Advancing the Accessibility Profession in Higher Education

Presenters:

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Need to Invest in the Profession

- Increasing Number of Job Roles Involved in Accessibility
- Value of Sharing Best Practices and Success Stories
- Spectrum of Disabilities + Technical Complexity
- Worldwide Demand for Accessibility (disability, aging, mobile)
Worldwide Factors Driving Need for Accessibility

Experts

- Increasing compliance requirements
- Ratification of UN CRPD by 174 countries
- Aging demographics in major markets
- Industry competition to provide superior digital experiences
Factors Driving Need for Accessibility Experts in Higher Education

- Need to deliver quality education to students of all abilities
- The educational experience is increasingly dependent upon digital infrastructure
- Risk of litigation
- Educational Industry competition to provide superior digital experiences
What is IAAP?

• IAAP provides a place for professionals & organizations for:
  • Professional Development
    • Resources to advance skills
  • Networking within the community
    • Activities, events & member-to-member communications
  • Certification
    • Demonstrate commitment and professional expertise
  • Influence change within the industry
    • Impact how accessibility is applied and perceived
IAAP History

• Launched in March 2014
  • Founded by 31 organizations (private sector, accessibility consulting firms, non-profits, educational institutions, disability services organizations)

• IAAP merges with G3ict in July 2016
  • The Global Initiative for Inclusive Information and Communication Technologies (G3ict) – is an advocacy initiative launched in December 2006 in cooperation with the Secretariat for the Convention on the Rights of Persons with Disabilities at UNDESA.
  • IAAP becomes division of G3ict
    • One of four autonomous divisions
IAAP Membership Demographics

• Membership Profile*
  • 1274 members
    • 70 organizational members
  • 40 countries represented across membership
    • Launched Nordic Chapter, UK Chapter and India Chapter

• Industry Sectors – Top four
  1. Information Technology
  2. Education
  3. Financial Services/Insurance
  4. Government
Current Educational Organizational Members (13)

- California State University – Founding member
- Chattanooga State Community College
- Delta College
- Gallaudet University
- Georgia Institute of Technology/AMAC
- Northeastern University
- Perkins School for the Blind
- Princeton University
- Tennessee Board of Regents
- The University of Texas Health Science Center at Houston (UTHealth)
- University of Illinois at Urbana/Champaign
- University of North Florida
- University of Virginia
Levels to Fit an Individual’s or Organization’s Needs

- Individual – three types of membership:
  - Professional Members
  - Professional Members in Emerging & Developing Economies
  - Student Members

- Corporate – five levels of membership
  - Associate, Standard, Silver, Gold, Platinum

- Not-for-Profit, Government Agencies, Educational Institutions – three levels of membership
  - Level I, II, III
Overview of Benefits

• Professional development tools & resources
• Certification
• Organizational development tools & resources
• Networking
• Member savings
Professional Development Tools & Resources

• IAAP provides guidance through:
  • Competencies for Digital Web Accessibility
  • Certification exam outlines and Body of Knowledge
  • Identified training resources (free and fee) to help individuals & organizations identify the skills needed by their employees for certification

• In development – collation of training resources worldwide mapped to certification with front-end tool for searching
Professional Development - Webinars

- IAAP Webinars
  - Leading industry experts speak on a variety of current topics, key technical issues, and accessibility best practices
  - Archived webinars library - currently 40 titles and growing
  - Individual members - receive one live broadcast & two archived webinars as part of their membership plus significant discounts on all others
  - Organizational members - receive complimentary access to all IAAP archived webinars & significant discounts on live broadcasts
  - Platinum & Gold Organizational Levels also receive complimentary access to all live broadcast webinars
Professional Development - Certification

• Goals
  • To define what accessibility professionals are expected to know.
  • To increase the quality and consistency of the work performed by accessibility professionals.
  • To provide accessibility professionals with a credential as evidence of their commitment to the accessibility field and of their competence within the field.
  • To provide employers with a metric to measure and assess the accessibility competence of current and/or prospective employees.
  • To provide colleges, universities, and vocational programs with clear educational outcomes and a curriculum outline for teaching accessibility.
  • To strengthen the community of practice among accessibility professionals.
Current Certification Programs

• **IAAP Certified Professional in Accessibility Core Competencies (CPACC)**
  - The IAAP Certified Professional in Accessibility Core Competencies (CPACC) credential is IAAP's foundational certification, representing broad, cross-disciplinary conceptual knowledge.
  - 100 questions multiple choice
  - 346 people around the world have earned the CPACC certification

• **Web Accessibility Specialist (WAS)**
  - The IAAP Web Accessibility Specialist (WAS) designation is credential is IAAP's technical exam for those who personally design, develop, implement, evaluate, or manage the technical details of accessible web solutions.
  - 75 questions multiple choice
  - 64 people around the world have earned the WAS certification

• **Certified Professional in Web Accessibility (CPWA)**
  - Credential for those who pass both the CPACC & the WAS exams
  - 38 people around the world have earned the CPWA designation
Planned Certification Programs

- Planned certification programs
  - **Procurement Specialist** – Target launch summer 2018
    - IAAP’s technical exam for those who work with requests for proposals and contracts to ensure accessibility from vendors and partners
  - **Document Content Specialist** – Target launch fall 2018
    - IAAP’s technical exam for those who create and publish digital content and publications in the workplace
  - **Mobile Accessibility** – Target launch summer 2019
CPACC Exam Topics

- Disabilities, barriers, and solutions including assistive technologies (40%)
- Accessibility and universal design (40%)
- Declarations, standards, laws, and management strategies (20%)
WAS Exam Topics

• Based on WCAG 2.0 standards
  • Creating accessible web solutions (40%)
  • Identifying accessibility issues in web solutions (40%)
  • Remediating issues in web solutions (20%)
Certification Preparation

• Body of Knowledge
  • Includes citations and sources for exam preparation

• Certification preparation courses
  • Fee and free materials from verified providers around the world

• Approved Certification Preparation Providers
  • Online
  • Onsite or customized
Certification Testing

• Proctored Testing Options
  • Accessible Testing Locations
    • Exam locations hosted by approved organizations
    • Individual privately proctored exams at candidate’s site
    • Above options allow for proctored test taking with user’s own computer and assistive technology
  • Testing Center Partner (Kryterion)
    • 1000 testing center locations in 120 countries
    • For those who do not require use of assistive technology or accommodations
Certification Follows Rigorous Process

- IAAP is a member of ICE (Institute for Credentialing Excellence)
- Exam Testing Partner follows ISO, NCCA & ANSI standards and practices
  - IAAP’s partners with Professional Testing Inc. an independent testing company that provides assistance with exam development, administration, and scoring.
  - Professional Testing staff guide the exam development activities and have extensive psychometric and test development experience.
- Exam development steps
  - Conduct job/task analysis
  - Use industry subject matter experts to develop exam content
  - Review test for effectiveness
Results of CPACC Survey – Impact on their Job

• Feedback from CPACC Certificants (Nov 2016)
  • 91% felt that preparing for the exam helped them discover aspects of accessibility with which they were not familiar
  • 76% felt it helped them gain authority on accessibility matters
  • 71% felt it enhanced their self-confidence in tackling accessibility challenges
  • 67% felt it made them a more valuable resource
CPACC Testimonials – Impact for Individuals

• Increases individual’s credibility and stature
  • “Before I was a CPACC, to my peers, I was just another person talking about accessibility. Ever since I have obtained the certificate, people look towards me as the knowledge expert and the go to person in time of any crisis.”

• Sets an individual apart from others in similar jobs or as candidates for hiring
  • “Obtaining the CPACC has set me apart from my peers in the same position.”
CPACC Testimonials – Impact for Organizations

• Demonstrates candidate/employee’s skill level through third party validation
  • “It gave me confidence in the training we were providing to employees and the return on that investment.”
  • “When looking to hire, a candidate with the CPACC credential stood out amongst other candidates.”

• Demonstrates commitment to accessibility
  • “Sponsoring your employees to take the certificate lets them know that your organization is serious about accessibility. It also helps the organization in the long run.”

• Increases organization’s credibility and competitiveness
  • “Being able to highlight this certification in my correspondence, on my website & in accessibility governance proposals has already gotten attention & that extra edge to land a few contracts & meaningful partnerships that have positively impacted my organization’s revenue stream.”
More Individual/Organizational Tools & Resources

- IAAP Career Center Job Board
  - Complimentary or discounted job posts based upon membership level
- Member & Certification Logo for individual and organizational use
- International Leadership via IAAP Committees
  - Individual Professional Development
  - Organizational Development
  - Certification
- Accessibility Now Newsletter
Organizational Development Tools & Resources

• Organizational Development Resource Library
  • Intro to Accessibility Curriculum Module
  • Digital Web Competencies
  • Accessibility Roles and Responsibilities
  • Procurement Processes
  • Technical Practices
  • Integration and Implementation of Accessibility

• Organizational Member Directory
  • Open on IAAP website
  • Highlights IAAP organizational members for those looking for partners and consultants
Networking

• IAAP Connections – member only social collaboration tool
  • Members helping members with technical questions, guidance on best practices, resource sharing
  • Facilities for discussions, blogs and document/resource postings
  • Integrated member directory for one on one connections
  • Sub-communities can be established to afford discussions on specific areas of interest
G3ict/IAAP Conference

• M-Enabling Summit
  • June 11-13, 2018 in the Washington, DC area
  • Program with over 100 speakers includes:
    • Standards and compliance briefings
    • IAAP hosted technical track
    • IAAP organizational best practices track
    • Accessibility innovations
    • Higher Education Forum

• Education/Govt/NP discount or IAAP Member discount available
Member Savings

- Individual members & employees under organizational memberships receive discounts on the following:
  - Live broadcast webinars – discounts or complimentary depending upon member level
  - Archived webinars – discounts or complimentary depending upon member level
  - Certification exams
  - M-Enabling Summit conference registration
  - Job postings in IAAP Career Center
    - Complimentary postings available at certain organizational membership levels
PRINCETON’S CERTIFICATION PROGRAM
Princeton’s Certification Team

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Princeton’s Approach to Accessibility in 2017

- Establish [ICT Accessibility Committee](#)
- Revise University policy
- Perform accessibility audits of key sites
- Build a program for accessibility assistance
- Add Accessibility into procurement processes
- Run [training and outreach](#) programs
Training and Outreach in 2017

Princeton uses training and outreach to decentralize subject matter expertise across departments (IT, instructional design, DSP’s)

Instructor Led Training

• Offered within broader curriculum for User Experience
• 105 people trained to date from a variety of departments
• NJ Commission for Blind and Visually Impaired attending all sessions for demos and Q&A has been a key motivator for participants

Outreach

• Global Accessibility Awareness Day (GAAD) featuring Haben Girma as keynote speaker
  • Undergraduates built a new assistive technology called Buzz Me to provide haptic feedback of audience reactions
Training as Part of Overall Approach

Creating Evangelists

- In 2017 Princeton University has certified 21 staff members with the CPACC designation
- Certification provides path to establishing leadership roles in departments for accessibility matters
- The exam preparation curriculum provides:
  - Robust introduction to the topic of accessibility for novice
  - Cross disciplinary exploration of accessibility for initiated

Building a Community

- The certification helps the University create a large network of experts rather than silo knowledge in a small, centralized group
- We are providing ongoing learning and networking opportunities, including creating and hosting a new A11y Princeton Accessibility Meetup
Training Approach: Audience

20 person cohorts chosen to place expertise where ICT is developed, purchased, or administered:

**Summer 2017**
Central IT and IT support personnel in academic departments

**Winter 2018**
Web developers, instructional designers, DSPs, governance professionals, eg: Office of Disability Services, the Provost Office, Library, McGraw Center for Teaching and Learning

**Spring 2018**
15 of 20 spots are filled from Winter 2018 waiting list
Training Approach: Structure

Blended & Flipped

• Utilizing Edx Edge to deliver training as a Small Private Online Course (SPOC)

• Learners do pre-work online and come to training course to synthesize learning through hands-on activities
  • Team research
  • Scenarios and case studies
  • Presentations

• Timed practice exams with rationales prepare learners for test day
Future Princeton Plans

• Two more cohorts are planned
  • By summer of 2018 we intend to have approximately 60 staff CPACC certified

• Other certifications
  • We have interest from smaller groups for the WAS exam

• Process of continual improvement
  • Even with a 95% pass rate, we have restructured the course based on user feedback and instructional design expertise of staff members
Advance the Accessibility Profession

- Take advantage of IAAP educational opportunities & resources for your accessibility team, designers, developers, faculty, and staff.
  - Student memberships at reduced cost available
- Use the CPACC & WAS exams and future certificates to ensure accessibility skills are being developed throughout your organizations
  - Integrate CPACC & WAS certification (and future certificates) into your job descriptions and hiring standards
  - Ensure skilled accessibility professionals fill your new openings
- Encourage faculty, staff, and students to use the CPACC and WAS exams and future credentials to improve their marketability
- Host IAAP exams at your campus - convenience for your students, faculty, and staff
IAAP Value To Higher Education

• Programs to benefit organizations and individuals and increase your accessibility expertise
• Network with individuals, thought leaders, organizations, potential partners, and potential clients around the world
• Demonstrates a commitment to accessibility to others including your clients/constituents and employees
• Opportunity to help make an impact on the industry
IAAP looks forward to supporting you, your campus accessibility strategy, and your roadmap to success.

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