



# **Reaching Everyone: Accessibility in Communications and Event Planning**

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Assistant Director EOSS - DRC**

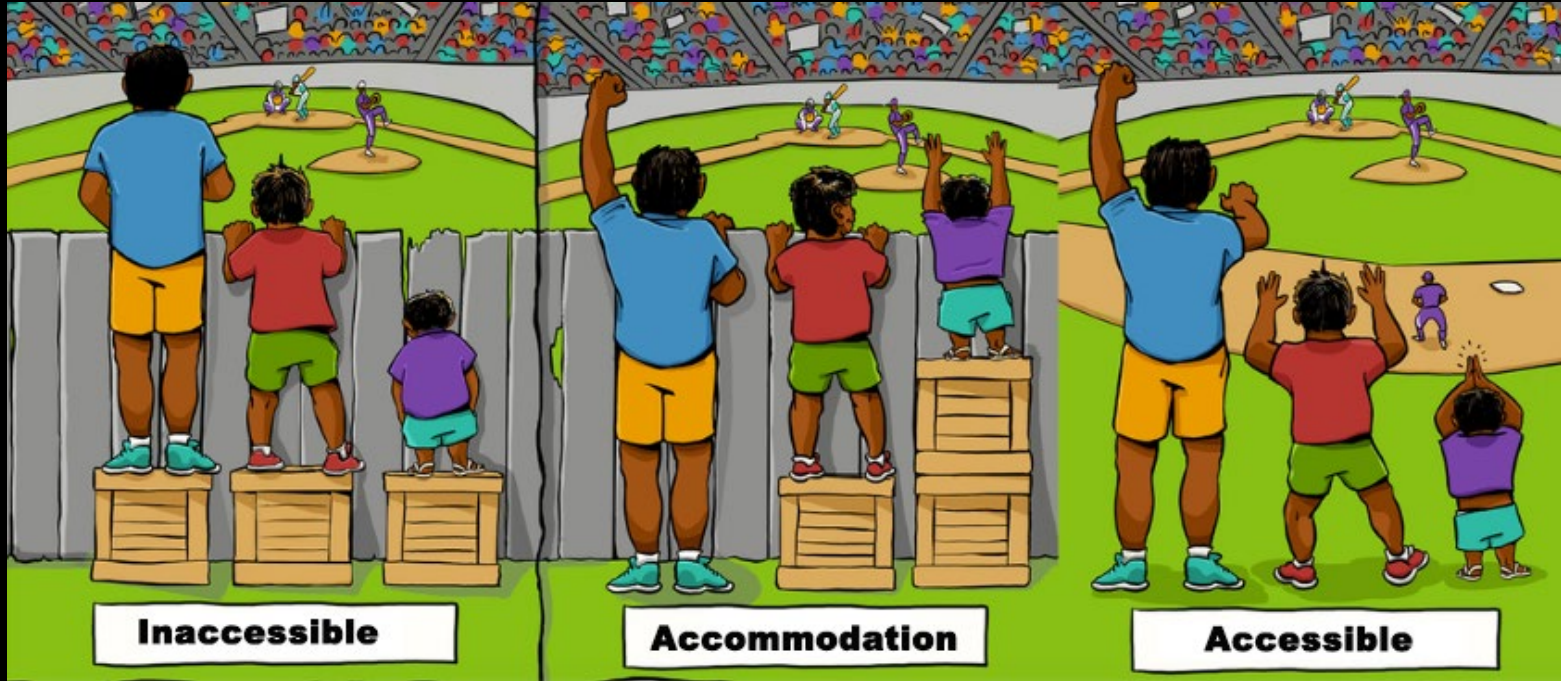
**Kathy Marks  
Web Accessibility Specialist - UTO**

**What are some reasons that  
we plan events?**

# ASU Design Aspirations

- 1 - Empower student success
- 5 - Leverage our place
- 6 - Be socially engaged
- 8 - Transform Society

# Accommodation and Accessibility



<https://udl-irn.org/>



## UDL-IRN BELIEFS AND MISSION

We believe the traditional one-size-fits all model of education is outdated and broken. We believe our future is directly tied to the next generation of learners. We believe in the power of networking all education stakeholders.

*“Our mission is to support the design of future-ready learning environments that are equitable, beneficial, and meaningful for all learners.”*

# **Universal Design in Learning Information and Research Network (UDL-IRN)**

## **Four Critical Elements**

- 1. Clear-Goals**
- 2. Intentional Planning for Learner Variability**
- 3. Flexible Methods and Materials**
- 4. Timely Progress Monitoring**

**<https://udl-irn.org/>**

**So, Let's Plan  
An Event**



# UD and the built environment



< Fingers reading  
braille Toilet sign

Man & women >  
wheel chair user at  
crosswalk with no  
curb cut.

Assistive >  
Listening system  
in place

< Accessibility  
Parking







facebook

**Digital Access**

Email

Website

Social media

PowerPoint

Instagram



twitter



eventbrite



# Caption all videos.

Top tips for captioning video:

1. Use YouTube to auto-generate captions for your videos, then edit them.
2. If you upload the video to other platforms: download the caption.srt file from YouTube and upload it to the new platform.

Get more tips at <http://links.asu.edu/a11y-video>

**54%**

**of university students  
use captions at least  
some of the time**

# Add alternative text

## 1. Caption



Large, bearded man in a pink tutu

```
  
<caption>Large bearded man  
in pink tutu</caption>
```

## 2. In content



seemed to be having a good time. But the party really got started when a large, bearded man in a pink tutu began dancing.

At first the guests thought it was amusing, but the man was having so much fun, they eventually decided to join him. Before long, everyone was dancing and leaping. and

```

```

## 3. ALT tag



```

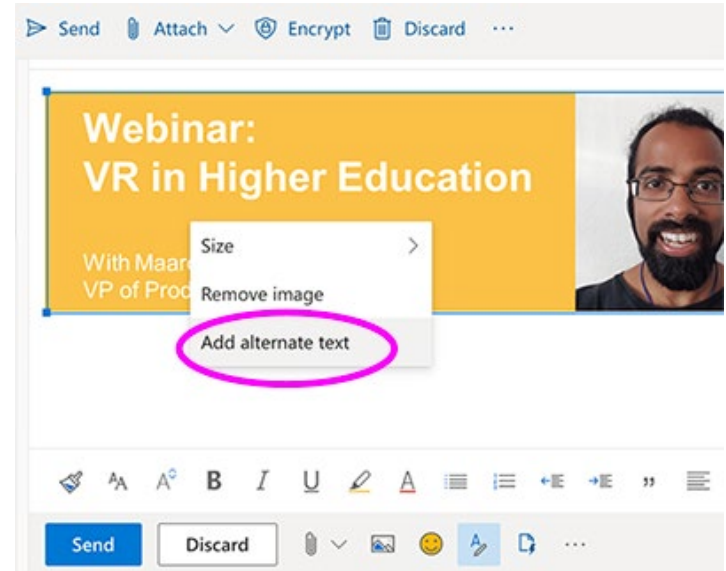
```

# Email

Top tips to make email accessible:

1. If you use tables for layout, add `role="presentation"` on the `<table>` element.
2. Add alternative text to all meaningful images. Add NULL alt text to decorative images.

Get more tips at <http://links.asu.edu/a11y-email>



# What's good ALT text? - example 1

 3play\_logo\_600-2

Join Us for a Free Webinar!

 student on computer

Do Captions & Transcripts Improve  
Student Learning?

Date: October 30th at 2pm ET

Register Now!

 3PlayMedia

Join Us for a Free Webinar!

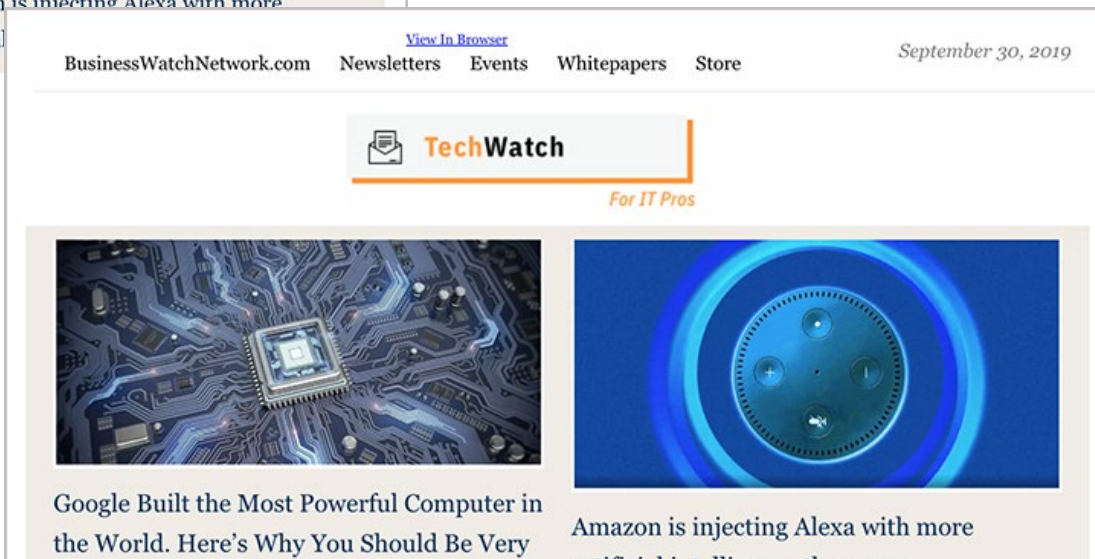
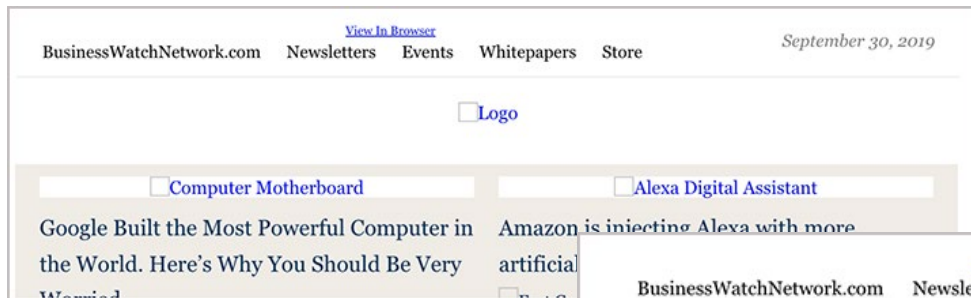
Do Captions & Transcripts Improve  
Student Learning?

Date: October 30th at 2pm ET

Register Now!



# What's good ALT text? - example 2



# What's good ALT text? - example 3

Free Webcast | Guiding Students to Success at Community Colleges

[View this email in your browser](#)

 Guiding Students to Success at Community Colleges

**Guiding Students to Success at Community Colleges**

**August 22 | 2 PM ET**

Community colleges must do more than educate

Free Webcast | Guiding Students to Success at Community Colleges

[View this email in your browser](#)

**Guiding  
Students to Success  
at Community Colleges**

WEBCAST  
**INSIDE  
HIGHER ED**

**AUG 22**

Thursday  
2 P.M. ET

**REGISTER**

**Guiding Students to Success at Community Colleges**

**August 22 | 2 PM ET**

Community colleges must do more than educate their students in order to guide



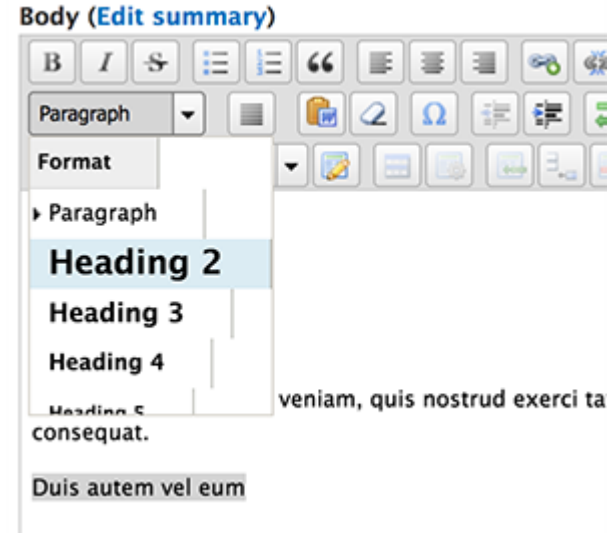
# Website

Top tips to make websites accessible:

1. Use headings to structure content.
2. Make sure all pages are keyboard accessible.
3. Animation stops after 5 seconds or includes a pause button.

Get more tips at

<https://webaccessibility.asu.edu>



# Social media

Top tips to make social media accessible:

1. Make hashtags accessible.
2. Use a URL shortener.
3. Put hashtags and mentions at bottom of posts.

**#CamelCaselsBetter**

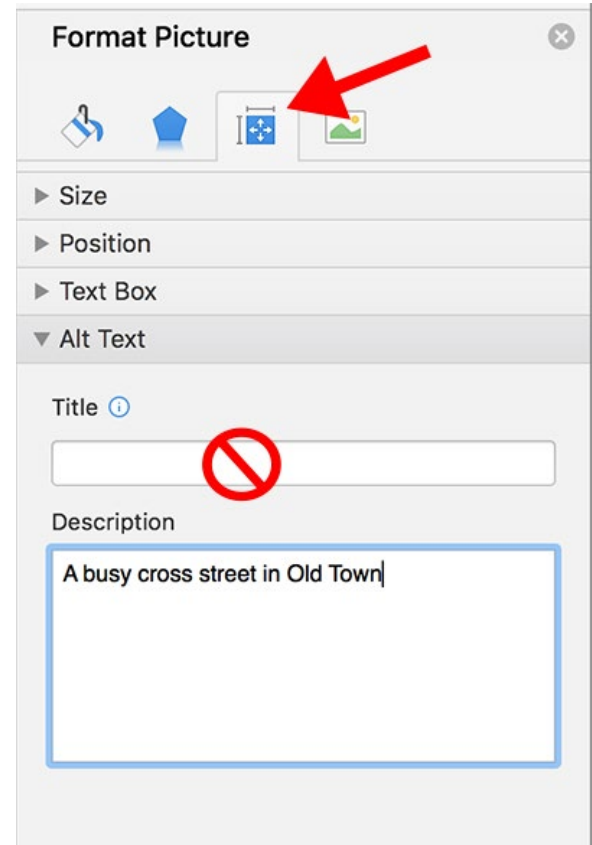
Get more tips at <http://links.asu.edu/a11y-media>

# PowerPoint

Top tips to make PowerPoints accessible:

1. Use the default layouts.
2. Use default slide titles.
3. Build charts and data tables within PowerPoint.

Get more tips at <http://links.asu.edu/a11y-ppt>



# Engagement Access

- What are some of the factors involved in learning?

# Memory Learning Recall

Young boy with >  
glasses carefully  
hot gluing a model



Taste, Touch, >  
Smell, Hear, See



*"Five Senses - Altered Book" by Oliver Lo is licensed under [CC BY-NC-ND 4.0](#)*

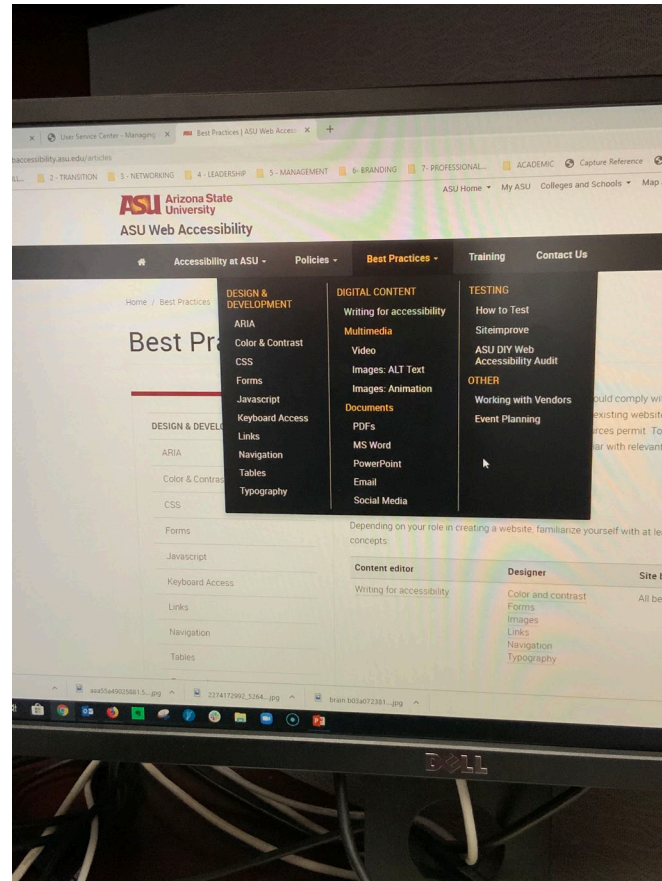


**Environment**  
**Society**  
**Mobility**



# ASU Web Accessibility

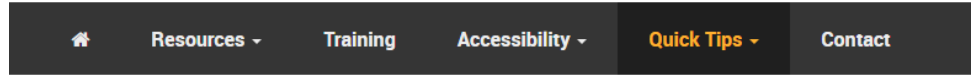
ASU Accessibility web >  
page with BEST  
PRACTICES menu open



<https://webaccessibility.asu.edu/articles>

# ASU LMS Accessibility

ASU LMS Accessibility web  
page showing one of several  
accessible content creation  
training videos ➤



## Accessibility

### How to Make an Image Accessible in a Word Document



<https://webaccessibility.asu.edu/articles>

# Discussion

# Resources

- ASU Web Accessibility
- ASU Accessibility Project - Join or request a speaker -
- Universal Design in Learning Information and Research Network
- ASU's LMS Training videos