UTIA WEB ACCESSIBILITY PROCEDURES

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Objective:
The University of Tennessee Institute of Agriculture (the Institute) strives to disseminate information, materials and technology that have been designed and developed within the Institute to be accessible to individuals with disabilities, including those who use assistive technologies. The standards outlined for AA level compliance governing the Institute are in accordance with World Wide Web Consortium (W3C) initiatives.

Scope:
These guidelines apply to all users of and information technology (IT) assets owned, operated, or provided by the Institute. "Users" includes but is not limited to students, faculty, staff, partners, stakeholders, and general public visitors who access, use, or handle the Institute's IT assets.

Guidelines:
1. **Authority and Responsibility**
   The assignment of roles, authority, responsibilities, and accountability for achieving policy compliance must be determined by appropriate leadership channel.

   - Roles:
     - Deans, Department Heads and Directors
       - Authority and responsibility for the implementation of plan and procedures and periodic audit of websites, web applications and mobile apps
     - Web developers
       - Design to meet Web Content Accessibility Guidelines (WCAG) 2.0 AA level
       - Resources
         - "How to Meet WCAG 2.0" from W3C
           - Filtered to show requirements to meet Level AA & AAA standards
         - UTK check list
         - Web Accessibility Toolkit by the Association of Research Libraries
         - Colorable color contrast check
         - Web Accessibility Toolkit by The A11Y Project
         - Web Accessibility for Designers by WebAIM

- - - Quick Reference: Web Accessibility Principles by WebAIM
      - Quick Reference: Testing Web Content for Accessibility by WebAIM
  - Content Managers
    - Develop content to meet Web Content Accessibility Guidelines (WCAG) 2.0 AA level
    - Resources
      - "How to Meet WCAG 2.0" from W3C
        - Filtered to show requirements to meet Level AA & AAA standards
      - UTK check list
      - UTK – Developing Accessible Documents
      - WebAIM – web accessibility in mind
        - Microsoft Word – Creating Accessible Documents
        - PDF Accessibility – Defining Acrobat PDF Accessibility
        - PowerPoint Accessibility
  - Web Advisory Committee
    - Oversight of implementation of UTIA Web Accessibility Plan and Procedures including auditing of websites to determine if established standards are being met

2. **Audience**

Develop a strategy to address the different needs of the academic, research, outreach, and administrative functions; and to support IT accessibility. Areas to address include, but are not limited to, visual, hearing, neurological, and mobility impairments.

- Functions
  - Academic
    - All teaching related IMT will be developed and presented following UTK guidelines
  - Research
    - Online content utilized for research purposes such as online surveys, etc. will be developed utilizing accessibility standards set forth in the UTIA Web Accessibility Procedures
    - Online content developed to present research findings will be developed utilizing accessibility standards set forth in the UTIA Web Accessibility Procedures
  - Outreach/Extension
    - All websites and their content developed by Extension will be developed utilizing standards set forth in the UTIA Web Accessibility Procedures
  - Administrative

- Internal sites will be developed utilizing accessibility standards set forth in the UTIA Web Accessibility Procedures
  - Audiences
    - Visually Impaired
      - [Creating Accessible Websites](#) by American Foundation for the Blind
      - [Visual Disabilities](#) by WebAIM
        - Includes information on how those with visual disabilities use the web, screen readers, screen magnifiers, keyboard accessibility, etc.
    - Hearing Impaired
      - [Auditory Disabilities](#) by WebAIM
    - Neurologically Impaired
      - [Cognitive](#) by WebAIM
        - Includes design considerations for those with cognitive disabilities
      - [Evaluating Cognitive Web Accessibility](#) by WebAIM
    - Mobility Impaired
      - [Motor Disabilities](#) by WebAIM
        - Includes information on assistive technologies utilized by those with mobility impairments
    - Seizure Disorders
      - [Seizure Disorders](#) by WebAIM

3. **Prioritization**
   Prioritize the application of accessibility controls, taking into consideration local needs, practices, and available resources, including providing access to centralized information, materials, and technology (IMT) accessibility support

   - New public-facing websites, internal collaboration sites, web and mobile applications developed after January 1, 2018 will be developed utilizing accessibility standards set forth in the UTIA Web Accessibility Procedures
   - Current public-facing websites and pages as well as all web and mobile applications will have accessibility standards set forth in the UTIA Web Accessibility Procedures applied as they are updated into new CMS/templates. Websites developed outside of the approved CMS must follow UTIA Web Accessibility Plan and Procedures.
     - Prioritization for updating will be based on use, need and impact as defined by the responsible Dean, Department Head or Director

4. **Design Process**
   Incorporate accessibility into the design and authoring process of electronic information resources made available on, but are not limited to, content management systems, learning management systems, web applications, and mobile applications.

- Websites
  - Content Management System (CMS) will meet the [Authoring Tool Accessibility Guidelines (ATAG) 2.0](#)
  - CMS will include ability to have accessibility controls in templates so that when new sites/pages are created they will include minimum standards for accessibility
  - CMS will also have the capability of pushing new accessibility controls down to current sites
  - All websites will include in their design process accessibility standards regardless of where implemented
  - Websites developed outside of the approved CMS must follow UTIA Web Accessibility Plan and Procedures
- Learning Management System (LMS)
  - LMS will include ability to provide content with captioning, transcription, etc. that meet the AA level standards
- Web Applications
  - Tools used to develop web applications will meet the [Authoring Tool Accessibility Guidelines (ATAG) 2.0](#)
  - All new web applications will be developed with accessibility standards incorporated
- Mobile Apps
  - Tools used to develop mobile apps will meet the [Authoring Tool Accessibility Guidelines (ATAG) 2.0](#)
  - All new mobile applications will be developed with accessibility standards incorporated

5. **Procurement**

   Any potential purchase of IT hardware, software, and web services must incorporate IT accessibility into the procurement process, including establishment of a formal means for evaluating the accessibility of products or systems under consideration for procurement. No purchases will be made without the approval of the Institute's Chief Business Officer. The Institute will follow UT Policy FI0405 – *Procurement*.
   - For purchases $50,000 or greater, the formal bid process outlined in Fiscal Policy FI0405 applies
     - Formal Bid Process section 7.b.i.2
       "Information Technology (IT) Solutions - Requisitions for IT hardware, software, and web services must comply with Information Technology policy IT0126 (Information, Materials & Technology Accessibility) and the applicable campus/institute Accessibility program in advance of bids being solicited."
   - For purchases $10,000 to $49,999, the informal bid process outlined in Fiscal Policy FI0405 applies which includes compliance with section 7.b.i.2

- o Formal Bid Process section 7.b.i.2
    - "Information Technology (IT) Solutions - Requisitions for IT hardware, software, and web services must comply with Information Technology policy IT0126 (Information, Materials & Technology Accessibility) and the applicable campus/institute Accessibility program in advance of bids being solicited."
- For purchases of less than $10,000, purchases of IT hardware, software, and web services must comply with Information Technology policy IT0126 (Information, Materials & Technology Accessibility) and the UTIA Accessibility Procedures in advance of purchase.
- It is recommended to obtain a Voluntary Product Accessibility Template (VPAT) from the vendor to ensure efforts for accessibility compliance.

6. **Training**
   Training is required of Institute personnel who develop and maintain electronic information resources, author web content, or make IT-related purchases.

   - For web developers
     - o Initial training will be provided in conjunction with training for CMS
     - o Utilize UTK training for web developers through the Office of Communications & Marketing's Creative Communications web team
       - Join Web Developer listserv
   - For content managers/creators
     - o Utilize UTK training
       - Developing Accessible Documents
       - Join CampComm listserv for campus communicators
     - o Other resources
       - WebAIM – web accessibility in mind
         - Microsoft Word – Creating Accessible Documents
         - PDF Accessibility – Defining Acrobat PDF Accessibility
         - PowerPoint Accessibility
     - o Lynda.com
       - Build playlist of trainings related to accessibility

7. **Awareness Campaign**
   Develop a communications strategy to raise awareness about IMT accessibility.

   - Utilize current web group meetings to communicate with web developers
   - Utilize current communication methods such as newsletters from ITS, Chancellor's and Deans' offices to communicate our efforts with all of UTIA and to increase awareness of importance of these efforts

- Utilize UTIA/departmental faculty meetings to communicate with content managers/creators
- Utilize ITS website and social media channels

8. **Compliance Monitoring**
Recommend tools to conduct routine checks on content to maintain compliance adhering to the standards outlined within this plan.

- Manual review of websites, web applications, mobile apps utilizing "How to Meet WCAG 2.0" for Level AA from W3C and UTK checklist
- Utilize online Web Accessibility Evaluation Tool (WAVE)
- Other resources
  - Web Accessibility Toolkit by the Association of Research Libraries
  - Colorable color contrast check
  - Web Accessibility Toolkit by The A11Y Project

9. **Evaluation**
Recommend an evaluation process to measure the effectiveness of the IMT.

- The UTIA Web Advisory Committee will periodically evaluate the effectiveness of current websites, web applications and mobile apps through a manual review utilizing the provided resources and checklists above.

10. **Exception Process**
The Institute has a formal exception request process.

Standards
Compliance with standards listed in this section must be considered high priority in the development and implementation of the Institute's IMT Accessibility Program and must be measured as part of the formal program evaluation process.

1. **Web Standard**
The standards for accessibility of electronic information are Web Content Accessibility Guidelines (WCAG) 2.0 at level AA Success Criteria. More information about the W3C standards for accessibility can be found at the W3C website.
2. **New Development and Purchases**
New development and purchases, including development and purchases for major revisions and updates of existing electronic information resources, should receive higher priority over the retrofit of existing electronic information resources.

Additional standards for other electronic information resources may be identified over time and added to these Procedures.

References:
UTIA Glossary of Information Technology Terms
UTIA Web Accessibility Best Practices
UT Policy IT0126 – *Accessibility*
UT IMT Accessibility Requirements

For more information, contact Robert Ridenour, ridenour@tennessee.edu.