

# 2013 Accessibility Summit

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Presented by:  
**Environments for Humans**

Hosted by:  
**Disability Access Services**

October 1 & 2, 2013  
(Recorded Version Only)

721 Capitol Mall  
2<sup>nd</sup> Floor, Conference Room 242  
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## Day 1 - October 1, 2013

(Schedule subject to change)



### 9:00 AM **Accessibility Prioritization: What Should I Fix First?**

by [Glenda Sims](#), Senior Accessibility Consultant at Deque

Knowing you have accessibility problems is a great first step, but when you are looking at a mountain of accessibility issues, what in the world should you fix first?

Glenda Sims will share tried and true strategies for establishing an accessibility prioritization process for your entire web presence as well as the project level.

#### **About Glenda Sims**

Glenda Sims is senior accessibility consultant at Deque sharing her expertise and passion for the open web with government, education and companies that range from small business to Fortune 500.

Glenda is an advisor and co-founder of AIR-University (Accessibility Internet Rally) and AccessU. She serves as an accessibility consultant, judge and trainer for Knowbility, whose mission is to support the independence of children and adults with disabilities by promoting the use and improving the availability of accessibility information technology ? barrier free IT.

She spent over a decade as a Web Analyst at the University of Texas at Austin. As a member of Team Web, Glenda helped support the central web site for the University. She was an accessibility expert and web standards evangelist at UT along with her mentor and hero Dr. John Slatin.

She recently co-authored the book *InterACT with Web Standards: A holistic approach to Web Design*. She gives back to the web by volunteering on the Web Standards InterAct Project and the W3C Open Web Education Alliance.



## 10:00 AM **Accessibility is a Design Problem**

by [Whitney Quesenbery](#), User Research Expert

Let's get past the idea that checklists and compliance all there is to accessibility.

If we put people first and design for easy interaction, helpful wayfinding, clean presentation, plain language and media that supports all senses, we can create a web for everyone.

We can build on a solid structure of standards, but aim to delight people with a user experience where accessibility and usability work together.

### **About Whitney Quesenbery**

Whitney Quesenbery is a user experience researcher and usability expert with a passion for clear communication. Her projects include work for the National Cancer Institute (US), The Open University (UK) and IEEE (worldwide).

She enjoys learning about people and using those insights to products where people matter.

She's served on two federal advisory committees, writing standards for accessibility (Section 508) and voting systems. Having taken the bite, she's involved in projects across the country to improve elections and civic design.

Whitney is the author of two books: *Storytelling for User Experience: Crafting stories for better design* (with Kevin Brooks, Rosenfeld Media, 2010) and *Global UX: Design and research in a connected world* (with Daniel Szuc, Morgan-Kauffman, 2011).

She's also proud that her chapter "Dimensions of Usability" in *Content and Complexity* turns up on so many course reading lists. Her current project is a book on designing for accessibility and universal design with Sarah Horton (for Rosenfeld Media).



## **11:00 AM Accessible DOM Scripting with ARIA**

by [Leonie Watson](#), Senior Accessibility Consultant at The Paciello Group

As the line between websites and applications continues to blur, DOM scripting plays an increasingly vital role. Understanding the relationship between JavaScript and accessibility can help make a product commercially viable, and more user friendly for consumers.

Key points include:

- Dynamic content and assistive technologies;
- Best practice principles for accessible DOM scripting;
- Methods for dynamically updating content;
- Methods for adding keyboard shortcuts.

### **About Leonie Watson**

Leonie Watson began using the internet in 1993, turned it into a web design career in 1997, and (despite losing her eyesight along the way) has been enjoying herself thoroughly ever since.

After many years as Director of Accessibility at Nomensa, Leonie is now working with The Paciello Group (TPG). Amongst other things she is Chair of the British Computer Association of the Blind (BCAB), writes for .Net magazine, and is a member of the W3C HTML Working Group and HTML Accessibility Task Force. She even appears every now and then on TV and radio to talk about technology.

In her spare time Leonie blogs on The Tink Tank, talks on the AccessTalk podcast, and loves cooking, dancing and drinking tequila (although not necessarily in that order).



## **1:00 PM Usability and Accessibility CSS Gotchas**

by [Dennis Lembree](#), Senior Web Developer, Accessibility at PayPal

Learn more about the intricacies of CSS implementation in order to ensure great usability and accessibility of your website. Techniques covered include transitions, sprites, and link design.

Key points/takeaways:

- Fix the screen reader problem when using transition to hide content.
- Options for making content in sprite images accessible.
- When it's OK and not OK to use the :before and :after pseudo elements.
- How to design text links for best usability and accessibility.

### **About Dennis Lembree**

Dennis Lembree is a web site professional and code expert who specializes in web standards, accessibility, and usability.



## **2:00 PM     Implementing Usable Keyboard Interactions**

by [Jared Smith](#), Accessibility Trainer for WebAIM

Much of web accessibility focuses on content output and semantics, but interaction and input are often overlooked. This session will provide guidance on building keyboard interactions that are accessible to millions of keyboard-only users and that provide more usable experiences for everyone.

- Gain an overview of keyboard accessibility techniques and evaluation methodologies.
- See examples of how to ensure accessibility of common widgets, such as carousels, dialog boxes, complex menus, tab panels, etc.
- Learn how ARIA's design and interaction patterns can improve accessibility for all users, not just those using screen readers.
- Discuss the current difficulties and future possibilities of custom application keyboard shortcuts.

### **About Jared Smith**

Jared Smith, M.S., is Director of Education Initiatives and an instructional designer, Web developer, and accessibility trainer for WebAIM (Web Accessibility in Mind), a project at the Center for Persons with Disabilities at Utah State University. He specializes in training Web developers, IT professionals, and educators in Web accessibility principles and techniques. He has developed accessible course content, Web multimedia, distance education tools, and database-driven Web sites.

Besides providing accessibility training as part of the WebAIM team, he also teaches courses in Macromedia Flash and multimedia development in the Instructional Technology Dept. at Utah State University. He has written a broad range of documents, tutorials, articles, and other materials, many of which are featured on the WebAIM site.



**3:00 PM YOU'RE DOING IT WRONG**  
by [Matt May](#), Accessibility Evangelist at Adobe

When it comes to advocating for accessibility, sometimes we are our own worst enemies.

It's an emotional subject to many of us, but we have to learn how not to overwhelm the people we want to make our allies.

In this session, we will cover right and wrong ways to introduce and encourage accessibility to all kinds of audiences.

**About Matt May**

Matt May is a developer, technologist, and accessibility advocate who is responsible for working internally and externally with Adobe product teams and customers to address accessibility in Adobe products, ensure interoperability with assistive technologies, and make customers aware of the many accessibility features that already exist in Adobe products.

Prior to joining Adobe, Matt worked for W3C/WAI on many of the core standards in web accessibility, led the Web Standards Project's Accessibility Task Force, helped to architect one of the first online grocery sites, HomeGrocer.com, and co-founded Blue Flavor, a respected web and mobile design consultancy.

## Day 2 - October 2, 2013

(Schedule subject to change)



**9:00 AM**     **TalkBack & Magnification Accessibility in Android 4.2+**  
by [Paul Adam](#), Accessibility Evangelist at Deque

Is Google closing the gap on Apple's mobile accessibility features? Now Android has magnification support for low vision users! With Android's open app ecosystem you can even install multiple accessible web browsers like Chrome & Firefox. See & Hear a demo of the latest assistive technologies in Android JellyBean 4.2+.

### **About Paul Adam**

Paul J. Adam is an Accessibility Evangelist at Deque Systems, Inc. by day and spends his spare time creating websites or learning iOS development.

He's worked as an Accessibility Specialist at the Texas Department of Assistive & Rehabilitative Services (DARS), a web designer for UT-Permian Basin and A&M-Central Texas, and has trained students, faculty, and staff in a wide variety of IT & Accessibility subjects.

Paul is also an Apple Nerd who got hooked after using the first accessible iPhone.





## **10:00 AM Accessibility on a Budget**

by [Sharron Rush](#), Executive Director of Knowbility

Maybe you don't have the inclination or budget to call in accessibility experts. There is still so much you can do to nurture a culture of inclusive design and digital accessibility within your organization or business!

Explore free and low cost resources and processes that can help you build an accessibility program. We will look at resources from the W3C, WebAIM, OpenAIR and more. Learn what you need to be your own expert.

### **About Sharron Rush**

Sharron Rush is the co-founder and Executive Director of Knowbility, a leading authority on web accessibility since 1998. Ms. Rush developed Knowbility programs to raise web accessibility awareness and skills and has led the organization to national prominence.

Since 2007, she has served as an invited expert to the Education and Outreach Working Group (EOWG) of the Web Accessibility Initiative (WAI) of the W3C. In 2009, she began as liaison from WAI to the e-Government Interest Group developing standards and best practices for using the Web to improve government accountability and transparency.

Ms. Rush has led Knowbility to recognition by the Clinton White House and the US Department of Labor for excellence in employment practices for people with disabilities. She has been invited twice to the West Wing to confer with Kareem Dale, President Obama's Special Advisor on Disability Issues.

In 2000 she was named Community Tech Champion by the Congressional Black Caucus. Under her leadership Knowbility received a Peter F. Drucker Foundation award for Innovation in the service of people with disabilities. Ms. Rush is a ComputerWorld Laureate and an advisor to the SXSW Interactive Media Conference. In 2001, she was named one of the Top 25 Women of the Web.

In addition, Ms. Rush was instrumental in developing the ATSTAR online teachers' resource project in collaboration with the Austin Independent School District Special Education Department. In 2002, she received the Dewey Winburne Award for Community Service through Interactive Media. Ms. Rush has a Bachelor of Science Degree from the University of Texas at Austin. She is co-author, with Dr. John Slatin, of Maximum Accessibility a definitive web accessibility resource.



## **11:00 AM The Mindfulness of Accessibility**

by [Elle Waters](#), Web Accessibility Evangelist at Simply Accessible

Exploring our preconceived assumptions about accessibility as it relates to user experience.

Our mental models with accessibility are almost always those with physical disabilities, and they are always based in Western cultural schemas.

I've been doing research on different user expectations based on circumstance, age, culture, language, and nationality, and how that impacts the design patterns and solutions we create to address the "Understandable" part of [POUR](#).

With the growing senior population (aging into disabilities) and the increase in children diagnosed with autism and ADHD, we need to broaden our expertise and reevaluate how we address the needs of users with cognitive disabilities.

### **About Elle Waters**

In the daylight hours, Elle Waters works as a web accessibility evangelist at Humana, a Fortune 100 company and leader in the health and wellness industry.

She focuses on accessibility implementation strategies in design, development, and process teams across the enterprise.

When the sun sets, she participates as a member of the Accessibility Camp movement. Deeply committed to providing a universally accessible experience for all users wherever she can have the most impact, she believes that there is no greater reward than if a website acts as a doorway where there was once a wall.

She has worked within the fields of social justice and web content for over 15 years to promote equality on the web. When not looking to start a revolution, Elle enjoys virtual worlds, zombie lore, and video games.



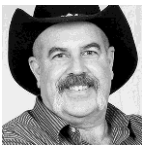
**1:00 PM     5 Layers of Web Accessibility**

by [Dirk Ginader](#), Senior User Experience Prototyper at Google

Starting with basic markup and ending with accessible javascript and WAI ARIA, Ginader will cover best practices and lots of tips and tricks to make your websites and web applications accessible to everyone.

**About Dirk Ginader**

Information coming soon.



**2:00 PM     Accessible Video in the Enterprise**

by [John Foliot](#), Co-chair of W3C Accessibility of HTML5 Media Elements

Increasingly video content is becoming part of the enterprise web environment. The promise of HTML5's video element was supposed to solve a lot of the issues around serving videos to the web. But has it succeeded? And what of Accessibility?

This seminar will cover the state of video delivery on the web today, the issues, the promises, and, importantly, how to ensure that it all meets accessibility requirements.

**About John Foliot**

John Foliot currently runs the Stanford Online Accessibility Program where I offer guidance and solutions on how to achieve on-line accessibility to content producers on campus.

He also actively involved with the W3C - the international internet standards body - where I currently co-chair a subcommittee on the accessibility of media elements in HTML5.



**3:00 PM 'Change' Is Not a Four-Letter Word**

by [Kimberly Blessing](#), Director at Think Brownstone

How are small business owners, large corporations, and the web professional community all the same when it comes to accessibility?

All of them need to embrace web accessibility -- or, in other words, they need to change.

**About Kimberly Blessing**

Kimberly Blessing, a long-time web professional and change agent, has facilitated massive change in organizations of all sizes and in our industry at large.

She'll explain why the accessibility movement is gaining ground and why people resist change, as well as help you embrace your inner change agent and give you the tools to lead this charge.