

# Career Site Accessibility

## From Hiring Trends to Recruitment Necessity

Ruth Toombs





**What**



**Why**



**How**

**of Career Site Accessibility**





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# What is Accessibility?



Accessibility is the practice of making information, activities, and/or environments sensible, meaningful, and usable for as many people as possible



# Web Accessibility



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**Everyone is able to:**

Perceive  
Understand  
Navigate  
Interact  
&  
Contribute

**to the Web**

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# How do we define web accessibility?



Web Content  
Accessibility  
Guidelines



Formed by World  
Wide Web  
Consortium



Founded in 1994  
for international  
standards for  
WWW



Global  
Organization



International  
Standards

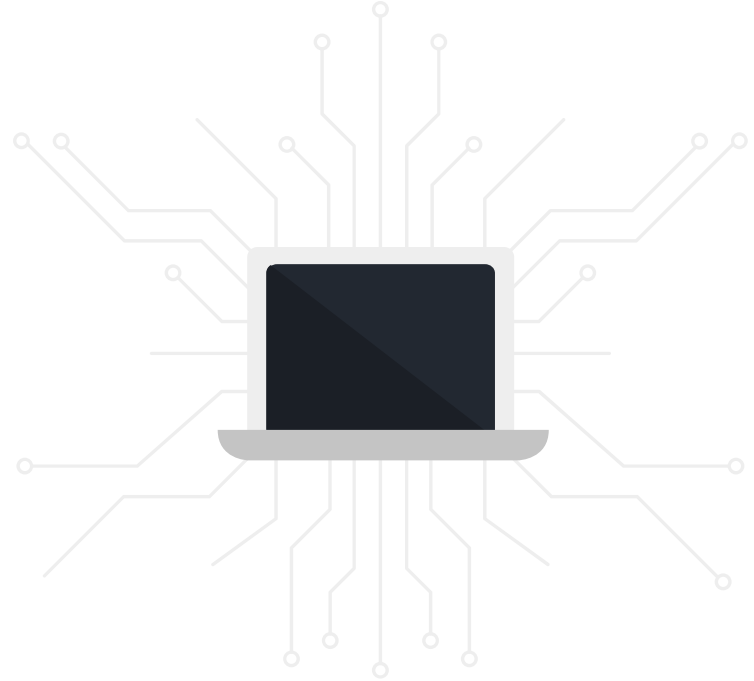


Website  
Accessibility  
Benchmark

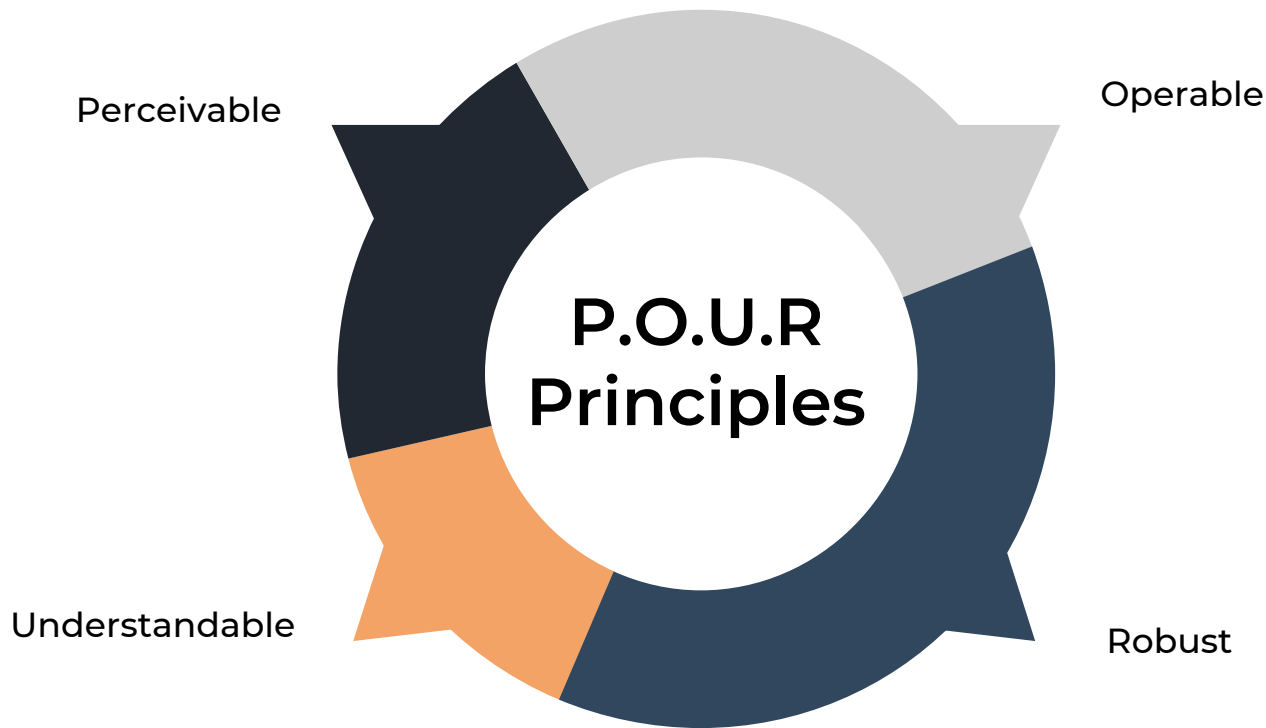


# Not to be confused with web accommodations:

Federal Government Contractors –  
Section 503 & VEVRAA: If you utilize an  
online application system, you must  
“provide necessary reasonable  
accommodation to ensure that an  
otherwise qualified individual with a  
disability who is not able to fully utilize  
that system is nonetheless provided  
with equal opportunity to apply and be  
considered for all jobs.”

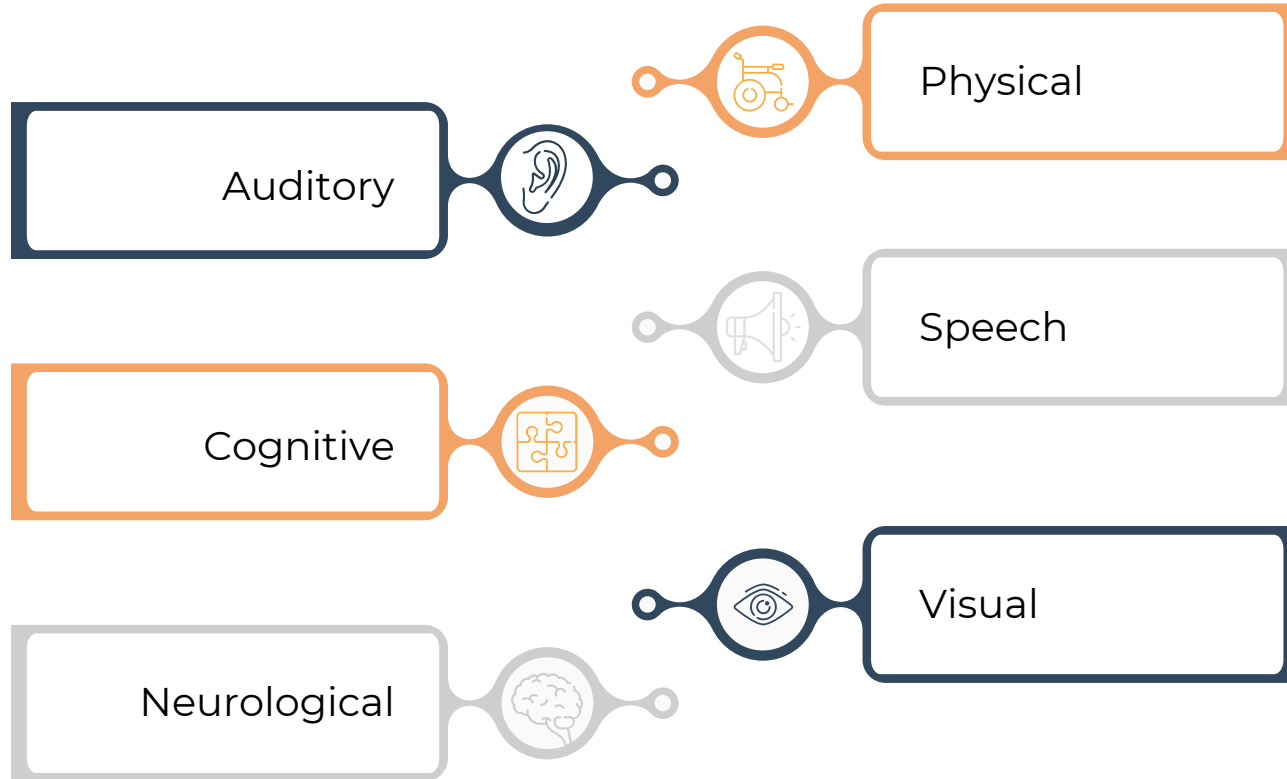


# What is an Accessible Career Site?





# Who can benefit from web accessibility?

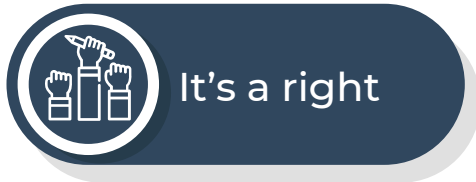


# What are some assistive technologies?



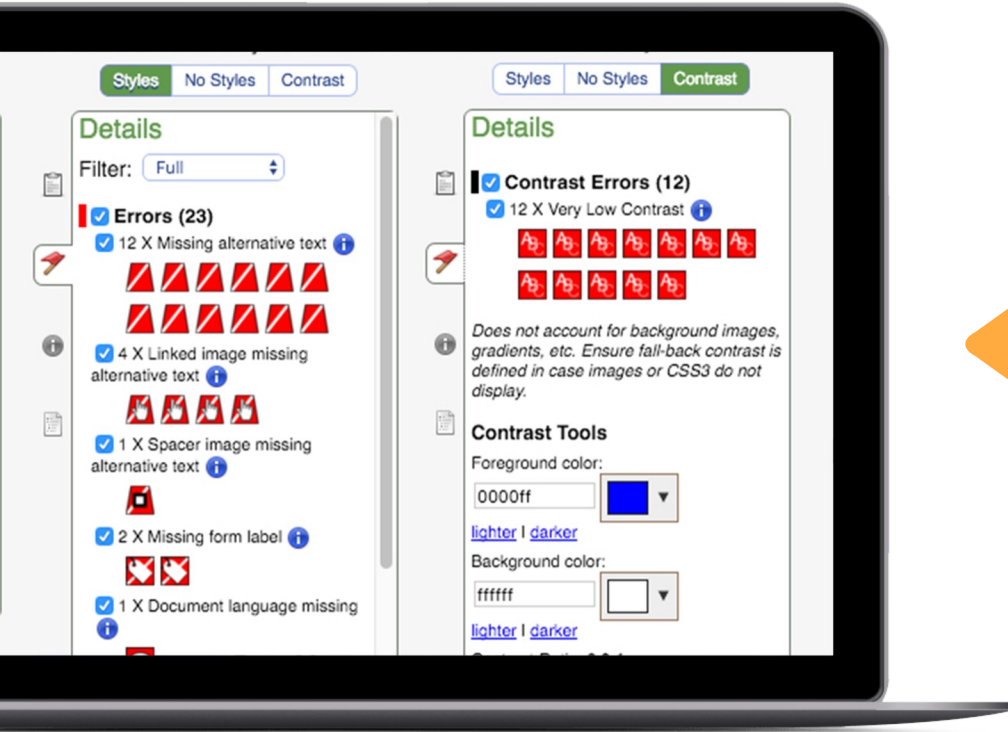
## Slide 11

# Why should we care?



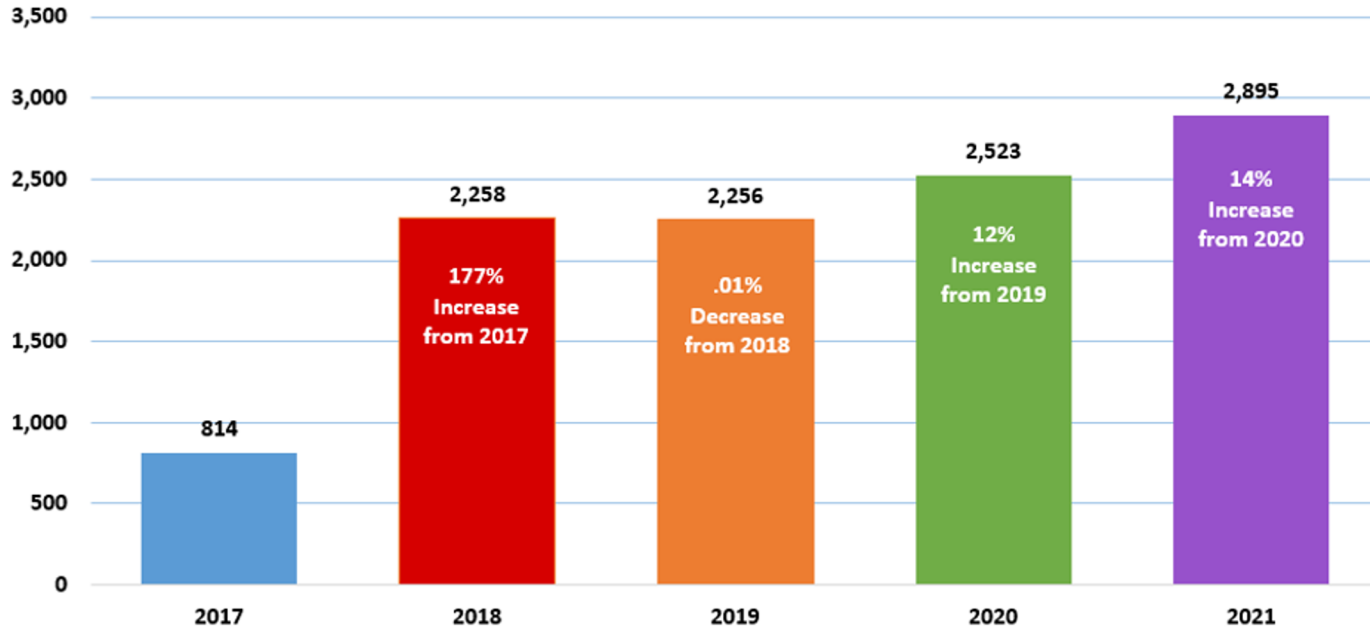
# Roots in the Law

According to ADA regulations, it is acceptable for an organization with an inaccessible website to provide an alternative method of accommodating people with disabilities, just as long as this alternative delivers an equal level of service



# Legal Consequences

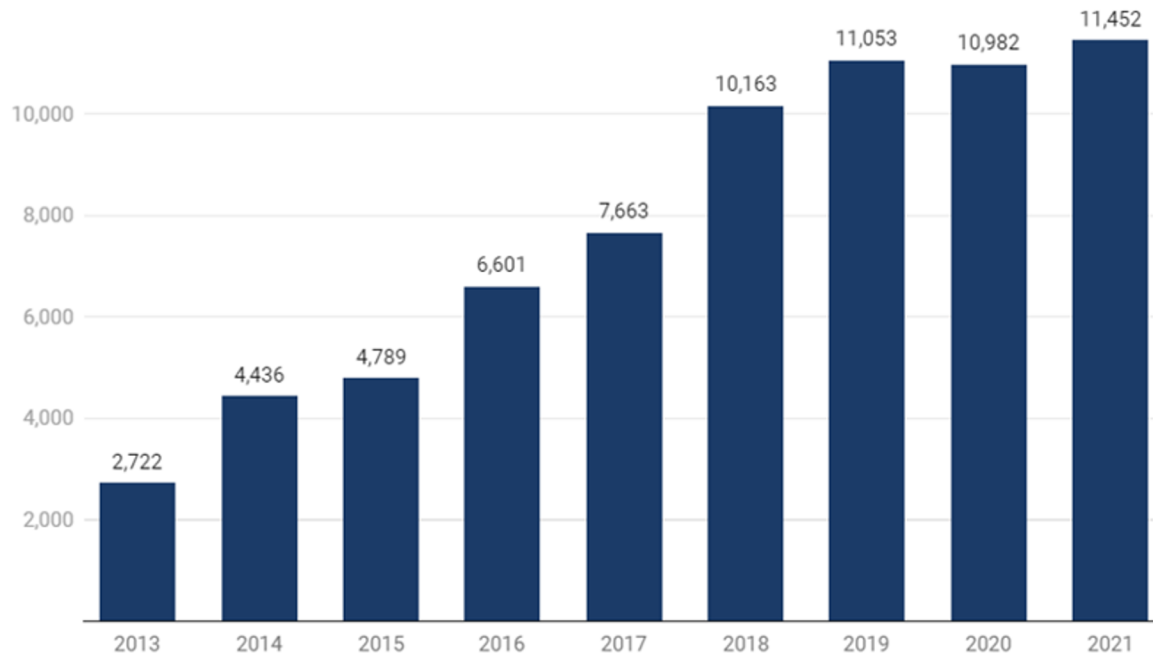
ADA Title III Website Accessibility Lawsuits in Federal Court  
2017-2021



# Legal Consequences

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**Total Number of ADA Title III Federal Lawsuits Filed Each Year**



# Accessibility is a right

The United Nations' Convention on the Rights of Persons with Disabilities, signed by 160 countries, recognizes the obligation to "promote access for persons with disabilities to new information and communication technologies and systems, including the Internet."



# Why does this matter in recruiting?

1

1 in 4 adults  
in the US  
have a  
disability

2

IWD  
unemployment  
rate is 10.8%

3

68% of IWD  
use 2+ types of  
assistive tech

4

70%+ of working  
age adults with  
vision loss are  
not employed  
full time

5

15.7% of visually  
impaired adults  
have a Bachelor's  
degree or higher





# How do we create an accessible website?



## Utilize free tools & software to assess deficiencies

Things it will probably find:

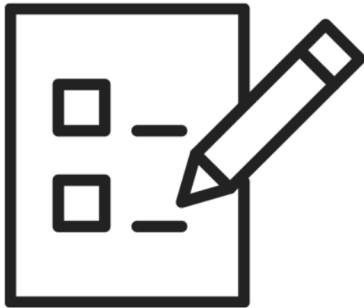
- Missing Alt text
- Color contrast
- Broken Aria Reference

## Do a precursory audit of your career site



## Manual exploration

- Keyboard friendly
- Cell phone compatible
- Closed captions
- Video/multimedia



AUDIT



CONSULTATION



IMPLEMENTATION





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# Resources

<https://10to8.com/blog/wcag-compliance->

<https://www.w3.org/TR/UNDERSTANDING-WCAG20/Overview.html#contents>

<https://www.w3.org/WAI/fundamentals/accessibility-intro/#what>

<https://uldforparents.com/contents/use-of-assistive-technology/what-are-some-examples-of-assistive-technology/>

<https://www.adatitleiii.com/2022/03/federal-website-accessibility-lawsuits>

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

<https://www.shrm.org/>

<https://nfb.org/>

<https://equalizedigital.com/accessibility-checker/broken-aria-reference/#1-about-the-broken-aria-reference-error>