



WELCOME

Communicators' Forum — January 16, 2025

Welcome

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[Updates]



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May 14, 2025
Ross School of Business

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Digital Accessibility Strategic Initiative

Agenda

- [Digital Accessibility Strategic Initiative](#)
- Your Role
- Communicate the Initiative
- Incorporate Accessibility

Nice to Meet You!

- **Angel Mills**
 - Senior Marketing Strategist, ITS
- **Stephanie Rosen**
 - IT Accessibility Assistant Director, ITS
- **Bob Jones**
 - Assistant Vice President of Support Services and Emerging Technologies, ITS
- **Phil Deaton**
 - Digital Information Accessibility Coordinator, Disability Equity Office, ECRT

What is Digital Accessibility

- Digital information and experiences can be **accessed, participated in, understood, and made use of by all**
- Not just availability, but **equitable access, without barriers or burdens** placed on any individuals or communities
- Achieved by implementing **standards and practices** that center the needs of users with disabilities

Examples of Accessibility

- Video has **closed captions**
- Interface works with **mobile and voice control**
- Online presenter **describes slides, actions**



Achieving Accessibility

- Compliance with laws (ADA) and policy (SPG 601.20)
 - **Standards** for accessible design ([WCAG 2.1 AA](#))
 - **Accommodations** for people who encounter barriers
- Culture and collective access
 - **Equity** and inclusion
 - **Collective responsibility**

Digital Accessibility Strategic Initiative

Comprehensive, university-wide effort to:

- Make digital information and experiences **accessible to all without barriers**
- Embed accessibility into the **fabric of everyday** work by
 - Raising awareness
 - Providing necessary tools
 - Developing robust support systems for U-M communities

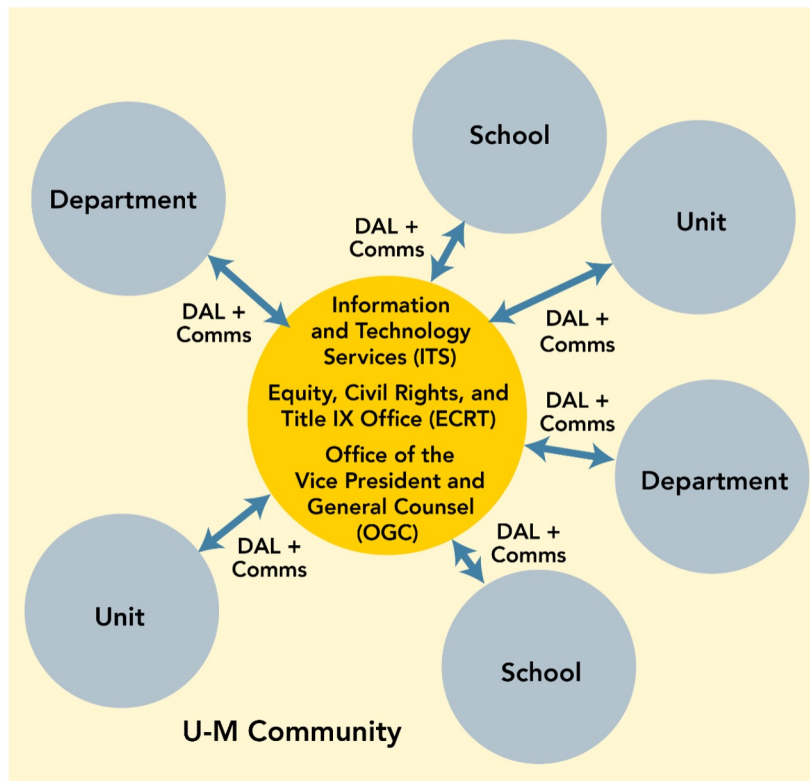
Context for the Initiative

- **Updates to the regulations** for Title II of the Americans with Disabilities Act
 - Clarify **scope and timeline** for digital accessibility compliance at public universities
 - **Broad scope** including course materials, web content, social posts, mobile and web apps
 - Establish a new federal compliance **deadline of April 2026**
- **Challenges and Opportunities**
 - Ongoing, strategic, **prioritized action**
 - Prepare U-M to **achieve and measure** more equitable digital access
 - Support progress across **large decentralized structure**
 - Build on years of progress and **accelerate progress and reset the baseline**

Timeline and Goals

- Timeline
 - Phase 1 (FY24): Build Foundations
 - **Phase 2 (FY25): Enable Change & Take Action**
 - Phase 3 (FY26): Lead & Refine
- Goals & Objectives
 - Procurement
 - Web Accessibility
 - Course Content Accessibility
 - Document accessibility tools
 - Compliance management
 - Training & Communications

Structure for Action



Unit Roles:



Communicators

Marketing and communications professionals who share messages, raise awareness within their unit.



IT Leads

IT leaders who set direction and assign resources to digital accessibility within their units.



Digital Accessibility Liaisons (DALs)

Designated staff who coordinate, communicate, and advance digital accessibility in their unit.



Your Role

Communicate the Initiative

Incorporate Accessible Practices

Communicator Resources

- Strategic Initiative Webpages
 - [Get Started](#)
 - Service Area Resources
- [Communications Toolkit](#)
- Messages and Motivation

Get Started with the Strategic Initiative

Not sure how to... units at U-M.

Communications Toolkit

Identify Key... Want to help people... communications too...

Every unit at U... large decentral... These resources are... advocates and partn...

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• **IT Leads**

- IT Lead
- Find yo

Resources a

Find materials you c...

- **Communications**
 - [Email & Web](#)
 - [Presentation](#)
 - [Social Media](#)

Web Accessibility Scanning Service Relaunch

As part of the [Digital Accessibility Strategic Initiative](#), we are relaunching the ITS web Accessibility Scanning Service.

This service provides the tools and data for units to understand the accessibility status of their web properties and take strategic action.

From December 2024 to February 2025, we are reaching out to units, seeking appropriate assigned resources for defined roles to make use of this service. We are collecting assigned names in this [spreadsheet](#) ahead of onboarding.

Unit Roles in the Accessibility Scanning Service

Unit Scan Coordinator

Assigned person who coordinates unit approach.

- Responsibilities
 - Craft unit strategy
 - Prioritize unit web presence to be scanned
 - Create scans for websites, assign to unit staff

5 Key Mess

Accessibility for Communicators

- [Email Accessibility](#)
- [Social Media Accessibility](#)
- [Video and Audio Accessibility](#)
- [Foundational Training](#)
- And more!

Where are we going from here?

- Building networks
- Launching new Canvas accessibility tool, YuJa Panorama
- Procuring new tool for web-remediation and assist with content management

Questions



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Thank you

[**Richie Hunter**]

Vice President for Communications

Institutional Neutrality

[**Tim Lynch**]

Vice President and General Counsel

Q&A and Discussion

Thank You

Join us on Slack: [#comm-forum](#)