

## UTIA WEB ACCESSIBILITY PROCEDURES

**Effective:** October 17, 2017

**Last Reviewed:** September 7, 2023

**Last Updated:** September 7, 2023

### Objective:

The University of Tennessee Institute of Agriculture (the Institute) strives to disseminate information, materials, and technology (IMT) 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 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 the most current Web Content Accessibility Guidelines (WCAG), at level AA Success Criteria
    - Resources
      - ["How to Meet WCAG 2.1"](#) from W3C
        - Filtered to show requirements to meet Level AA & AAA standards
      - [UT Knoxville checklist](#)
      - [Web Accessibility Toolkit](#) by the Association of Research Libraries
      - [WebAIM Color Contrast Checker](#)
      - [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 the most current Web Content Accessibility Guidelines (WCAG) at level AA Success Criteria
  - Resources
    - [“How to Meet WCAG 2.1”](#) from W3C
      - Filtered to show requirements to meet Level AA & AAA standards
    - [UT Knoxville checklist](#)
    - [UT Knoxville – Developing Accessible Documents](#)
    - WebAIM – web accessibility in mind
      - [Microsoft Word – Creating Accessible Documents](#)
      - [PDF Accessibility – Defining Acrobat PDF Accessibility](#)
      - [PowerPoint Accessibility](#)
- Web Oversight Committee
  - Oversight of the UTIA theme and websites in the UTIA umbrella of sites ensures that the UTIA Accessibility Plan and Procedures are followed.
- 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, as well as 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 UT Knoxville 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



- Websites developed outside of the approved CMS must follow UTIA Web Accessibility Plan and Procedures
- Forms
  - Learn about [Creating Accessible Forms](#) from WebAIM.
  - Learn about [Form Concepts](#) from WCAG.
    - It is recommended that if a form is needed for a website, to contact ITS, as considerations regarding data need to be thought through, especially with student data (FERPA) or Personal Identifiable Information (PII).
- Learning Management System (LMS)
  - LMS will include the 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.

#### 4. 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
  - 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.

## 5. 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
  - Initial training will be provided in conjunction with training for CMS
  - Utilize UT Knoxville training for web developers through the Office of Communications & Marketing’s Creative Communications web team
    - [Join Web Developer listserv](#)
- For content managers/creators
  - Utilize the UTIA-ITS training
    - [Quick Start](#)
    - [Advanced](#)
  - Utilize UT Knoxville training
    - [Developing Accessible Documents](#)
    - [Join CampComm listserv](#) for campus communicators
  - Other resources
    - WebAIM – web accessibility in mind
      - [Microsoft Word – Creating Accessible Documents](#)
      - [PDF Accessibility – Defining Acrobat PDF Accessibility](#)
      - [PowerPoint Accessibility](#)
    - [UTIA WP Guide Site](#)
      - [Best practices for:](#)
        - [Color Contrast](#)
        - [Image Alt Text](#)
        - [PDFs](#)
        - [Graphics](#)
  - LinkedIn Learning
    - [What is Accessibility?](#)
    - [Views of Accessibility](#)

To view more videos on accessibility, please visit the [UTIA WP Guide site](#).

## 6. Awareness Campaign

Develop a communications strategy to raise awareness about IMT accessibility.

- Utilize current communication methods such as newsletters from ITS, Chancellor's and Deans' offices to communicate efforts with UTIA stakeholders 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.
- Accessibility Tip of the Quarter – Utilize the Marketing Minutes quarterly newsletter from UTIA Marketing and Communications.
  - Accessibility Tips
  - Accessibility Training

## 7. Compliance Monitoring

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

- Possible Automated review of certain websites with approved tool.
- Manual review of websites, web applications, mobile apps utilizing [“How to Meet WCAG 2.1”](#) for Level AA from W3C and [UT Knoxville checklist](#)
- Utilize online Web Accessibility Evaluation Tool ([WAVE](#))
- Other resources
  - [Web Accessibility Toolkit](#) by the Association of Research Libraries
  - [WebAIM Color Contrast Checker](#)
  - [Web Accessibility Toolkit](#) by The A11Y Project

## 8. 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.

## 9. 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 the most current Web Content Accessibility Guidelines (WCAG) 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 Angela Gibson, [gibsonaa@tennessee.edu](mailto:gibsonaa@tennessee.edu).

### Approval of Plan

I approve the *UTIA Accessibility Plan* as described in this document.

Name	Title	Signature	Date
Angela Gibson	Chief Information Officer, UTIA		9/7/2023