DirectEmployers Association

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- If you are having trouble with the audio broadcast on your computer, you may call in by phone. Click the “Request Phone” button on your event panel and wait for the event host to approve your request.
- Questions can be asked using the Q&A panel and will be read aloud at the end of the session.
- Today’s webinar is being recorded and will be sent via email within a few days.
- Don’t forget to complete the post-event survey at the end of the webinar!

Last but not least…

Use #DEchat to tweet during the event!

Making Your Career Site Accessible

Creating an online career search experience to reduce obstacles for, attract & engage individuals with disabilities.

Presenter: Ruth Toombs, Key Account Executive with Recruit Rooster

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Agenda

- What is an accessible website?
- Why should employers care about an accessible career site?
- The “ABCs” of website accessibility

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What is an accessible website?

Sites that are designed with accessibility in mind will be compatible with disability-enabled software (like screen readers & enabled audio) and will allow those users to continue the online navigation process with reduced obstacles.

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So who sets these standards and where did they originate?

WCAG is an acronym for Web Content Accessibility Guidelines - a systematic set of technical recommendations created to help a website become more accessible to people with various kinds of disabilities and build on equal access and opportunity.

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There are three grade levels of website accessibility:

- A, AA and AAA (lowest, average and highest compliance)
- A (must support)
- AA (should support)
- AAA (may support)
- A+AA= Standards of accessibility

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Twelve guidelines organized under four principles:

- **Perceivable** - Information and user interface components must be presentable to users in ways they can perceive.
- **Operable** - Interface forms, controls, and navigation are operable
- **Understandable** - Information and the operation of user interface must be understandable
- **Robust** - Content must be robust enough that it can be interpreted reliably by a wide variety of user agents

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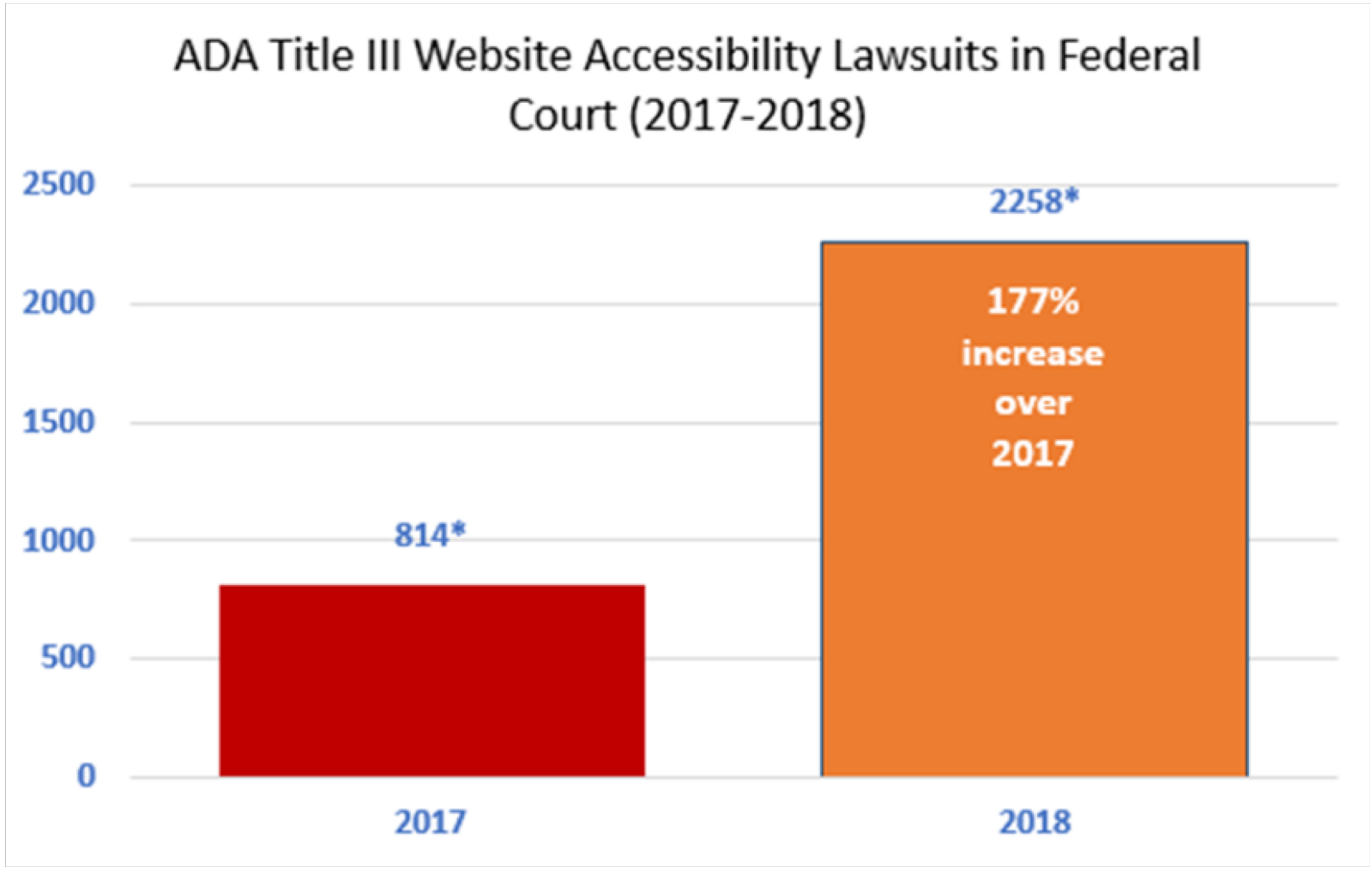
Why should employers care about an accessible career site?



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It has roots in law

According to ADA regulations[3], 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.**

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It’s a right.

“Promote access for persons with disabilities to new information and communications technologies and systems, including the Internet.”

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It DOES have legal consequences:

WCAG 2.0 AA has been applied by most courts as the ADA standard even if not yet adopted by the Americans with Disabilities ACT (ADA) standard by federal agencies.

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It benefits businesses.

In the United States alone, not only are there over 56 million people with disabilities, but also they have billions of dollars in employment power. If people with disabilities can't use your website, they will quickly turn to the website of a competitor.

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The “ABCs” of website accessibility:

- Audit
- Benefit
- Create

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AUDIT your career site

- Utilize software to assess deficiencies
- Manual exploration

BENEFIT from online resources

- WebAIM
- JAN – Job Accommodation Network
- HirePotential

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C is for **CREATE**

- Keyboard-Friendly
- Content is accessible
- Add alt text to all images
- Colors, colors, colors!
- Concise, easy to understand headers and navigation
- Fields & forms clearly labeled
- Leave tables out of it!
- Enable resizable text
- No automatic play media
- Design your site with accessibility forefront

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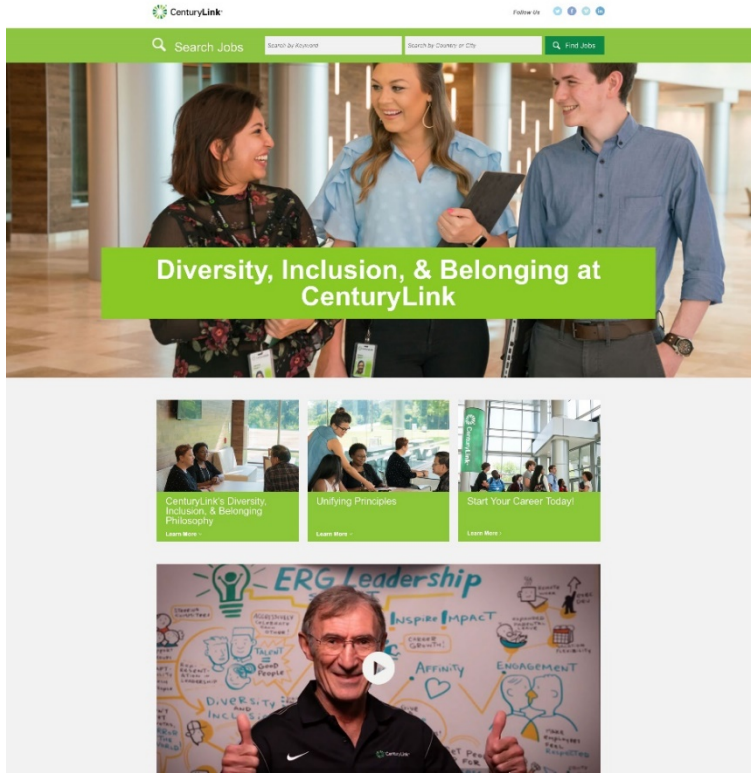
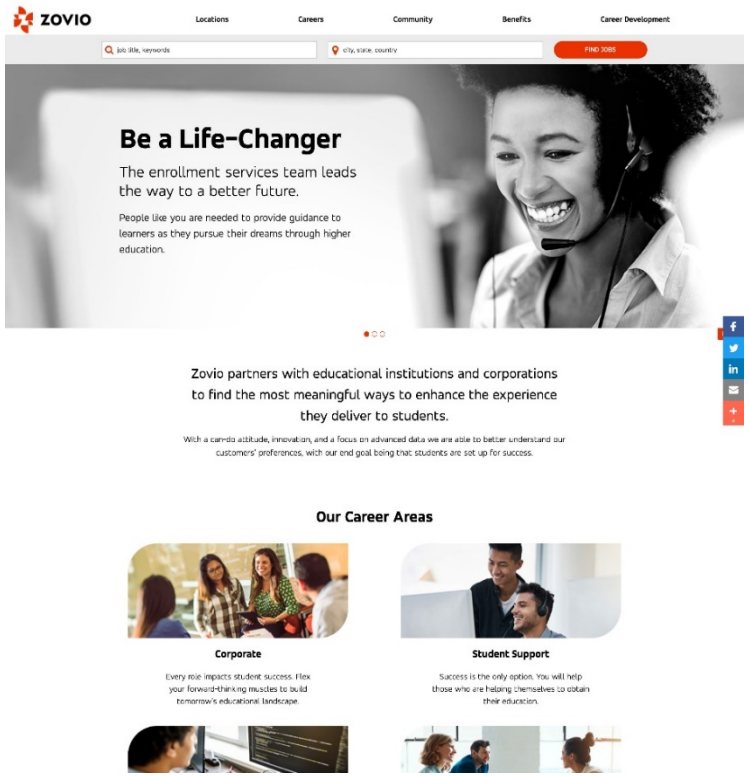
We can help!





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Questions?