



Accessible Technology Initiative First Year Web Accessibility Implementation Plan (Administrative Websites)

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EXECUTIVE SUMMARY

This document responds to Coded Memo AA-2007-04, dated February 9, 2007, from the Office of the CSU Chancellor to Campus Presidents; it includes the report of May 15, 2007, which is supplemental to this document. Page 2 of AA-2007-04 specifies that accessibility of administrative web sites is the first priority of the Accessible Technology Initiative. The initiative mandates that an enterprise-wide web evaluation tool and well-defined campus policy and implementation procedures be defined and memorialized in a Web Accessibility Implementation Plan (WAIP). A dynamic plan and document, the WAIP is to be published mid-June, annually, until such time as no longer required.

The WAIP addresses administrative websites for non-instructional content; its scope includes ten core elements, each of which is addressed below, and represents the work of many campus teams, committees, and individuals who are deeply committed to achieving the goals of the ATI. Many of these people have been working to advance ADA compliance long before the formal ATI was introduced as a mandate to the CSU campuses.

1. A Process for Auditing and Remediation

The process for auditing and remediation has been established through collaborative work. It aims for accuracy and simplicity in order to encourage compliance, and strives to ensure that high-quality, timely results are the outcome. Beginning with an audit of all administrative sites, using automated implementation of tools such as HiSoftware® AccVerify® and AccRepair®, the baseline will be established. The process will then be routinely repeated to regularly monitor and report on compliance of administrative sites. Reports will include discovery and remediation dates for auditing purposes; they will be posted at the SDSU ATI website (<http://access.sdsu.edu/>) and will be submitted to the Office of the Chancellor at least semi-annually.

New projects will be developed using routine accessibility checks throughout the development process. Frequency and extent of auditing may be prioritized based upon the site's function and frequency of use by university stakeholders. Remediation for existing sites will be based on the level of use, degree of accessibility and technical difficulty involved in making the page accessible. There will be ongoing dialog among the parties responsible for auditing and remediation, to establish a community of shared knowledge and professional support.

2. A Process for Establishing Accountability and Documentation

The parties responsible for the development and administrative approval of all administrative sites will be identified and made available, along with site compliance status, at the SDSU Accessibility web site. Each division and auxiliary organization will be responsible for identifying remediation needs and enforcing compliance. Support for this process, including scope of support, will be made available via organizational areas yet to be determined. Once clarified, these resources will be made known via the communication plan outlined below.

3. A Strategy to Ensure Accessibility of New Projects

Generic ATI-compliant templates have been created to assist the timely development of new projects. Ultimate responsibility for compliant design and authoring strategies lies within each division and auxiliary organization. Compliance checks are to be run throughout the development of the project, and a final check run prior to the site's being released to production.

4. Alternative Access During Retrofit

Responsibility and accountability lies within each Division. The ATI mandate leaves no doubt regarding exceptions; simply stated, there should be none. All sites should be made accessible according to the established time table. Failing that, it will be up to each Division's executive leaders, working with the CIO, to grant exceptions to meeting due dates, due to compelling circumstances, but not exceptions to achieving the ultimate goal of remediation or replacement of non-compliant sites.

5. Process for Identifying Critical Administrative Sites Needing Remediation

The domain registry will be used to help identify all SDSU websites, including administrative sites. AccVerify® will be used to check all critical administrative websites, producing per-page lists of specific problems and proposed solutions. The CIO will designate staff to regularly report, track, and evaluate the status of campus websites to ensure compliance with minimum accessibility standards.

6. Training Plan

Extensive training has already taken place via HiSoftware® webinars and on-site training; this process will continue until such time as all responsible parties have received the training necessary to execute their duties. Much of the training to date has been designed with a “train the trainers” focus so that learning can be propagated at the departmental level, with support from centralized learning tools. Online training modules will be made available at the SDSU Accessibility website via an authentication process that will assist in tracking individual use of training tools. The Instructional Technology Services department will play a key role in compliance training.

7. Communication Plan

All issues pertaining to ATI will be communicated via the method most appropriate for the target audience. These methods include but are not limited to:

- Pre-established executive, administrative, and technical committees, which meet regularly.
- Special meetings with executive leadership.
- Email announcements.
- Articles in the *Daily Aztec*, *SDSUniverse*, and similar campus publications.
- Outreach programs via the Student Disability Services department and Associated Students student-based organizations.
- Regular seasonal events such as Faculty Orientation, Student Orientation, Human Resources New Employee Orientation, and SDSU Month.
- Text and video series posted at the SDSU Accessibility website.
- Other venues as may be identified by Marketing and Communications Services.

8. Measuring WAIP Effectiveness

Routine audits will be compared with the initial baseline audits to capture improvement in compliance over time. Logs will be archived at the SDSU Accessibility website for comparison purposes. Stakeholders will be invited to participate in surveys measuring the effectiveness of resources, such as training, provided to them in support of the Initiative.

9. Roles and Responsibilities

Administrators of each division and auxiliary have been contacted and requested to identify the people, roles and responsibilities that pertain to each of their areas. A database of key people, and the nature of their roles has been posted at the SDSU Accessibility website; it will be continuously updated as it grows and changes.

10. Milestones and Timelines

Milestones and timelines will conform to those presented by the Office of the Chancellor. Internal milestones and timelines may be developed by each division and auxiliary, to assist responsible parties in meeting overall goals.

Summary

The decentralized nature of San Diego State University's organization structure presents special challenges, as well as special opportunities for collaboration and shared learning. While guided by the CIO, the success of the ATI at SDSU will be the result of many diverse areas working together toward a common goal. The WAIP is therefore likely to be a dynamic process that fosters not only accessibility compliance, but the continued development and enhancement of those mechanisms that support communications and professional growth.