awareness around the world.

On is the agenda, and I want to provide some basic background and information and definitions on disability and accessibility, share a few statistics with you, and then I will tie that into what web accessibility that is why so many of you are here, and then we will talk about making a welcoming and inclusive website and sharing suggestions around that and then I will pass it on to my colleague, Sharon Rosenblatt, who has a number of tips on how to make web content more accessible. She will talk about the current state of accessibility and social media and a lot of this is geared toward varying levels of

basic web understanding. So if you do have more technical or complex questions, you are welcome to table them to the end or, as Jennifer mentioned, we will share our contact information at the end of the presentation and you really, truly, are welcome to reach out to us at any time.

Finally, I will conclude and provide some steps on moving forward and discussing the accessibility return on investments and I will open it up for questions and answers.

And so, to start off, the word disability can mean different things to different people. Trying to come up with an overarching term can be difficult, but the Americans With Disabilities Act of 1990, or the ADA, has a working definition I like to use. Under the ADA, an individual with a disability is a person with a physical or mental impairment that limits one or more life activities.

There's a wide variety of disabilities and a lot of these overlap. So blindness, low vision, deafness, hearing loss, people with limited movement, speech disabilities, cognitive limitations, or combinations of any of the disabilities that I just mentioned. And, just food for thought, not only are people with disabilities the largest minority group in the country, but they're the only minority group that anyone can enter at any time in our life in any fashion. Unfortunately, accidents, illness, and life happens and so therein anybody is welcome to join this group. And so, looking at the numbers for a second, the U.S. Census has identified that over 60 million Americans have at least one disability. And this translates to about 1 out of every 5 Americans, or roughly 20 percent.

Now, since it is Global Accessibility Awareness Day, keep in mind that globally it is different in different regions of the world, but for this presentation in the U.S., one out of every 5 is a very common number that is used. And however, one out of every 3 households in America includes a person with a disability because there are so many people that disability touches, so 52 percent of Americans either have a disability or a close friend or loved one with a disability. And then, as the baby boomer generation ages, disabilities will only become more common.

Most disabilities are acquired, as we know, as people age and our faculties decrease. We know it is unavoidable and it leads to an increased need for accessibility in technology. So, just as far as the numbers in this area, there are about 76 million baby boomers living in America at the present time. And furthermore, because of the growing amount of people with disabilities, this is clearly a really large market. So people with disabilities have an estimated discretionary income of \$220 billion, thus, this makes the accessibility market a tremendous, tremendous commodity and not one to be over looked.

So, what is accessibility? I think many of you probably have a definition in your head, and some of you may not, this may be brand new to others who are on this call. But how do you define something, an idea that is so fundamental to so many people? So accessibility means equal access. It is available to everyone. So when you translate accessibility to technology, well, generally speaking, technology is considered accessible if it is used just as effectively by people with disabilities as it can by those without.

So there is no doubt our society is taking steps to become more accessible as evidenced all over the place in the U.S., by physical accommodations such as raised Braille on elevators, curb cuts, which is on the side of the street and side walk where the curb has an indentation so people on wheelchairs and scooters can go from the street to the side walk and make accommodations easier for everyone. But the rapid changes of technology are a bit more intricate.

So what is assistive technology? I would like to talk a little bit about that for a moment before we start diving into the nitty-gritty of web accessibility and web tips. We have to take a step back and have a little bit of an understanding and a baseline for assistive technology and how people with disabilities interact with online and the web. So assistive technology is defined as any piece of technology that is commonly used to maintain or increase the functional capabilities of individuals with disabilities.

And it can include conventional items that you might encounter every day, even though they are not necessarily technology, some of them have those components and others are not in this category, such as wheelchairs, walkers, and motorized scooters. There's another part of assistive technology, which is hardware with some examples like a refreshable Braille display, and this is a piece of hardware that turns computer text, so text that might be in a document or online on the website, into physical Braille outputs so that the person who is blind or low vision who is reading the Braille can actually see the raised Braille and it changes as they are reading throughout the page. To other items such as software applications, such as screen reading software that translates text to speech, and other peripherals like -- sticks, and this technology helps make the web more usable to people of all abilities, and that is our focus today.

So a screen reader, as I just mentioned, provides audio output of text on the screen. Meaning, if a person who is blind or low-vision is using a screen reader as their assistive technology to access the web, it reads out loud. We have a clip here, it is roughly a minute -- I think just under a minute and a half, a little under 90 seconds, it is a sample reader of a screen reader, it is called Jaws, it is a popular screen reader here in the states by Freedom Scientific, and you can hear an example and we will hope that this works.

Listen to how a blind person with the Jaws screen reader will experience this:

(Jaws speaking).

Graphics throughout the process, this page links graphic photo of [indiscernible] exploring the [indiscernible] list as [indiscernible] 1907.

Graphics make your programs and facilities acceptable.

(Jaws reading).

Graphics teach staff about disability and inclusion. This page will link graphic human resources, this page will link ads on the computer this takes you through the process creating the accessibility, graphic photo of a man reading Braille descriptions of Jaws accompanied

For participants unable to hear it, the computer speakers are turned off.

Well, that was a sample and we are more than happy to e-mail out that YouTube video after the demonstration as well if you want to see what the screen reader looks like in action.

Moving on, sometimes people with disabilities cannot use a standard key board or mouse, which makes web access difficult, as you can imagine. And these kinds of assistive technology devices or augmented input devices are used with people not only with vision loss or mobility or dexterity disabilities, this includes a key board that is actually on the screen itself, or there are Braille key boards on a refreshable Braille display on the input and output, and joy sticks that help users input information into a website if

they do have mobility impairment. And there are other ways to input information through mouse clicks and speech recognition software, and some of your phones may have speech recognition built in, for those participants listening in on the call or a later date, if you have an iPhone, the program called Siri interacts with the user of the phone user speech recognition. If you hold down the home key on an iPhone for several seconds in a row, you can ask Siri through speech recognition whatever you want to say. So you can hold it down and say, please search the web for coffee shops near me and then Siri pulls up a list. So that is speech recognition, where it is recognizing your speech. And so for people with mobility disabilities and some other dexterity disabilities, speech recognition is a common type of assistive technology

Video phones are also another kind of useful kind of assistive technology, they increase face to face communication and can include American Sign Language interpreters, and video phones allows users to communicate in a variety of formats, text or audio, between people that have the same software. And it removes the need for traveling to a meeting in person and that removes barriers so people can meet anywhere at any time with a video phone.

So going over what we learned, web accessibility means that people with disabilities can use the internet. More specifically, it means that people with disabilities can perceive, understand, navigate, and interact and that they can, of course, contribute to all things on the internet and it benefits others, people with changing abilities due to aging.

As we know, I am certainly not getting any younger, and so watching the technology that is out there and available is promising, like the ability to increase text size as people age, so web accessibility accesses all people with disabilities to increase usability by all.

And a couple things to consider when creating an inclusive website. A website has two purposes: To be your brand, and I know that there are folks on this webinar that work for organizations, non profits, federal and state agencies, corporations, academic institutions, and so whatever your positioning is or organization's website, it has to be your brand that you can give to your customers and it is a tool for users to gain the information you are sharing. So you want your website to be welcoming and also, of course, accessible to all, especially those with disabilities. So there are a couple tips how to make it welcoming and inclusive right off the bat.

First of all, utilizing welcoming words.

You want to ensure that the website's about us section and mission statement include language of being inclusive of people of all abilities, and don't limit inclusion to just people of disabilities, this is a great opportunity to celebrate welcoming other differences as well and this is a topic you want to consult with your stake holders and key team members of what is your official policy.

And another area is to utilize inclusive photos.

So putting photos of people with disabilities that are related to your organization or industry, right on your website, really sends the message because -- as we all know, a picture is truly worth a thousand words. So photos that send a message that you really are an inclusive organization and include people with disabilities helps break down the attitudinal barriers that are really present still out there. And when you take your own photos, you should know the photos that work well are of people with

disabilities, side by side with their peers and colleagues. People want to see equality and respect in practice. Also, advertise that accommodations are available.

So if you work for an organization or you represent an entity that sends out event invitations or your hiring announcements for job openings, that you really want to state that accommodations are available for these kinds of events and activities, if that is the case.

So, for example, if the space where you might be hosting an event is ADA-accessible or, perhaps, your building auditorium has access to an FM loop system that helps people who are deaf or hard of hearing, you should put that on your flyer and the other media.

I will turn it over to Sharon who has a lot of tips and tricks of how you can implement accessibility on your website today.

Thank you so much, Dana. I appreciate it.

Now that we know the importance of accessibility, especially for our technology after that amazing introduction, it is time to put the wheels in motion and take it to our websites.

The first, perhaps most well-known tip is alternative text. Adding alternative text for images or really anything visual is the first principle of the web accessibility. It is also one of the most difficult to properly implement but I will get to that in a bit. It provides an alternative for non-text content for graphics, maps, charts, buttons, images, and more. Some people think of it as a caption, and that is a close comparison. Alternative text serves several functions, but for web accessibility, it is read by screen readers in place of images and allows the content and function of the image to be accessible to those with visual or cognitive disabilities, like giving a picture a thousand words. It is added into the HTML code with all equals attributes as you can see on my screen. You want to be accurate and equivalent in presenting the same content and function of the image. Be succinct. This means the correct content, if there is content, and function, if there's a function of the image, it should be presented as concisely as appropriate. Typically, no more than a few words are necessary, and rarely a short sentence or two may be appropriate. You should avoid being redundant in the image. And avoid using phrases, image of or graphic to describe the image. It is apparent to a screen reader user already that it is an image. But if the fact that the image is a photograph or illustration, it is important content, and that may be useful to include in the alternative text.

So now that you know what is alternative text, which is any non textual element, the next part is to type it out. There's a fine line between providing vague text and going over-board with too much. When writing all text, it is important to ask yourself what information the image is conveying. Think about what the most important and essential parts are and the biggest. It depends on how the image is used and, in fact, the same image can be used for different reasons under different circumstances and each instance of the image would have different alternative. Keep in mind the following rule: The text communicates the purpose of the graphic and not its appearance.

One of the most fundamental rules of alternative text is never be vague. If you are looking at the image on my screen and studying cars, an example would be the phrase a car. The reader has no idea if it is a photograph, a graphic, drawing, etc. Why is the car important? Better text would be a picture of a silver Mercedes sports car and your reader is a car buff. So a better example of all text would say, a silver Mercedes CLS 350 sports car and the person with disabilities would know what is.

And with websites, color alone should never be used to convey information. Users with visual disabilities, such as blindness, color blindness, or color contrast deficiencies may not be able to understand the information presented or be able to distinguish the image on my screen says click on the green button to win a car or a red button to erase your hard drive. Those buttons have the same explanatory text. This is an example of someone with visual disabilities could not make the proper choice. You should use surrounding choice and not rely on color alone. This does not mean you cannot use color, but be mindful of what the color use is conveying.

Our next topic of discussion is a time out, which tracks how long a user has been inactive on a web page. Some of you may have experienced this when buying concert tickets and there's only a certain amount of time to fill out payment information before the tickets are released back into the system. I'm never in the same room as the wallet when this happens, so it is a mad scramble to fill out your information in time. Some challenges that users with disabilities face with time outs are that the time out warning is not clearly identifiable on the screen or with their assistive technology or that the time out session is not long enough for them to complete an activity. So ways to correct this is to provide in the content how long the session is, you should prompt the user when a session is about to expire, and provide notification when the session has expired.

Hypertext links are a basic element of the web and accessibility. You probably clicked on one to get here today. So creating accessible links is an easy task, and users all of disabilities can access them directly or through assistive technology. Inaccessible links are a serious barrier to over-all accessibility. Users must be able to navigate to and select each link using the key board alone. You can test this now by using the tab key to navigate to a web page. And phrases such as click here, more, click for if details, etc. Are ambiguous out of context. But it is over kill that every detail over the description is discernable on that context. Don't just say click here when you are trying to lead to a contact information page. Instead, you can say, click here to contact us and contact us be the active text of the link.

While we are on the subject of having to run a website, another item that the tab key moves to are form fields. These are any areas for users to input information, like text boxes, radio buttons, check boxes, and more. This may be a little bit too technical for some, but because the ID of the form field must be unique on each page, each must be unique on each element. You cannot have one label for multiple form elements. Screen readers do not support multiple labels that are associated with the same form elements. Think of it as a one to one ratio and they are like linked and read in the same fashion.

Text labels should describe the function of each form control. When designing a website, place it by the adjacent function. Labels are positioned above or to the left of controls. However, the label for check boxes and radio buttons are to the right of the control. Site users should be able to associate the text label with its cropped -- corresponding form control. Users with visual disabilities cannot make this association. Labels can be associated programmatically with form controls using HTML mark up. The label element is used to associate a text label to a form control. This allows a screen reader to read the associated label text with the user navigating to the form control with their assistive technology.

Equivalent alternatives for any multimedia presentation should be synchronized. This means not only adding captions for audio or movie, but making sure they sync up with the file being shown in realtime. The best example you can witness is what is happening in the webinar right now. If your web content regularly including videos or audio, try to provide sub titles, especially if you are providing the bulk of your on content. It is easier to do it in house with a person that understands the content created.

In YouTube, you can have sub titles added automatically but that is not as reliable. Also providing a transcript is a helpful resource for users with auditory disabilities such as deafness or hard of hearing.

And I know I got into this a little bit earlier, if the user operates the website using a mouse, key board, screen reader or screen magnifier or screen recognition, you must allow them access to the user interface. You don't want areas difficult to teach. And testing with assistive technology and users with disabilities.

Key board accessibility is one of the most important elements of disability access. People who are blind cannot use a mouse generally because they cannot see where to click. They use their key boards almost exclusively. Additionally, some individuals with low vision use a key board for improved interaction if the page is large and the contrast is high. A -- drop in audio -- must be provided an indicator of what has key board focus. You may see this as a black box where the tab key has focus or a highlighted region. It depends on the user's preferred interface. You can check this by looking at all of the links and form fields and there's a visual identifier of where the cursor focus is.

The tab key is the most important tool when checking web accessibility. However, imagine a website right now in your head. Typically, the main content is not usually the first thing that is read on a web page. Key board and screen reader users generally must navigate a long list of navigation links, sub links, corporate icons, sub searches, and other elements before arriving at the main content. This is difficult for users with some form of motor disabilities. Without a system for by-passing a long list of links, some users are at a huge disadvantage. The skip navigation idea was invented to give screen readers the same accessibility that a sighted mouse user would take for granted.

Skip navigation by-passes the information at the top of the page and allows them to move to the main content. The idea is simple enough. You can provide a link at the top of the page which jumps the user down to an anchor or target at the beginning of the main content.

So, as I wrap up, here is some more food for thought when you are ready to tackle bigger items with web accessibility. Just to pique your interest, the web accessibility initiative has provided the web application suite, this makes web content and applications more accessible to people with disabilities. It also allows people with access controls and other functionalities.

Some content is not allowed to some people with disabilities, such as those who do not use a mouse. This allows for people to get assistive technology, within OREA, it allows them to access that. It combines the user interface to convey to that user at any time. Changes in states or properties, such as count downs, will result to a notification that a change in timing has occurred.

We will see this in practice, I saw a couple of questions about social media and web accessibility and there's a survey by Web Aim which surveys screen reader users, and they found that roughly half, 54 percent of screen reader users surveyed found social media to be very or sort of accessible, and one third of respondents said it was very inaccessible or somewhat. There's room for improvement.

Some of the common sites, such as Twitter, Facebook, and YouTube include a lack of headings, poor color contrast, and inability to navigate using key board, missing text equivalents for images, an inability to resize text and videos lacking captioning. So I leave web accessibilities in your own hands and challenge you to fix the web on your own site. You can start small and accessibility can grow and grow.

I will now turn this back to Dana.

Thank you so much Sharon for sharing all of that truly amazing information. I know that I learn something new all the time when I'm listening to you, and for everyone on the phone, once you start thinking about these different accessibility components and websites and you become accessible for your organization, whether you are a public or private sector, there's a ton of benefits you can reap from promoting your accessible website and at a higher level, you can maximize or reach your revenues and ultimately profits if applicable to your organization. But I understand that there's a variety of public and private sectors on this webinar. And you can benefit from creating accessibility statements that are available to the public, ideally on your website and really touting what your organization has done as far as accessibility and inclusivity, whether it is just the website or a more holistic approach at your organization.

And another approach is to create an accessibility road map, a top down approach that can help with planning any future solutions, whether in technological areas or accessibility regarding employing people with disabilities and making sure you have the appropriate channels in your organization, there's a lot of different touch points that an accessibility road map has. And you will also retain your current investment in your resources and tap into a new pool of knowledge workers, and those folks with disabilities. And this, therefore, increases productivity for all.

So, accessibility also generates a positive media response, and, again, if applicable, this can be used as a competitive differentiator and make your organization stand out in a positive way. It can increase your customer or constituent loyalty and support corporate social responsibility as well. And lastly, you can attract not only those people with disabilities, but their families, friends, co-workers, and colleagues as well.

So I want to thank everybody for joining us today at this webinar and I want to provide our contact information, it is on the screen, and I will read it out loud.

My name is Dana Marlowe and my e-mail is DMarlowe@accessibilitypartners.com.

And my colleague, Sharon Rosenblatt, is SRosenblatt@accessibilitypartners.com. That is our website.

My direct line is 301-717-7177.

And I'm based on the east coast of the U.S. But anyone is welcome to reach out at any time, and we are on various social media platforms, I think we have Facebook and our Twitter handle listed and we are on Linked In. We would like to thank RespectAbility and Jennifer Mizrahi for hosting this and allowing our partners to present information on new tips and tricks to make your website accessibility today for Global Accessibility Awareness Day. Our resource links and websites can be found at the end of the slide deck, and this whole PowerPoint will also be shared from RespectAbility. So I want to say thank you to RespectAbility and Jennifer and I know you have some helpful information to share with everyone.

Well, Dana and Sharon, I want to thank you very much and I want to invite people to keep sending their questions our way because they are going to be addressing them. I saw a question that was about charts and graphs, and we did another webinar earlier on accessibility in PowerPoints and in Word documents and PDFs. And it is a one-hour webinar and so this -- these are the links to it and there's quite a bit on how to do charts and graphs in that webinar. So I want to invite you to go to that and

hopefully you will find that useful. The next webinar coming up is going to be about employment for young people with disabilities and this is a very exciting program called Project Search, which is achieving a 70 percent employment outcome in competitive integrative employment for young people with disabilities, particularly people with intellectual, social skills disabilities, more people with developmental disabilities, it is an exciting program that is in 43 states, serving about 2,700 people each year.

And I want to go to the resources page because these are some terrific resources we got from Dana and Sharon and I want to thank them for giving those to us, and you can download the PowerPoints in what you have. So those are very helpful. So let me go up to the web and start reading some of these questions out so that Sharon and Dana can answer them for us.

The first question was where the \$200 billion statistic came from that we heard earlier in terms of discretionary income. Sharon?

Our statistics were from the U.S. Census data, Census.gov, they have tabs there that are related to disability statistics and that number has been extrapolated a lot in other information and so it might be present in other websites.

Great.

I can throw a link in the chat.

That would be great, I think people would really appreciate that. There's a question about charts and graphs and I did refer them to that other webinar that we did, but do you want to add anything to that, even though they don't have the advantage of having the graphic in front of them at this moment?

That's fine, I would be happy to answer that. This is Sharon, again, and we have come to a lot of charts and graphs, especially with web labels, because it is often read as a flat image. One thing that we -- well, I have two recommendations for that. One, you provide very, very descriptive text, sharing the trends, data labels, and titles. But that can be complicated if there's a lot of data points. We recommend sharing it as a table if that is possible, another way to share the data, and there are certain table headings you would want to program into your graph, I mean, sorry, into your table -- the notes, the headings, and if the data cells are below it.

And one issue you come in to with charts and graphs are color usage. We talked about this before, you don't want color to be the sole identifier. If you have to share a chart and a graph, you can try different patterns and textures that are a little bit more visually apparent, but the best way to do this is with a table. You want an equivalent textural alternative in the graph that somebody can discern visually.

Very helpful. Somebody is asking for a link to the YouTube for that video that we showed, so maybe it can be put into the chat text here by somebody from your team, just the link to that YouTube that we played because not everyone had their computer sound on when it was being played.

So we will put that link in there for you.

And then there's a question about when people were listening to that video, that it did say image of. And so the question is, is that because somebody put into the text image of, or is that because Jaws reads out loud image of when it scans?

It depends on the screen reader, usually Jaws will announce graphics, and our recommendation is that it makes it user friendly so that Jaws is not announcing graphics twice. It does not hinder accessibility, we are just providing usability tips there, so it is possible that our recommendation does not always jive, because accessibility is more fluid, these are not rigid guidelines. This is just our personal recommendation.

And then the next question, what is the best practice when you have a question with sub tables or multi-level question, for example, please choose your gender and then you have male or female, etc.

Goodness, that would probably be an ARIA question, that's a bit more complicated. There are form controls for that, I would have to see the table before I can answer that to see the program behind it. I don't remember who it was, because the questions keep scrolling through, but whoever asked that question, if you would like to e-mail Dana or Sharon directly, we can get you that information.

And our e-mail addresses, if you did not catch them before, are available in the PowerPoint presentation.

And then the next question, is there a web version for a screen reader emulator?

Um, you could vie actually -- if you are -- if I understand the question, emulate the experience of the screen reader, just through a website, that is not a download of the software, probably the [indiscernible] BA, that is one you could use --

Could you say that again?

Yes, it is NVDA, and it stands for non -visual desktop access, and it is a free screen reader and I know that they -- they make it very easy to download on their website, and I think Dana is going to share some more information.

I'm going to put the NVDA screen reader link into the chat box in the lower left hand now.

As a quality control measure, we use that or another screen reader for all of our documents before we go live with them. We literally have people who are hearing and sighted go through our documents to play the sound to make sure that we got everything taken care of before we go live with it because it is easy to accidentally omit something, or particularly when you are new at it. We are run largely by interns, we call them a fancier word, fellows, but that means we have a large turn-over of smart people here learning this for the first time. So we find that checking our work by using the free online screen readers to check our work before we go.

So the next question, would a web master providing services for deaf or hard of hearing people, almost all videos are sub titles. I want a word press plug-in that would add the ability for the user to change the font size and screen contrast. There are few plug-ins and I'm not sure what to do at this point. That's next question, do you have any ideas?

Yeah, hi, Ron. This is Dana. You are asking an excellent question. You are correct, there are a few plug-ins. Let me take this one and get back to you on it. If you would be willing to either reach out to me privately and provide your contact information or provide it after, I would be happy to do a little bit of

research on what other plug-ins are out there so I can change the screen contrast within Word Press, so that -- I would be happy to get back to you on that.

The next question is, can you give an example of what a skip navigation link looks like in code and on screen?

This is Sharon, I would be happy to send whoever asked that an example. We have some best practices examples of skip navigation, and usually you can see it on larger corporate websites -- like shopping. Usually it is not going to be visual, a lot of sites like making theirs invisible so it does not say skip navigation at top, it is a one pixel by one pixel link somebody tabs to, it is the first thing a screen reader announces and then it jumps. It is not a visual thing, but I would be happy to provide an example of coding of that for you. So I can go to the screen and -- if you can reach out to me, this is Sharon Rosenblatt, I could be happy to provide an example to you of that.

Great. And Neal is asking what accessibility tools you might recommend.

For testing, or for development? Is the question -- Neal asked what accessibility test tool you recommend.

It depends on the browser. On IE, you can try the web accessibility tool bar. I can throw the link in the chat and that goes through the big, hard hitting checking, looking for images with all text, tables without labels, form fields that are not labeled, instances of color contrast and it will point things out to you. And we promote testing with users with disabilities. And there is also the WAVE tool bar that is in Firefox and that is another one. You can use Firebug and Firefox as well to look at instances where an accessibility might lie.

And there were a bunch of questions streaming in, Jan H. asked, can all text be used on Facebook? And while Facebook is one of the most dominating popular social media sites here in the states and abroad in many countries as well, they have been working on accessibility. Clearly, whether it comes to all text and static websites, we share -- Sharon shared quite a bit about providing all texts and the benefits of adding all texts to images and graphics when you have a static website. But when you have a static website like Facebook with content generated by billions of users and I cannot even think about how many graphics are generated off the top of my head, it gets a little trickier. If it is something where you represent an organization or your personal -- you are asking for a personal question -- one thing you can do is when you are up-loading an image or a photo is, in the -- in the status box, is to write, you know, an image description and share it there.

There is -- I'm about to share just some information about the photo all text fetcher.

And Jennifer, if you want to jump down --

Sorry, the next question is, can you speak to tool such as site improve for checking web pages? You mentioned other ones earlier but you did not mention site improve.

This is Sharon, I don't have any experience with site improve. I would be happy to check it out more. I think that -- so we're -- so site improve I think is more of, like, an over-all governance tools for one's websites and they do a lot of different website maintenance and a dozen different features is accessibility. So we don't use them -- I think they do other things like web analytics, like what Google does, or maybe they do security or search engine optimization, so I think they do a lot of stuff and I think

one of their components is accessibility, but we do not use -- we do not use them. And they may be very good, but we don't use a lot of the automated testing tools or even the more overarching tool where accessibility is one sliver of what the service the product provides is.

The next one is, is there a tool like Bobby to test websites with?

I think Sharon kind of covered that one.

Yeah. I think so.

So do you have any advice for someone who wants to get started helping organizations with accessibility/508 compliance but is mostly self-taught? Are there trainings or certifications that you recommend for people to get?

This is Sharon, I cannot highly recommend Web Aim enough, I have been quoting them profusely, that is where I got a lot of my web accessibility information and where I trained when I was starting out in this field, they really break it down and they have examples of code that are the best. They have tutorials -- and I will throw the link up there. But Web Aim is one of the best. And you can also try some of the government websites, I know HHS, Health and Human Services, and the Social Security Administration has a lot of 508 and accessibility check lists, they may not teach you, but they have trainings through 508 coordinators, but they are a way to check your work and test to those standards.

Elizabeth, that's a great question. And in addition to Web Aim, I recommend you check out the International Association of Accessibility Professionals. And I will try to put up the link, you will have to bear with us as we get the links out there in the feed while it is open so anybody listening can grab them. But the International Association of Accessibility Professionals, IAAP, is a brand new organization -- it is now there twice. We just celebrated our one-year anniversary in March, if you will, and that is an excellent place to reach out to other accessibility professionals to get educated. There are webinar and other educational opportunities, there's resources. We are going to be having our first annual conference this Fall outside of Las Vegas, there are other areas around the country that host. And one thing that we love is to be able to help folks interested in learning more about it or developing their potential. So please reach out to IAAP if you need more. And in the Washington, D.C. area, there are meet ups and several other areas in the country, and I know Boston, San Francisco, DC, as well as many other cities, but those are the ones at the top of my list -- they regularly have different kinds of meet up groups and then you can tap into a large knowledge base of accessibility professionals. And folks who have different areas of interest or who came about this in different ways. So, not everybody is in accessibility with the same background or the same mission, so you might be able to find folks who closely match WHAUTZ -- what you are looking for and can give you that information.

We will keep taking a couple more questions, but just to let everyone know we record this call and it will be on our YouTube site later so if you want to go back through the information or hear it again, this is on YouTube. Or if you have a colleague or friend who would benefit from this, you can refer them to that site and the next is use employment for people with disabilities, there are many webinar you can access through our YouTube channel, don't hesitate to look through them, all of them are free, we are a non-profit organization so this is a public service, and I want to thank Sharon and Dana for the -- terrific job they are doing.

So the next question is, is this something that the site design needs.

You can adjust your web settings in your browser, thinking about with using Apple, like using Safari, there's a way to turn on visual focus, and it has to be in the coding. So it is a little bit of both. Usually people do not want to use visual focus, they can turn it off and a lot of it is in the code, there's a lot of tab indexes that you can add so things are in the tab order you want and that makes them programmatically available to the key board. But usually it is more built in, it is pretty difficult these days to make things not available to the key board, it is when you make things more complex that you [indiscernible] out on key board usage.

And a number of these links are put into the text that is here on the website so you can find a lot of these links and I want to thank you for providing all of these links on here. I am scrolling through all the links to see about the YouTube site. Our YouTube site is RespectAbility U.S.A., and you can go to our website, RespectAbility USA dot org and I will go back so you can see my contact information and our web information, Jennifer M at RespectAbility U.S.A. dot org.

And I want to thank everyone who called and listened to us, some of you are experienced with this and others this is your first time. We are delighted to be able to celebrate world-wide Global Accessibility Access Day and to have such terrific speakers. So Dana and Sharon, I want to thank you for being with us today.

I want to remind you of their contact information for Dana Marlowe and Sharon Rosenblatt, if you have more questions, they would be able to answer them for you. But it is a delight to be in this business of enabling people to access everything around the world via the internet and other things.

So thank you Dana, Sharon, and all who listened. And if you have any comments or questions about what you would like to hear from us in terms of future webinars, you can ask us. And we will send a comment form and we are always looking at how we can do a better job, please do not hesitate to give us ideas. We would really appreciate it. Thank you to all.

Ladies and gentlemen, this concludes today's RespectAbility webinar. Thank you for attending.

The moderator has ended the conference. Goodbye.