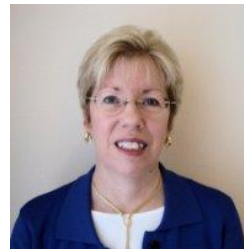


Advancing the Accessibility Profession in Higher Education



Presenters:

- Sharon Spencer:
Managing
Director, IAAP
- Samantha Evans:
IAAP Certification
Manager / AMAC
Account Manager



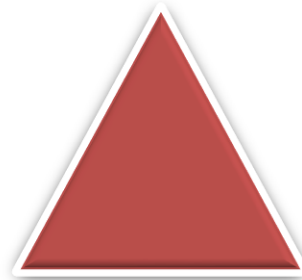
Need to Invest in the Profession



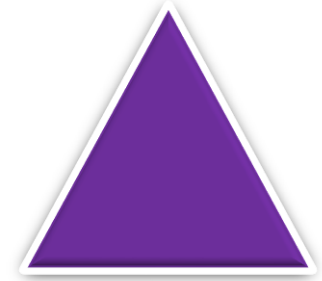
Increasing
Number of
Job Roles
Involved in
Accessibility



Value of
Sharing Best
Practices and
Success
Stories

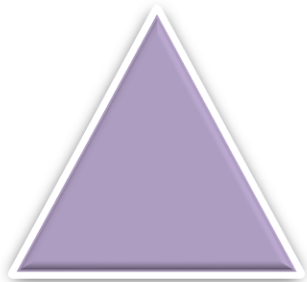


Spectrum of
Disabilities +
Technical
Complexity

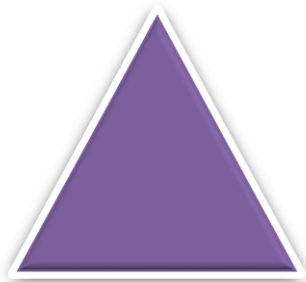


Worldwide
Demand for
Accessibility
(disability,
aging, mobile)

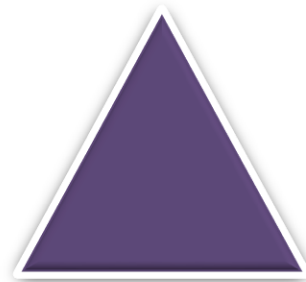
Worldwide Factors Driving Need for Accessibility Experts



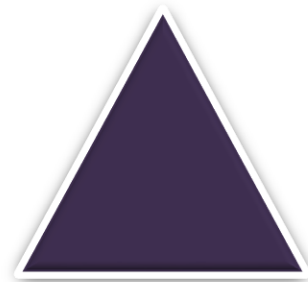
Increasing compliance requirements



Ratification of UN CRPD by 174 countries

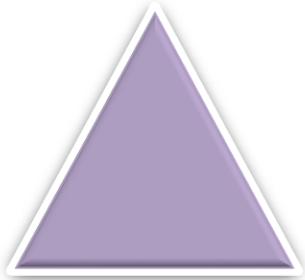


Aging demographics in major markets

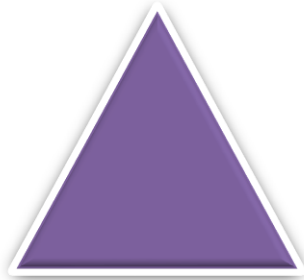


Industry competition to provide superior digital experiences

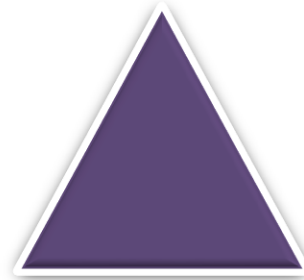
Factors Driving Need for Accessibility Experts in Higher Education



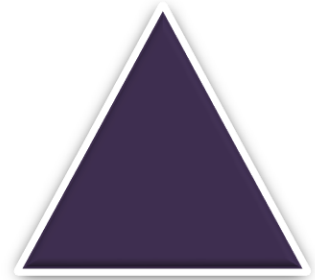
Need to deliver quality education to students of all abilities



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



Mary Albert, CPACC

Associate Director, User Experience Office

marya@princeton.edu



Damian Sian, CPACC, WAS, CPWA

Sr. Web Accessibility Advisor, User Experience Office

dsian@princeton.edu

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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www.accessibilityassociation.org