

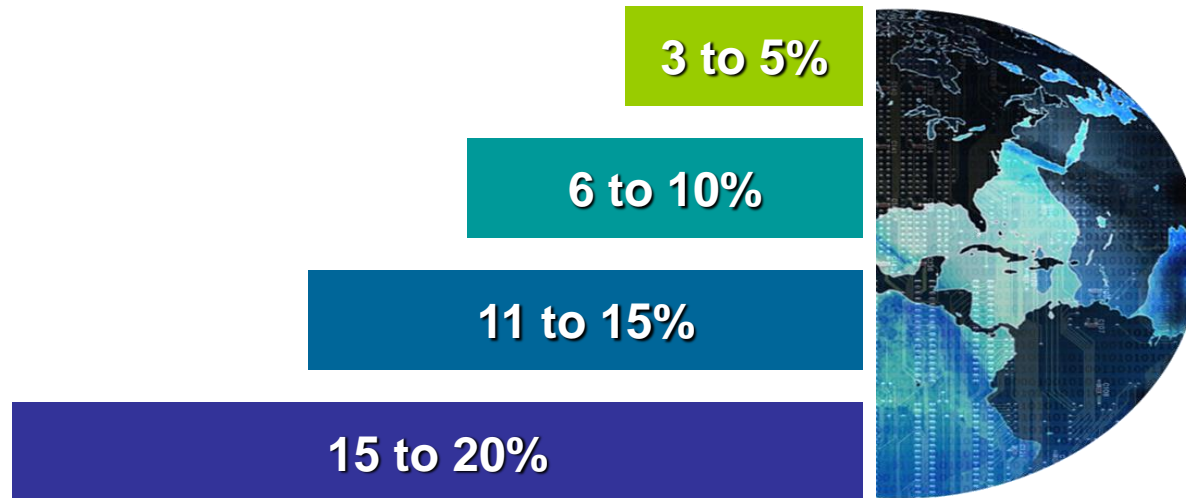


***Building
Accessible Data
Collection
And Building An
Accessibility Program***

*Dana Marlowe
Vice President, TecAccess*

Before We Begin, Consider this question...


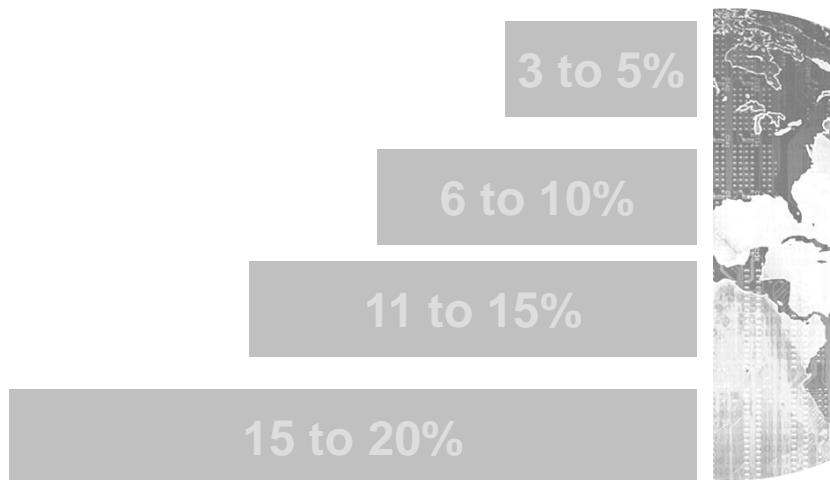
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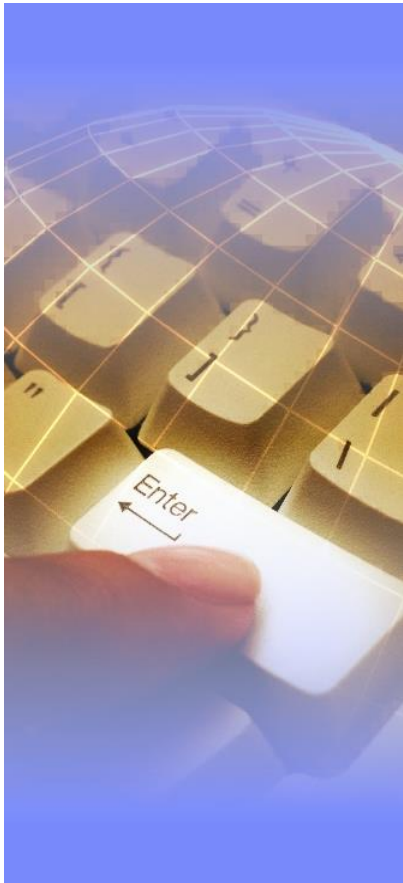


There are more than 600 million people with physical or sensory limitations worldwide.

Approximately 58 million of these people live in the United States and about 37 million in Europe.

In the US, this represents between 15 to 20% of the population.

Can Accessible Technology Help?



- Introductions
- Today's Technology
- Working Together



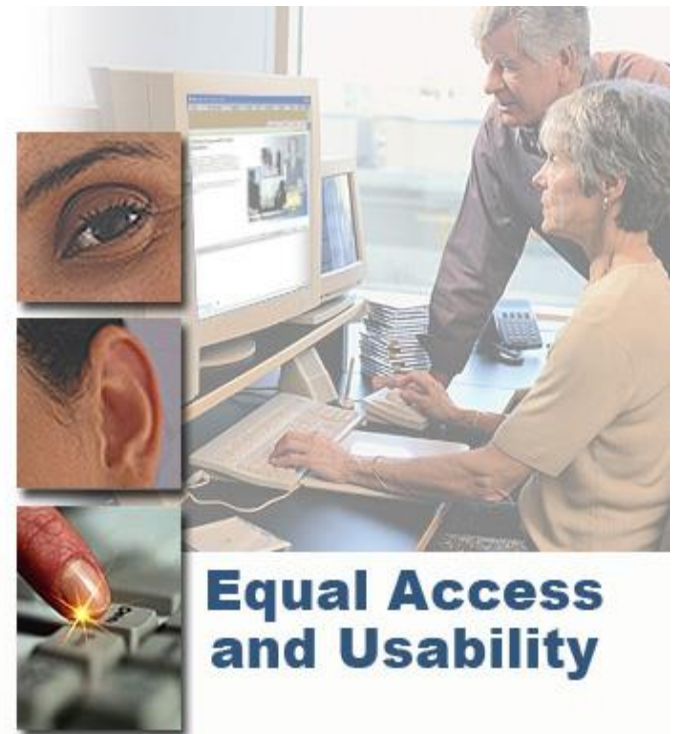
Today's Objectives



- Define accessibility and why it is important to CASIC
- Understand the legality of accessibility
- Understand accessible survey instruments
- Creating an accessibility program

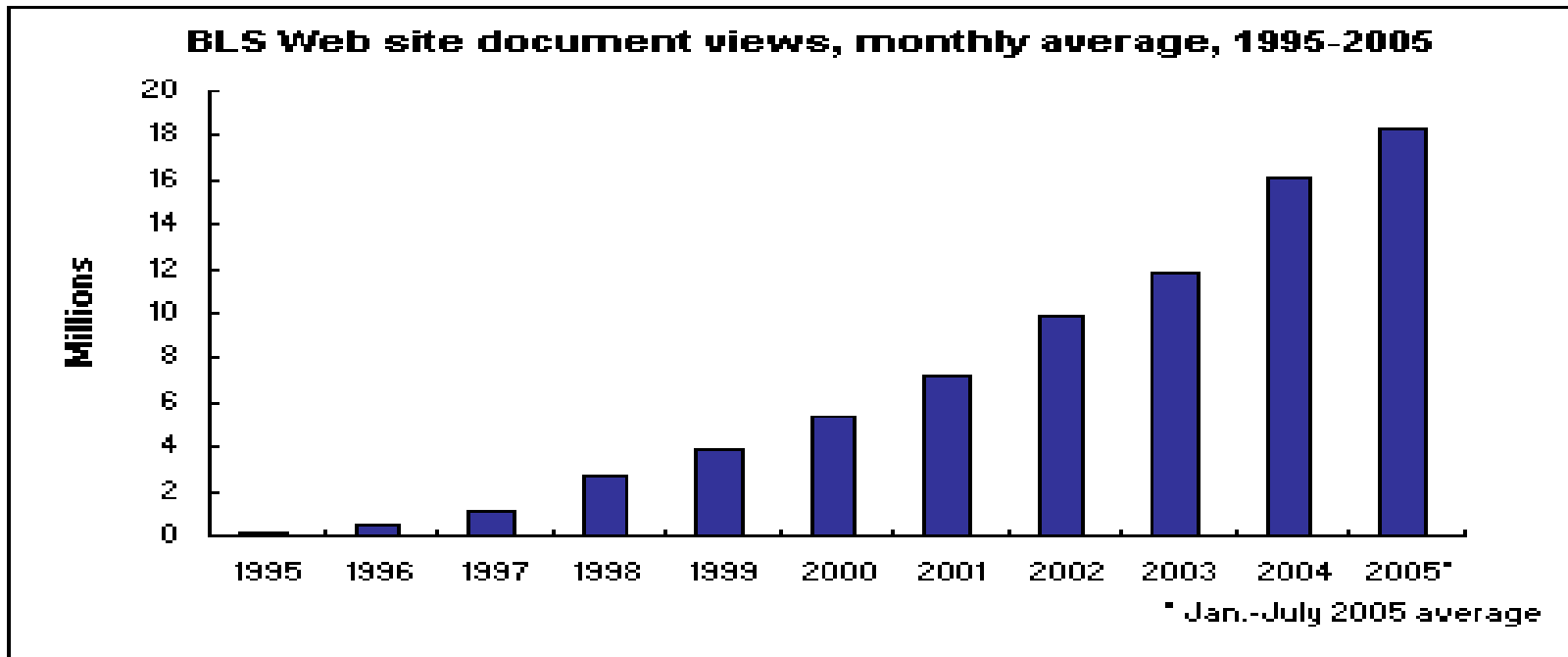
Accessibility Defined

- Accessibility means equal access
- To be accessible, technology must be designed and developed to provide equal access and usability to every member of your target audience



Technology Trends

Emerging technology and how it affects the way we compile, acquire, and distribute.





How Accessibility Relates to CASIC

Information surveys and data collection presents numerous benefits as well as unanticipated barriers

Computer-Assisted Telephone Interviewing (CATI) and
Computer-Assisted Personal Interviewing (CAPI)

The move towards Computerized Self-Administered
Questionnaire (CSAQ) technology

Next logical step -- Web CSAQ



Assistive Technology

Alternative browsers include:

- Screen readers that use synthesized speech to read text on websites to a user.
- Text-only browsers that render websites in a text-only format.
- Voice-enabled browsers that navigate websites using speech commands.



Example: Screen Readers

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- Text-only browsers that render websites in a text-only format.
- Voice-enabled browsers that navigate web sites using speech commands.





What Happens?

- When a text-to-speech browser attempts to read an inaccessible site, the output is garbled with coding elements and unrecognizable gibberish.
- Pages broken into frames improperly can cause screen readers to jump around pages.
- Pop-up windows without proper client side negotiation can interfere with the reading process.

Repercussions

- The possibility of a lawsuit
- Loss of productivity
- Missed opportunities
- Poor public image



It's the Law

- Section 508
- 1986 amendment to the Rehabilitation Act of 1973



Who Benefits?

- Federal employees
- An active aging population
- Users to whom English is a second language
- People who never learned to read
- Users operating with low-bandwidth or environmental limitations
- And many more.



Keys to Success

- Keyboard Accessible
- Logical
- Easy to Use



Widest Possible Usage

In order to ensure the widest possible usage of forms on your website, the forms must be created with accessibility and usability in mind.



- Layout
- Labeling
- Grouping

Keyboard Access

- Ensure that Surveys and Forms Can Be Completed by Only Using the Keyboard
- JavaScript = Unusable with the Keyboard
- Always Test Your Website Forms for Accessibility



Form Layout

Forms Should Be:

- Organized in a Logical Manner
- Provide Good and Clear Instruments
- If Form Elements are Required, Be Sure to Indicate so.
- Make Sure the Order in Which Elements are Accessed is Logical and Easy

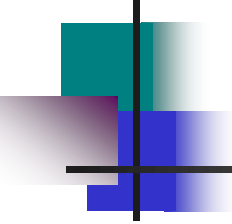


Screen Reader Form Accessibility

First Name <input type="text"/>	Email		Home Phone
	Middle Initial	Computer type	Work Phone
Last Name		Mac PC	Country
	Internet speed 28.8 56k T1		

A screen reader will read the above table in this order:

1	2		3
4	5	6	7
8	9	10	11
12	13		14



Using Form Labels Appropriately

There are two ways to fix the table:

- Put the labels adjacent to their controls
- Use HTML markup to associate the controls explicitly with their labels



Create Labels for Form Elements Using the <label> Element

- *Solution:* The label should almost always be located adjacent to the form item itself. When a screen reader accesses a form item that has a <label> element associated with it, it will read the text within the <label> element and indicate the type of form item it is (e.g., "First Name. Text box" or "Age. Check box").



Control Type: Select

Which is your favorite city?





Control Type: Button

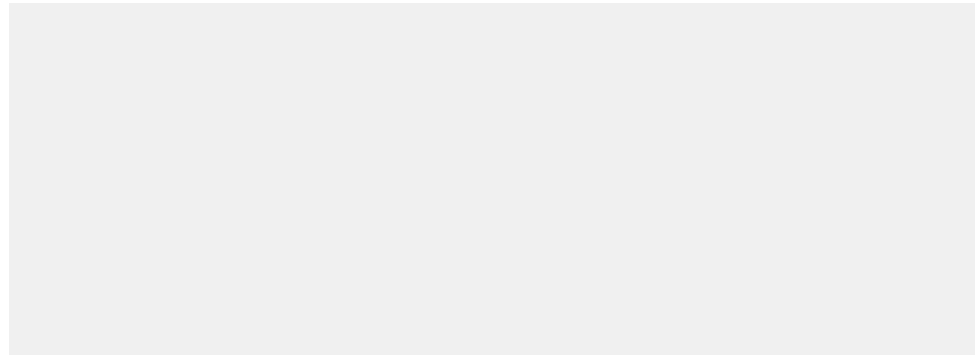
Submit

Reset

For form buttons (submit and reset input elements and button elements), no additional accessibility information is required



Control Type: Image Button



If you use a graphic rather than a standard button, you must include appropriate alt text.

Here's the HTML markup:

```
<input type="image" alt="submit!" border="0" name="imageField" src="graphics/submit.gif" width="109" height="41">
```


Control Type: JavaScript Jump Menus

Pick a link to one of the following web sites:

Select a web site



Moving Forward

- Putting It All Into Play
- Creating an Accessibility Program
- Leveraging Your Accessibility Knowledge



Putting It All Into Play

- Trained technical support staff regarding accessible products and issues
- In-house subject matter experts on assistive technologies and standards
- Accessible user documentation



Accessibility Statements

EXAMPLE: WWW.OPM.GOV



- We are committed to...
- To meet this commitment, we will comply with...
- Section 508 requires that individuals with disabilities....
- Comments on the accessibility of our website....

IT Procurement – Checklists

- The driving force of Section 508 is IT procurements
- Add a 508 checklist to the package
- Best Practice Example: USPTO





Create A Reminder

- Make sure the buyer signature is always on the checklist
- Certify that the product being purchased is 508 compliant
- Federal agencies are legally liable for noncompliant products



Accessibility Program Components

- Needs assessments
- Technical support of all AT recommended
- Specialty equipment and software demonstration
- Guidance to application developers and vendors
- Workplace adjustments and modifications
- Accessible website design consultation
- Participation on committees on disability issues



Other Benefits

- Detect, diagnose, resolve, and report AT problems
- Prepare recommendations for administration and maintenance of implemented AT and services
- Perform design reviews of application systems to ensure design is compatible with Section 508.
- Identify AT products to be supported/conduct reviews
- Develop procedures



Benefits Are Endless

- Develop Section 508 testing criteria and procedures
- Coordinate installation and implementation procedures
- Determine validation/compliance status
- Prepare Section 508 Validation Reports
- Provide expert advise, assistance, and consultation
- Develop testing criteria

End Result

- Enables your department to recruit and hire from an untapped qualified labor pool
- Your surveys and data will more accurately reflect the overall population due to the fact that it will be accessible to the overall population.
- Avoid possible litigation



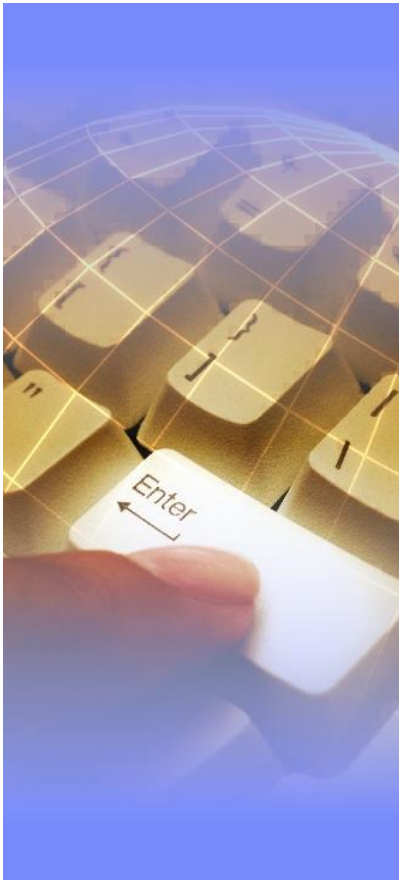
In Summary

- Consider accessibility in all aspects of CASIC
- Create a quality Accessibility Program





Moving Forward



The benefits of usable and accessible design extend beyond the disabled and elderly populations, and move firmly into supporting the needs of all people.



Questions?

**Dana Marlowe
TecAccess**

Dmarlowe@TecAccess.net

www.TecAccess.net

(240) 476-9974