Reaching Everyone: Accessibility in Communications and Event Planning

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What are some reasons that we plan events?
ASU Design Aspirations

1 - Empower student success
5 - Leverage our place
6 - Be socially engaged
8 - Transform Society
Accommodation and Accessibility
UDL-IRN BELIEFS AND MISSION

We believe the traditional one-size-fits all model of education is outdated and broken. We believe our future is directly tied to the next generation of learners. We believe in the power of networking all education stakeholders.

“Our mission is to support the design of future-ready learning environments that are equitable, beneficial, and meaningful for all learners.”
Universal Design in Learning Information and Research Network (UDL-IRN)

Four Critical Elements

1. Clear-Goals
2. Intentional Planning for Learner Variability
3. Flexible Methods and Materials
4. Timely Progress Monitoring

https://udl-irn.org/
So, Let's Plan An Event
UD and the built environment

Assistive Listening system in place

Accessibility Parking

< Fingers reading braille Toilet sign
Man & women > wheel chair user at crosswalk with no curb cut.
Caption all videos.

Top tips for captioning video:

1. Use YouTube to auto-generate captions for your videos, then edit them.
2. If you upload the video to other platforms: download the caption.srt file from YouTube and upload it to the new platform.

Get more tips at http://links.asu.edu/a11y-video

54% of university students use captions at least some of the time
1. Caption

```
<caption>Large bearded man in pink tutu</caption>
```

2. In content

```
At first the guests thought it was amusing, but the man was having so much fun, they eventually decided to join him. Before long, everyone was dancing and laughing.
```

3. ALT tag

```
<img src="tutu.jpg" alt="Large bearded man in pink tutu">
```
Email

Top tips to make email accessible:

1. If you use tables for layout, add `role="presentation"` on the `<table>` element.
2. Add alternative text to all meaningful images. Add NULL alt text to decorative images.

Get more tips at [http://links.asu.edu/a11y-email](http://links.asu.edu/a11y-email)
What’s good ALT text? - example 1

Join Us for a Free Webinar!
Do Captions & Transcripts Improve Student Learning?
Date: October 30th at 2pm ET

Register Now!

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Date: October 30th at 2pm ET

Register Now!
Google Built the Most Powerful Computer in the World. Here’s Why You Should Be Very Worried.

Amazon is injecting Alexa with more artificial intelligence.
What's good ALT text? - example 3

Guiding Students to Success at Community Colleges

August 22 | 2 PM ET

Community colleges must do more than educate their students in order to guide
Website

Top tips to make websites accessible:

1. Use headings to structure content.
2. Make sure all pages are keyboard accessible.
3. Animation stops after 5 seconds or includes a pause button.

Get more tips at
https://webaccessibility.asu.edu
Social media

Top tips to make social media accessible:

1. Make hashtags accessible.
2. Use a URL shortener.
3. Put hashtags and mentions at bottom of posts.

Get more tips at http://links.asu.edu/a11y-media

#CamelCaseIsBetter
PowerPoint

Top tips to make PowerPoints accessible:

1. Use the default layouts.
2. Use default slide titles.
3. Build charts and data tables within PowerPoint.

Get more tips at http://links.asu.edu/a11y-ppt
Engagement Access

- What are some of the factors involved in learning?
Memory Learning Recall

Young boy with glasses carefully hot gluing a model

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ASU Web Accessibility

ASU Accessibility web page with BEST PRACTICES menu open

https://webaccessibility.asu.edu/articles
ASU LMS Accessibility

ASU LMS Accessibility web page showing one of several accessible content creation training videos

https://webaccessibility.asu.edu/articles
Discussion
Resources

• ASU Web Accessibility
• ASU Accessibility Project - Join or request a speaker - 
• Universal Design in Learning Information and Research Network 
• ASU’s LMS Training videos