



Content For All

Accessible content is
better for everyone.

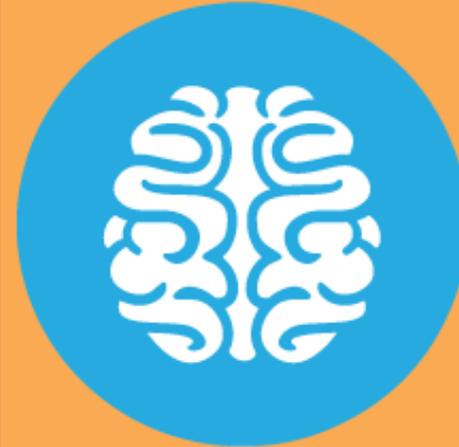


Kendra Skeene
@kskeene

Project and Account Manager
GeorgiaGov Interactive

WE CAN DO IT!





Disabilities come in many
Forms

Visual
Auditory
Motor Skills
Cognitive
Seizure





Lorelei Blackburn i've been considering trying onenote. do you like it?

Like · Reply · 1 · May 27 at 3:38pm



Elizabeth ^{of Angeles}



Like · Reply · 1 · May 27 at 3:38pm



Elizabeth ^{of Angeles}



Like · Reply · May 27 at 3:38pm



Lorelei Blackburn



Like · Reply · 1 · May 27 at 3:38pm



Libby Stone omg....good luck!

Like · Reply · 1 · May 27 at 6:27pm





Accessible Websites are Search Engine Friendly websites

Search Engines :

Can't "see" images

Can't "hear" audio

Can't interpret audio or video from a movie

Can't interpret color-coding or graphic representations



The New York Times

Thursday, July 24, 2014 \$5 Times's Price



WORLD U.S. NEW YORK SPORTS BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS ARTS PERSON & STYLE VIDEO

VICE NEWS

COMMENT | SHARE | SUBSCRIBE

YouTube / VICEnews - 100,000 subscribers

U.S. Attorney Warns Cuomo on Ethics Investigation

WASHINGTON — U.S. Attorney General Eric Holder has warned New York Governor Andrew Cuomo's administration of his own ethics investigation into the governor's handling of the construction of a new transit station after the public outcry.

Netanyahu Vows to Continue Destroying Gaza Tunnels

TEL AVIV — Prime Minister Benjamin Netanyahu has vowed to continue destroying Gaza tunnels.



Medical staff are seen at a treatment center in Sierra Leone.

Sierra Leone to Impose Ebola Quarantines

The country, one of those battling the worst impact outbreak of the disease, declared a public health emergency on Thursday that will lead to the implementation of contact tracing.

Coverage of the Ebola outbreak in West Africa

The Opinion Pages

- THE F.B.I.'s Misuse of Power is Fixed**
- Will we stop the flow of antibiotic-resistant superbugs?**
- How? Age of Identity**
- Call Me: News That's Not Inexpensive**
- What Science Says About Marijuana**
- While marijuana is not safe, it is less dangerous to human health than alcohol and tobacco.**
- Know! The Most Important Game**
- Op Ed: Britain's Culture of Complacency**

NYT Opinion: The new Opinion section is here | [Learn More](#)

Today's Times Insider

- Behind the scenes at The New York Times**
- Reading the Horrors of the Flight 255 Crash Site**
- What to Eat in Unlabeled Gas**



MARKETS

July 24, 2014



```
<div>
  <div class="field field-name-field-overview field-type-text-long field-label-above"><div class="field-label">Overview:&nbsp;  </div><div class="field-items"><div class="field-item even"><p>Try electronic filing for your state income tax return. E-filing is simpler, more secure and more streamlined than paper filing, and tax returns and refunds are processed more quickly.</p>
</div></div></div><div class="field field-name-body field-type-text-with-summary field-label-above"><div class="field-label">What You Should Know:&nbsp;  </div><div class="field-items"><div class="field-item even" property="content:encoded"><ul>
<li>Some state taxpayers qualify for free electronic filing. Check out some options the Georgia Department of Revenue recommends and <a href="http://dor.georgia.gov/sites/dor.georgia.gov/files/related_files/document/free%20file%20Alliance.pdf">see if you qualify.</a></li>
<li>If you file <a href="http://dor.georgia.gov/documents/helpful-filing-tips-individual-income-tax">paper returns</a>, don't send the forms by certified mail. This slows the processing.</li>
<li>Avoid common mistakes: Check that the number of dependents you've claimed in the boxes is correct. You will not be credited for any unclaimed dependents.</li>
</ul></div></div></div><div class="field-collection-container clearfix"><div class="field field-name-field-faq field-type-field-collection field-label-above"><div class="field-label">FAQs:&nbsp;  </div><div class="field-items"><div class="field-item even"><div class="field-collection-view clearfix view-mode-full"><div class="entity entity-field-collection-item field-collection-item-field-faq clearfix" about="/field-collection/field-faq/730">
  <div class="field field-name-field-faq-question field-type-text field-label-hidden"><div class="field-items"><div class="field-item even">How do I apply for a filing extension?</div></div></div><div class="field field-name-field-faq-answer field-type-text-long field-label-hidden"><div class="field-items"><div class="field-item even"><p>Before the April 15 filing deadline, fill out <a href="http://dor.georgia.gov/documents/it-303">Form IT-303</a>. Make three copies and send one of these to:<br /><br />Georgia Department of Revenue<br />Processing Center<br />P.O. Box 740320<br />Atlanta, GA 30374-0320.<br /><br />Unless you receive a direct denial notice, you have your extension.</p>
</div></div></div></div>
</div></div><div class="field-item odd"><div class="field-collection-view clearfix view-mode-full field-collection-view-final">
<div class="entity entity-field-collection-item field-collection-item-field-faq clearfix" about="/field-collection/field-faq/731">
  <div class="field field-name-field-faq-question field-type-text field-label-hidden"><div class="field-items"><div class="field-item even">What if I made a mistake on my tax return?</div></div></div><div class="field field-name-field-faq-answer field-type-text-long field-label-hidden"><div class="field-items"><div class="field-item even"><p>Correct your information on Form 500X. Submit the form to:<br /><br />Georgia Department of Revenue<br />PO Box 740318<br />Atlanta, GA 30374-0318</p>
<p>Although processing times on amendments will vary, DOR generally reviews these returns within 90 days.</p>
</div></div></div></div></div></div><div class="field field-name-field-legal-disclaimer field-type-text-long field-label-hidden"><div class="field-items"><div class="field-item even"><p>Source: Georgia Department of Revenue. This information was prepared as a public service of the State of Georgia to provide general information, not to advise on any specific legal problem. It is not, and cannot be construed to be, legal advice. If you have questions regarding any matter contained on this page, please speak with the agency that is the source of the information.</p>
</div></div></div> </div>

<div class="clearfix">
```



Rose

@ - < -





“

A rose by any other name won't show up in Google search results (without textual representation).

”

Google Says:

“ Use a text browser, such as Lynx, to examine your site. Most spiders see your site much as Lynx would. If features such as JavaScript, cookies, session IDs, frames, DHTML, or Macromedia Flash keep you from seeing your entire site in a text browser, then spiders may have trouble crawling it.

”



JavaScript
Flash
Frames
Cookies



Accessible Websites with GeorgiaGov Interactive

Platform themes built accessible

Color Contrast tested

No frames, no flash

Fields for image alternate text

Fields to label tabular data

The screenshot displays the Georgia Department of Revenue website. At the top, the Georgia state seal and the text 'Department of Revenue' are visible. A navigation bar includes links for Home, About, Contact Us, and Site Map. Below this is a secondary menu with categories: Taxes, Motor Vehicles, Forms, Alcohol & Tobacco, Rules & Policies, News & Publications, and Help. A search bar is located on the left side of the main content area. The page is organized into several columns: 'Taxes' with links to Georgia Tax Center, notification opt-ins, business tax registration, individual income tax, and property taxes; 'Motor Vehicles' with links for titles, registration, insurance, and license plates; 'Online Services' featuring Tag Renewal, License Plate Samples, Georgia Tax Center, and a refund search tool; 'Unclaimed Property' with a search tool and explanatory text; and 'Popular Topics' listing various news items and forms. A footer contains contact information, accessibility links, and a 'Common Links' section with resources like the Georgia Trucking Portal and Taxpayer Bill of Rights.



שְׁמֵי שָׁמַיִם



Accessible Content
is the Law





LET'S GO TO WORK

Do it with Drupal



Make your Web Content Accessible

Clear and simple language

Useful Link Text

Alternate text for images

Transcripts for audio

Captions and Transcripts for video

Tables for tabular data only

Semantic markup

Use the clearest and simplest language
appropriate for a
site's content.

- SEO friendly
- Accessible
- Mobile friendly





Useful Link Text



Click Here



Apply For

Child Support



Alternate Text

Image Properties [X]

Image Info | Link | Advanced

URL
/sites/training-2.georgia.gov/files/rose-drwho_0.jpg

Alternative Text
Rose from Dr. Who

Width: 400
Height: 300
Border:
HSpace:
VSpace:
Alignment:

Preview





Pop Quiz: To Alt Text, or not to Alt Text

Online Services



Tag Renewals



Pay Insurance Penalty



Insurance Status



Ad Valorem Tax



License Plate Samples



Commercial Vehicle
Registration

alt=""



Pop Quiz: To Alt Text, or not to Alt Text



Redesign of GeorgiaGov

We launched a redesign of the state's main website, GeorgiaGov, including a new look and feel, new content, navigation and mobile.

rd

It="a computer, tablet, and mobile phone showing different versions of the same website."

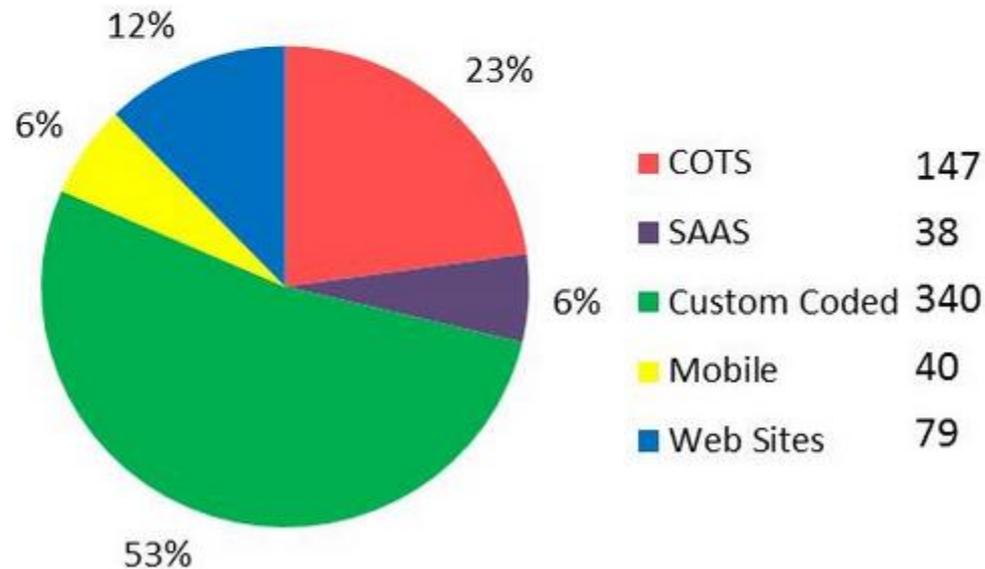


Pop Quiz: To Alt Text, or not to Alt Text

IT Application Portfolio

In FY 2013, GTA started collecting more detail about the agencies' applications. The FY 2014 inventory includes 644 applications, an increase of 74 over FY 2013. The following graph shows the number and percentage of applications by type.

Counts by Application Type





Alternate Text

Structured Image

STRUCTURED IMAGE CAPTION

Rose, from Dr. Who

STRUCTURED IMAGES

  rose-drwho.jpg (102.73 KB) [Remove](#)

ALTERNATE TEXT

TITLE



Tables for Tabular Data

2013 Meeting Schedule

[January 10 - Cancelled](#)

[February 14](#)

[March 14 - Cancelled](#)

[April 11 - Cancelled](#)

[May 9](#)

[June 13](#)

[July 11 - Cancelled](#)

[August 8](#)

[August 22](#)

[September 12](#)

[October 10](#)

[November 14](#)

[December 12](#)

Committee Meetings are scheduled to begin at 9:00 a.m.



Tables for Tabular Data

Environmental Rule	Public Hearing Date(s)	Due Date for Public Comments	Board Action Date	Final Board Action	Response to Comments
<u>Chapter 391-3-6 Rules for Water Quality Control</u>	Jun 26, 2015	Jun 26, 2015	Aug 26, 2015		
<u>Chapter 391-3-25 Rules for Low Emission Vehicle Certification</u>	May 22, 2015	May 29, 2015	Jun 24, 2015		
<u>Chapter 391-3-4 Rules for Solid Waste Management</u>	May 12, 2015	May 15, 2015	Jun 24, 2015		
<u>NEW Chapter 391-3-33 Rules for Public Water Systems to Improve Water Supply Efficiency</u>	May 5, 2015	May 13, 2015	Jun 24, 2015		
<u>391-3-30 Rules for Outdoor Water Use; 391-3-2 Rules for Groundwater Use; 391-3-6 Rules for Water Quality</u>	May 5, 2015	May 13, 2015	Jun 24, 2015		



Semantic Markup

The screenshot shows a rich text editor interface. At the top is a toolbar with various icons for text formatting (bold, italic, underline, strikethrough), alignment, list creation, indentation, link, unlink, image, and mathematical symbols. Below the toolbar is a 'Paragraph Format' dropdown menu that is open, showing options: 'Normal', 'Address', 'Formatted', 'Heading 2', and 'Heading 3'. The 'Heading 2' option is currently selected. In the background, a table is visible with the following structure:

Heading 1	Column Heading 2
	Row 1
	Row 2
	Row 3

Below the table, there is a paragraph of text: "This is a sub-heading so it is marked as Heading 2".

Below that, another paragraph of text: "This is paragraph text."

Below that, another paragraph of text: "My address is marked as an address:"

Below that, an address: "47 Trinity Ave SW", "Atlanta, GA 30334".



Semantic Markup

All fields indicated with * are required.

What is Your Name?

Title

First Name *

Middle Initial

Last Name *

Suffix

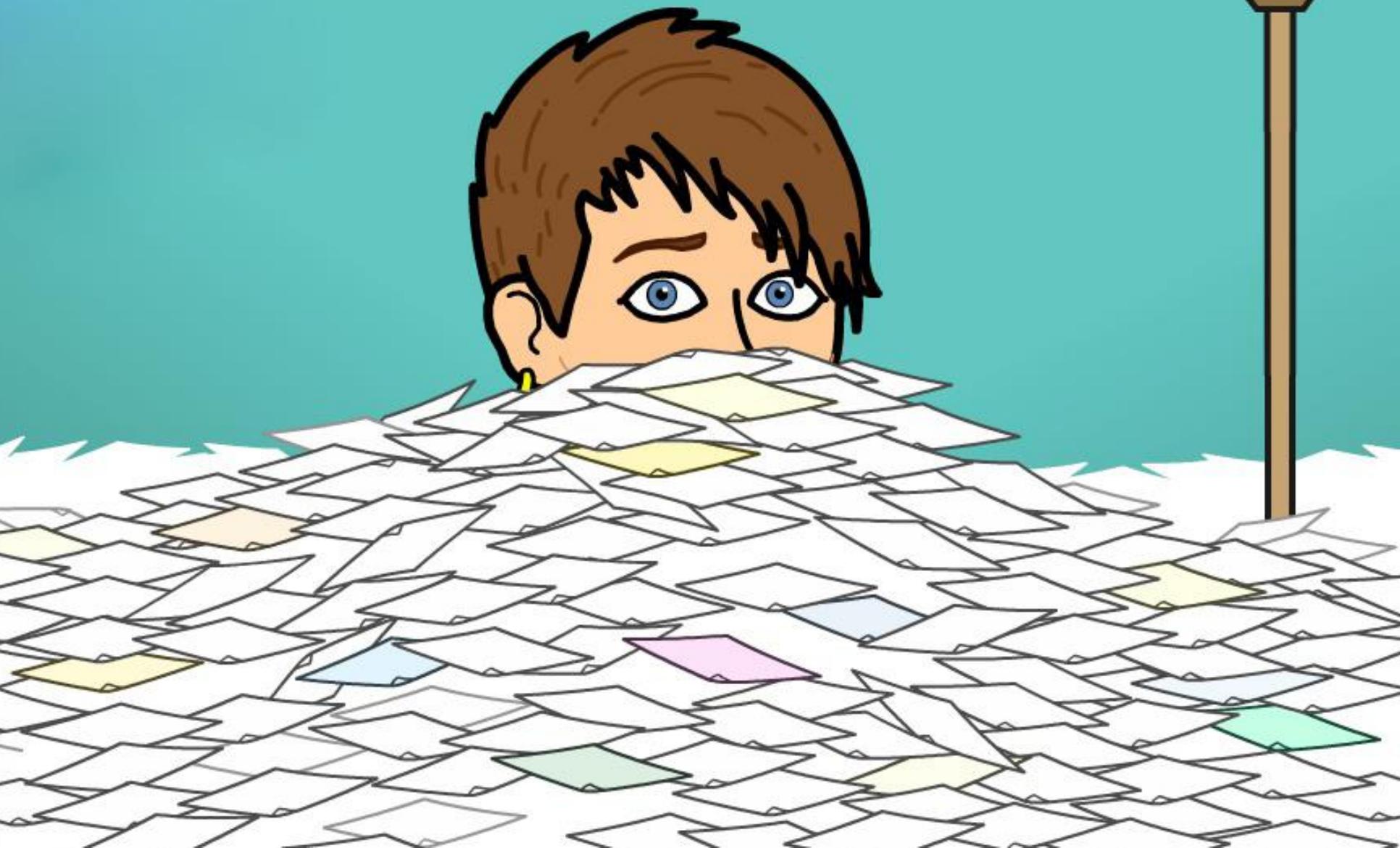
What is Your Contact Information?

Street Address 1 *

Street Address 2

City *

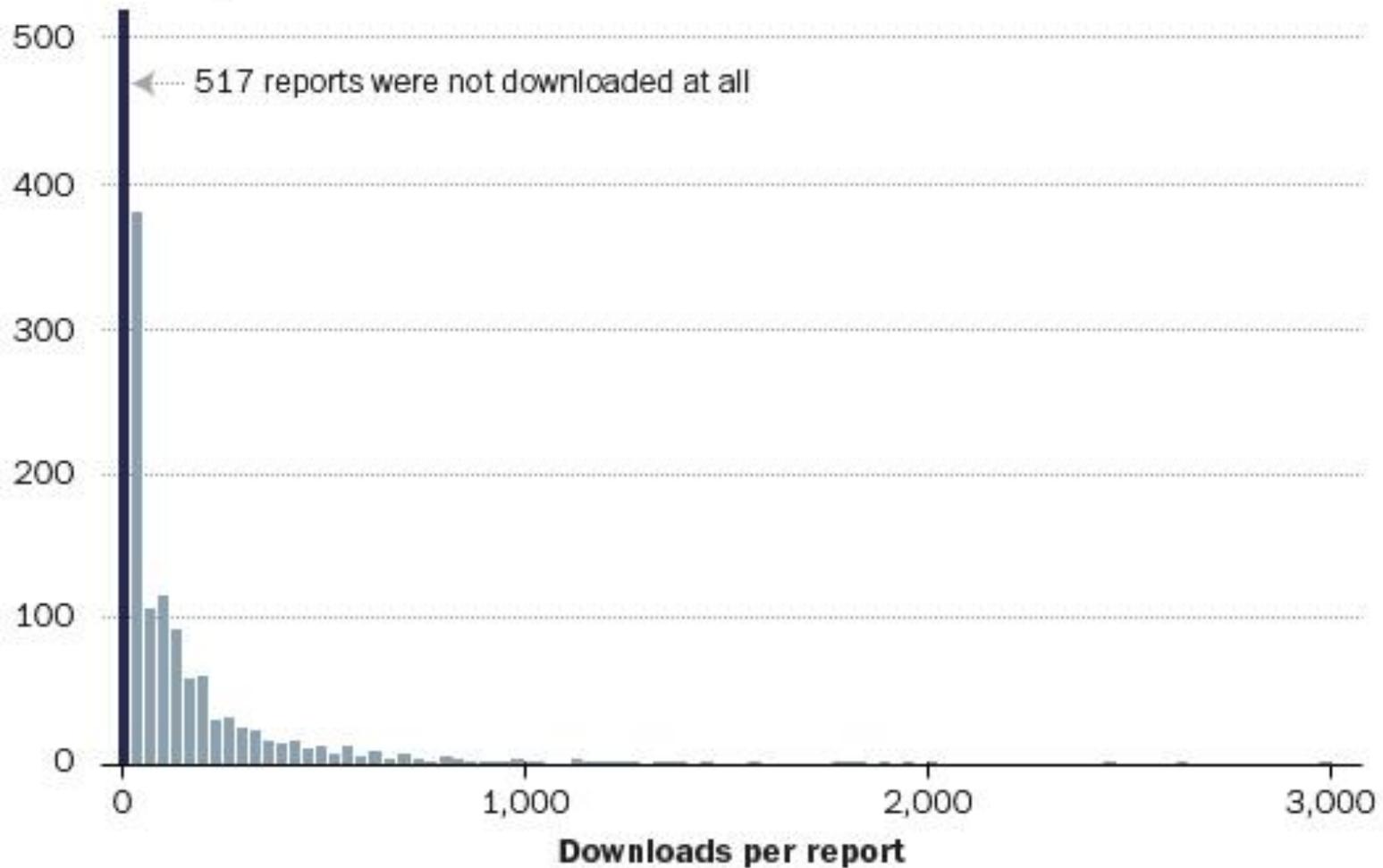
Make Your Documents Accessible



Nobody is reading your PDF

Download distribution of World Bank policy reports, 2008 to 2012

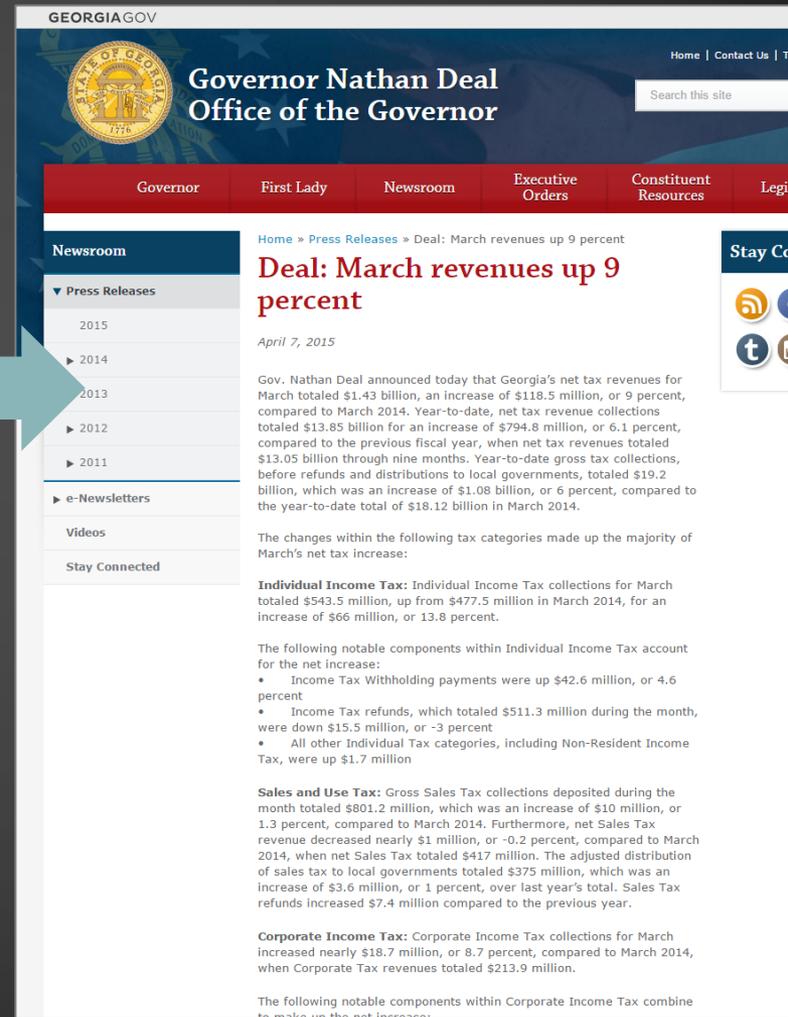
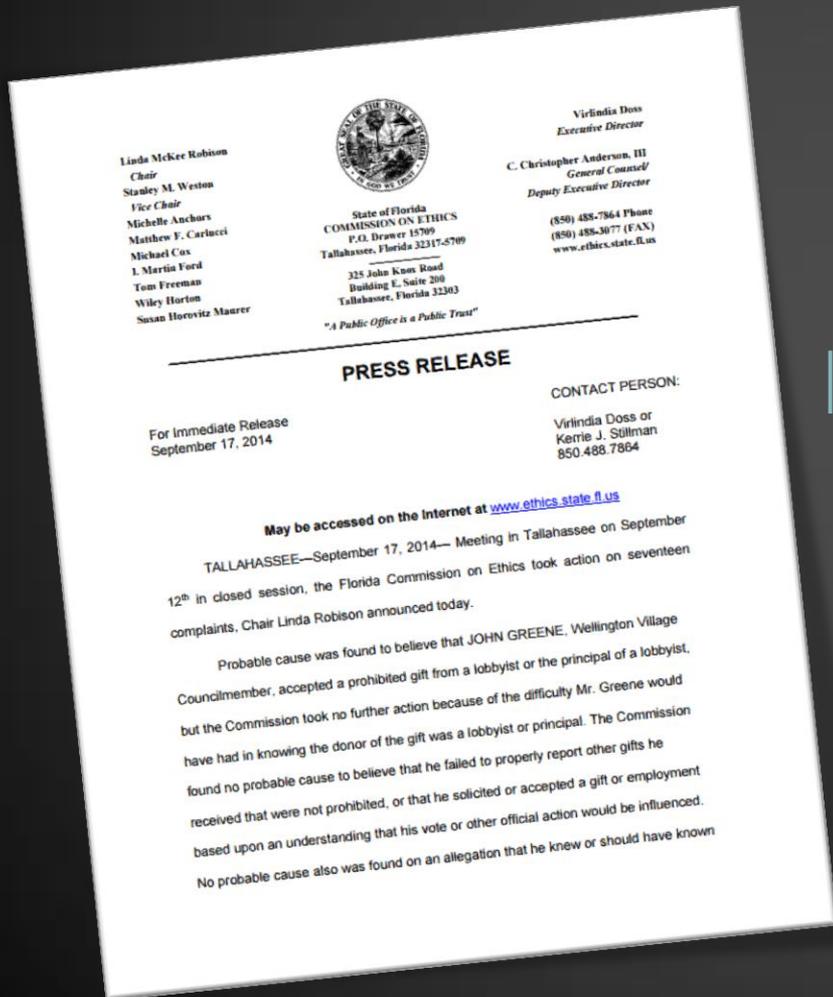
Number of reports



SOURCE: The World Bank

GRAPHIC: The Washington Post. Published May 8, 2014

PDF VS. WEB PAGE





PDF VS. WEB PAGE



introduced a number of new activities.

Annual Investment Strategy Sessions were initiated. GTA meets with technology and business leaders of the agencies to discuss their IT strategic plan and STARR reporting data. These discussions have helped identify opportunities for cross-agency collaboration and potential candidates for the Innovation Program, and they have greatly enhanced the accuracy of data in the state's technology inventory.

The Procurement Review was formalized through the introduction of a new state standard and guideline. The standard introduced a streamlined review process under the guidance of the state Chief Technology Officer. GTA works with agency IT and procurement staff as well as the State Purchasing Office to assist in identifying possible opportunities to leverage existing technology before making new investments. The procurements are also reviewed for consistent and appropriate language to protect the state's investments and citizens' data.

Enhanced collaboration with State Purchasing is providing guidance for agencies pursuing alternative strategies for technology services. As agencies are pursuing creative and cost-effective technology solutions, they are looking more and more to cloud services. This is an evolving industry with unique challenges. In response to the agencies, enhanced policies, standards and guidelines were developed to support business decisions around these services. The Investment Governance team works closely with agencies to increase awareness of the standards and assist with interpretation in a variety of investment scenarios.

IT Application Portfolio

GTA collects information about the applications that agencies use to support their business operations.

In FY 2013, GTA started collecting more detail about the agencies' applications. The FY 2014 inventory includes 644 applications, an increase of 74 over FY 2013. The following graph shows the number and percentage of applications by type.

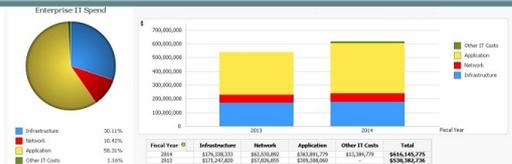
Counts by Application Type

Application Type	Count	Percentage
COTS	147	23%
SAAS	38	6%
Custom Coded	340	53%
Mobile	40	6%
Web Sites	79	12%

Notes: There are 77 Drupal websites that could be categorized as SAAS as well as Web Sites. Drupal websites are only reported under SAAS.

25

- IT Investment Management
- Georgia Enterprise Technology Services
- Portal



Agency Participation in IT Expenditure Reporting

The rate of agency compliance increased from FY 2013 to FY 2014. A total of 49 out of 51 agencies submitted a report, or 96%, which compares to 90% in FY 2013.

Not all state agencies are required to report their IT expenditures, and the number of reporting agencies actually declined from 74 in FY 2012 to 50 in FY 2013. Agencies required to report increased slightly from 50 in FY 2013 to 51 in FY 2014.

What led to the decline from FY2012 to FY2013?

The agencies in Appendix A with N/A in the "Reported 2013" column did not submit reports because:

- They no longer exist
- Their expenditures were included in the report from an agency to which they are administratively attached
- They are attached to one of the state's constitutional agencies, which are exempt from filing expenditure reports

Other state entities that are exempt from reporting requirements include some with large IT expenditures, such as the University System of Georgia.

Agency Participation Year to Year

	FY2012	FY2013	FY2014
Agencies Required to Report	74	50	51
Agencies that Reported	59	45	49
Percentage	80%	90%	96%
Agencies Not Required to Report	15	14	14
Agencies that Reported Voluntarily	5	5	6
Percentage	33%	36%	43%

Did IT Expenditures actually increase in FY 2014?

Participating agencies spent almost \$620 million on technology in FY 2014, significantly more than the \$540 million reported in FY 2013. The difference is attributable to:

- More applications captured in the application inventory
- Additional costs captured for each application
- More accurate reporting due to a change in requirements and use of the STARR tool

GTA continues working with the agencies to increase both the quantity and quality of data received.

agencies, these application investments on new IT investments enterprise IT projects averages for 28.

Stakeholder supported by goals and objectives. Agencies are encouraged to see Stakeholder

A strong government enterprise and see IT Governance

CyberSecurity management program, profile and ability. Information are the original 99 and protect citizen privacy see Georgia Privacy

IT Financial Management. Tools to help state agencies better manage their consumption of technology services are leading to increased transparency. With that transparency, comes a number of benefits. Agencies can track their



Make your PDFs accessible



Handout for Class

This is the most important piece of information you will receive in this class. Make sure you read every part of it and fully understand it.

Failure to do so will most like result in you failing the class. I cannot be responsible for your lack of preparation for my class.



Make your PDFs accessible



1. Make your Word doc, (or InDesign document) accessible
 - Include alt text for images
 - Mark header rows and columns in tables
 - Use Header styles
 - Use sans serif fonts whenever possible
2. Convert to PDF – check the box to Create Accessible (Tagged) PDF



Make your Multimedia
Accessible

Captioning and
Transcripts



Make your Audio accessible

npr news arts & life music topics programs listen stations

music > music news

First Listen: 'Carrie & Lowell' By Sufjan Stevens

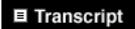
MARCH 24, 2015 5:04 AM ET

 Listen to the Story
Morning Edition

3 min 56 sec

+ Playlist
+ Download

All Songs Considered co-hosts Bob Boilen and Robin Hilton discuss the latest from Sufjan Stevens. His new album, *Carrie & Lowell*, is being featured by NPR Music.

 Transcript

DAVID GREENE, HOST:

Nothing like some indie rock to start your day. One of the brightest stars in that genre has a new album out next week. It's Sufjan Stevens. The album is called "Carrie & Lowell." We bring you Bob and Robin. That would be Bob Boilen and Robin Hilton, the hosts of *All Songs Considered*.

(SOUNDBITE OF SONG, "SHOULD HAVE KNOWN BETTER")

SUFJAN STEVENS: (Singing) Should have known better to see what I could see
black shroud...

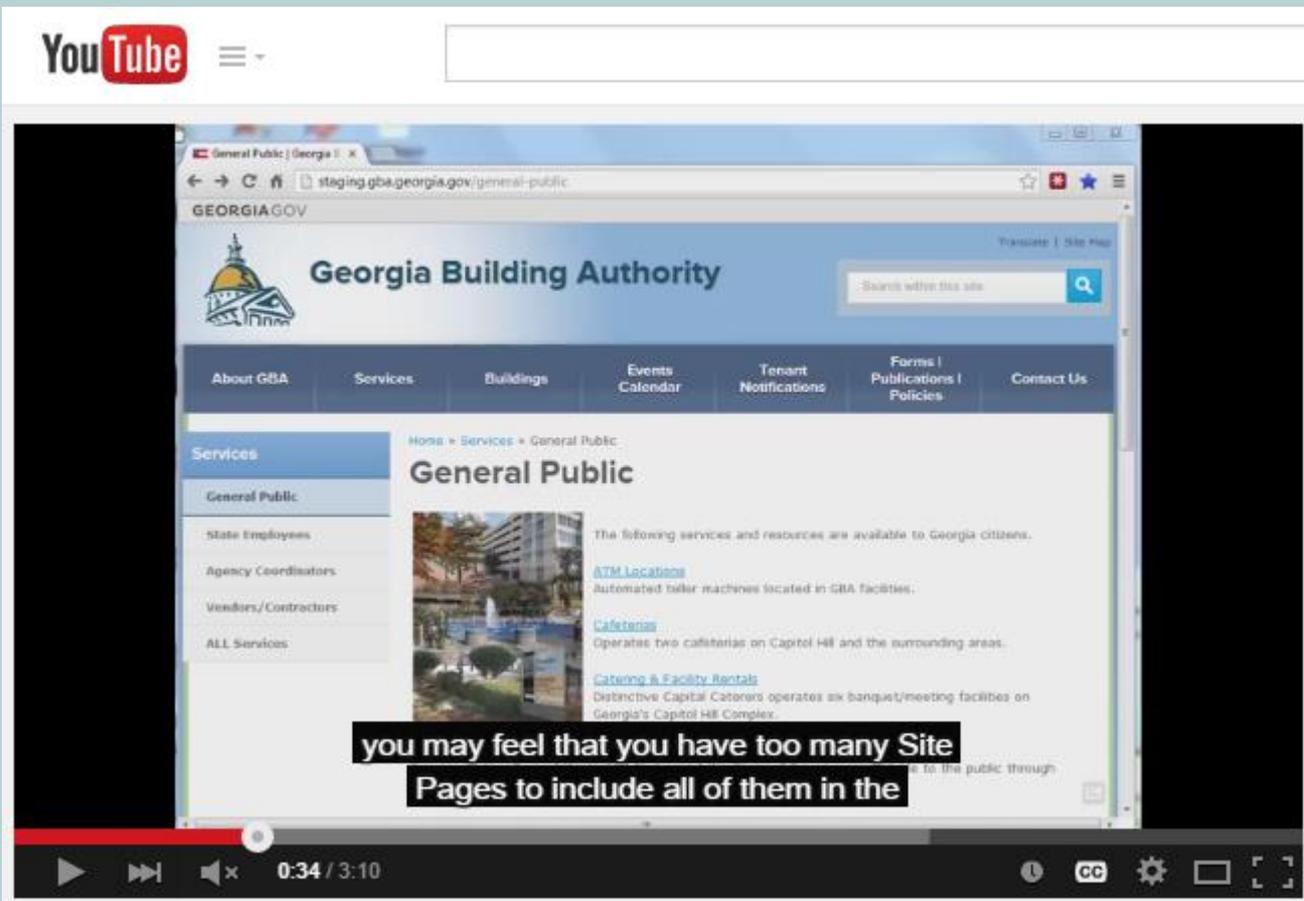
ROBIN HILTON, BYLINE: Bob Boilen, I think it's safe to say that Sufjan Stevens is

SHARE

f t

q+ e

Include an equivalent text transcript to accompany audio content.



Make your Video Accessible

Closed Captions
for all audio in multimedia
content

Transcripts with
additional information



YouTube can help

The screenshot displays the YouTube Creator Studio interface. On the left is a navigation sidebar with the following items: CREATOR STUDIO, DASHBOARD, VIDEO MANAGER (highlighted in red), Videos (highlighted in red), Live Events, Playlists, Search History, Likes, COMMUNITY, CHANNEL, and ANALYTICS. The main content area is titled 'Videos' with a count of 27. It shows a list of videos, with the first one, 'Bethany Part 4', selected. An 'Edit' dropdown menu is open for this video, listing options: Info and Settings, Enhancements, Audio, Annotations, Cards, Subtitles and CC (highlighted with a green box), Download MP4, Promote, and Delete. The video details for 'Bethany Part 4' include a thumbnail, a checkbox, a duration of 10:19, and a timestamp of May 2, 2014 9:44 AM.



YouTube can Help

Bethany Part 4



Add new subtitles or CC ▾

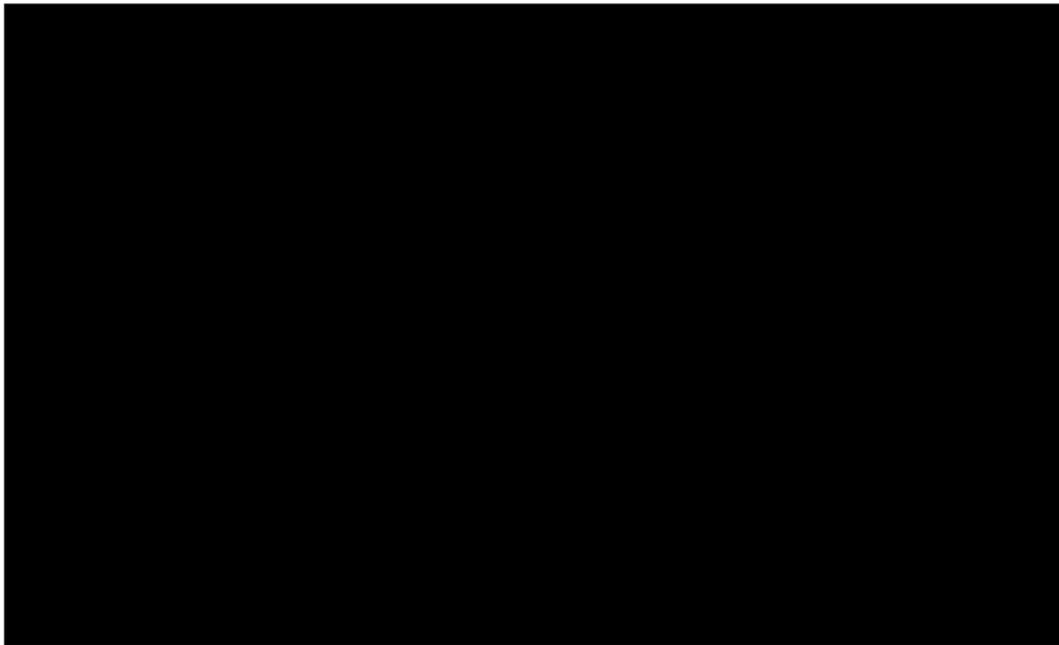
English (Automatic)

Video language: English
[Change language](#)



YouTube can Help

Bethany Part 4



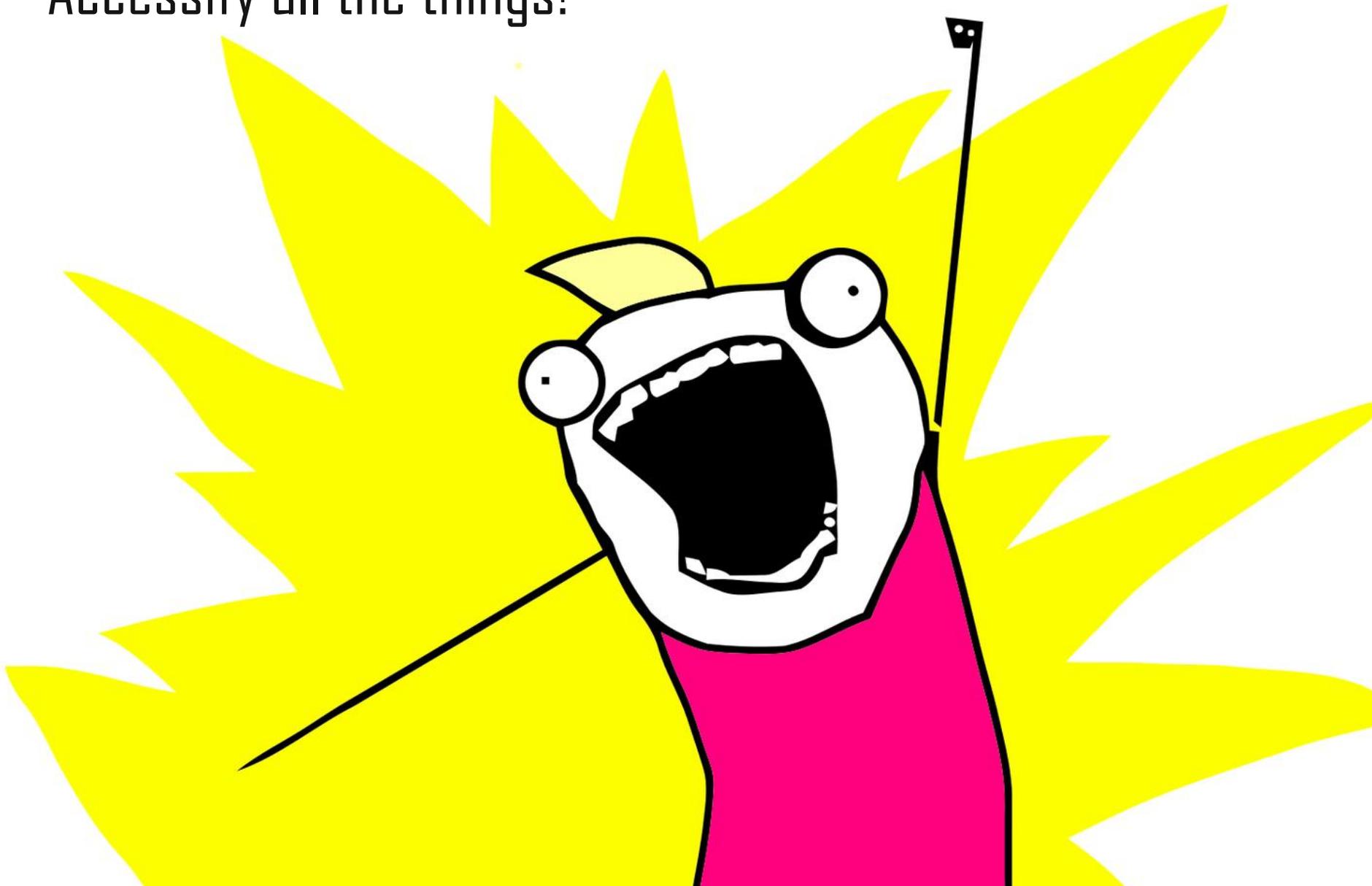
← English ⓘ Actions ▾

Type subtitle here then press +

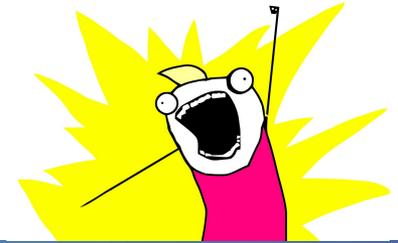
0:03.2 0:06.8	the next no it to know your numbers they hear evidence
0:06.8 0:10.4	that is your heart evidence and what working and what needs to change
0:10.4 0:13.9	quiet what he remembers me
0:13.9 0:18.0	I mean when I say numbers well again that depends on your goals
0:18.0 0:22.5	what are you trying to accomplish the majority got we're trying to engage and

Pause video while typing

Accessify all the things!



Run a Content Inventory



CONTENT ANALYSIS TOOL

[Home](#) [My Account](#) [My Profile](#) [Help](#) [Log Out](#)

Job Detail

Filters:

File by Type ▼

Status ▼

Actions:

[Export](#)

[View Job Parameters](#)

[Re-run](#)

[Clone](#)

[Delete](#)

[Edit View](#)

[Show All](#)

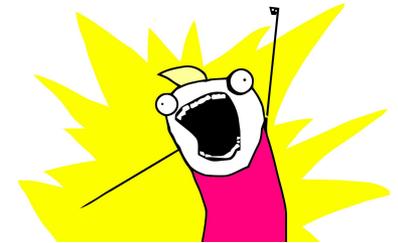
Columns

1 2 3

URL	Type	Size	Level	Title	Word Count	In Scope	View
http://www.georgiaair.org/	text/html	28505	0	Welcome - Georgia Air Protection I	1357	true	▶
.../index.htm	text/html	28505	1	Welcome - Georgia Air Protection I	1357	true	▶
.../airpermit/html/privacy.htm	text/html	24391	1	Georgia Air Protection Branch - Priv	1381	true	▶
.../airpermit/html/directions.htm	text/html						
http://geco.georgiaair.org/	text/html						
.../airpermit/html/hottopics.htm	text/html						

www.content-insight.com

Share Google Spreadsheets for Content Cleanup



Content inventory-Master ☆

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

Rich text editor toolbar with icons for undo, redo, bold, italic, underline, text color, background color, and table insertion.

A	B	C	F	G
Complete?	Location	Views (1yr)	Views (Oct '13)	Migrate?
RW	http://gaepd.org/Documents/air_sip_exist.html	570	42	SEE NOTE
RW	http://gaepd.org/Documents/toxic_inv.html	445	39	SEE NOTE
RW	http://gaepd.org/Documents/epdforms_pcb.html	557	54	KEEP
NO	http://gaepd.org/	226,808	18726	KEEP
RW	http://gaepd.org/Documents/index_water.html	55,230	4055	KEEP
	http://gaepd.org/Documents/index_land.html	41,403	88	KEEP
KS	http://gaepd.org/Documents/rules_exist.html	36,281	76	KEEP
KS	http://gaepd.org/Documents/rules.html	24,210	110	KEEP

WE CAN DO IT!





Get to the Point

Content for All



NOT SURE IF I DID A GREAT JOB

VIA 9GAG.COM

**OR NO ONE PAID
ATTENTION**

