



Session 4: Professional Development that Works

Slide Download

- <https://bit.ly/webaim-atap-4>



A Quick Recap

- **Leadership is key to overall success**
 - Focus on building a program, not finishing a project
- Formal digital accessibility policy sets expectations
 - Formally planning the implementation identifies tasks, projects, and priorities
- Budgeting and communication planning facilitate tasks and projects



Training alone does not create a sustainable accessibility effort.



Training is a key component of a sustainable effort.



Training is uniquely up to us.

Professional Development Considerations

- Expectations about goals and outcomes
- Role-based training
- Additional workload
- Effectiveness of professional development efforts
- Logistics
- Ongoing supports
- Motivation

Existential Questions

- What do people actually do?
- Expectations of outcomes = Reality
 - PDF repair
 - Extensive?
 - Limited?
 - Or, focus on authoring tools?



Role-based Training Structure

Role	Intro	Docs	PDF lite	Web Basics	Web Adv.	Policy	Evaluation	Purchasing and Use
Support Staff	Yes	Yes	Yes	No	No	No	Maybe	Yes
Content Creators	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Quality Assurance	Yes	Maybe	Maybe	Yes	Yes	No	Yes	No
Hiring Managers	Yes	Yes	Maybe	No	No	Yes	No	No
Procurement Decision Makers	Yes	Yes	Maybe	No	No	Yes	Maybe	Yes
Program and Project Managers	Yes	Yes	Maybe	Maybe	No	Yes	Maybe	Yes
Leadership	Yes	Yes	Maybe	No	No	Yes	No	Yes

Accessibility Roles and Responsibilities Mapping

- From the World Wide Web Consortium
- Picking up steam again
- Still in draft form, still useful
- ARRM site
 - Role definitions helpful here

Why?

- Avoid wasting people's time
 - Wasting time builds resistance
- Ensure people learn needed skills
 - Focused learning is more effective
- Better account for schedules, project responsibilities, etc.

Content Logistics

- Staying current
 - Staff turnover
 - Changes in techniques or technologies
- Is the training accessible?
- Internal or external trainers?
 - Start with external, then internalize
 - Subject matter expert ≠ Instructor

Delivery Logistics

- Synchronous or asynchronous?
- In-person, remote, or hybrid?
- Formats
 - Text, images, etc.
 - Video
 - Learning management system
- Consider the audience and instructors

Training Efficacy

- Participation or completion rate?
- Assessment of digital products
- Active assessment
 - Surveys
 - Quizzes
 - Exercises
 - In-training, after, or as a follow-up

Participation Count



Encouraging Participation

- Incentives
 - Keys to the website
 - Recognition
 - Badging/certificates
- Sanctions
 - Be careful
- Job descriptions...



Job Descriptions and Training



- Ripples

- Hiring and onboarding
- Professional development planning and execution
- Performance reviews and monitoring
- Demand for professional development

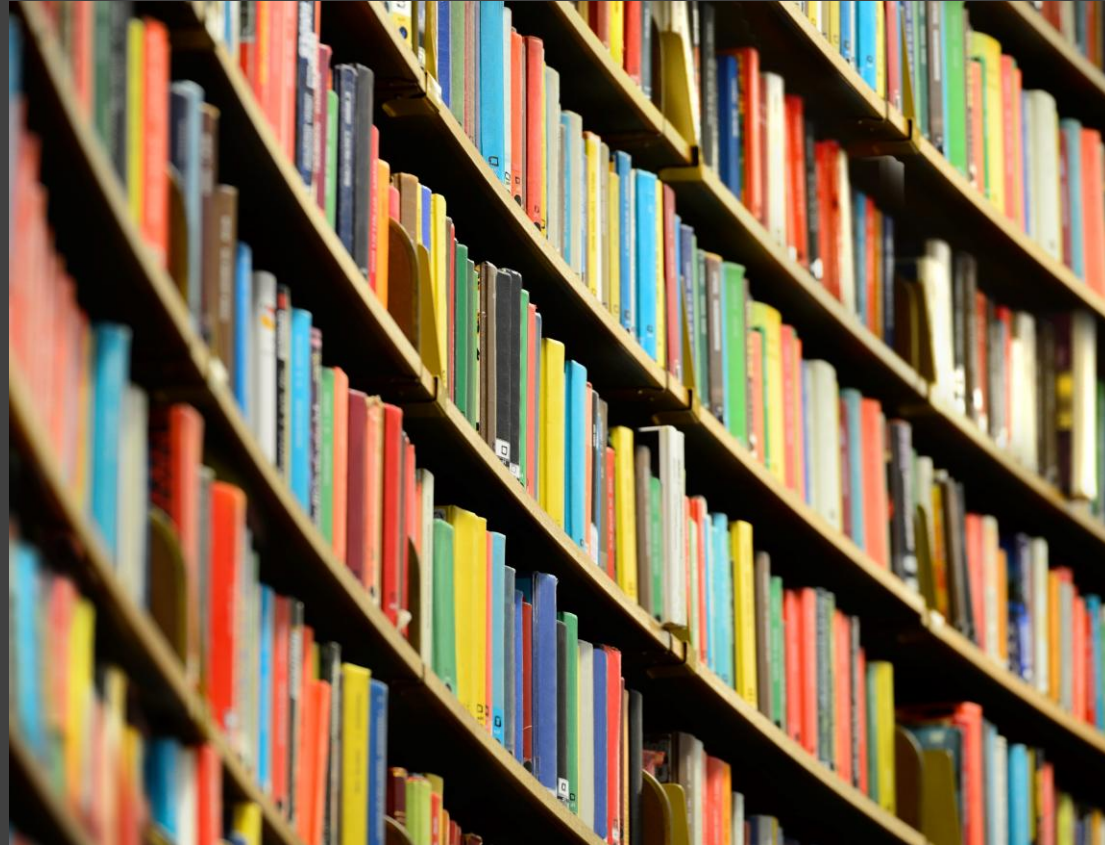
Odds and ends

MORE THOUGHTS

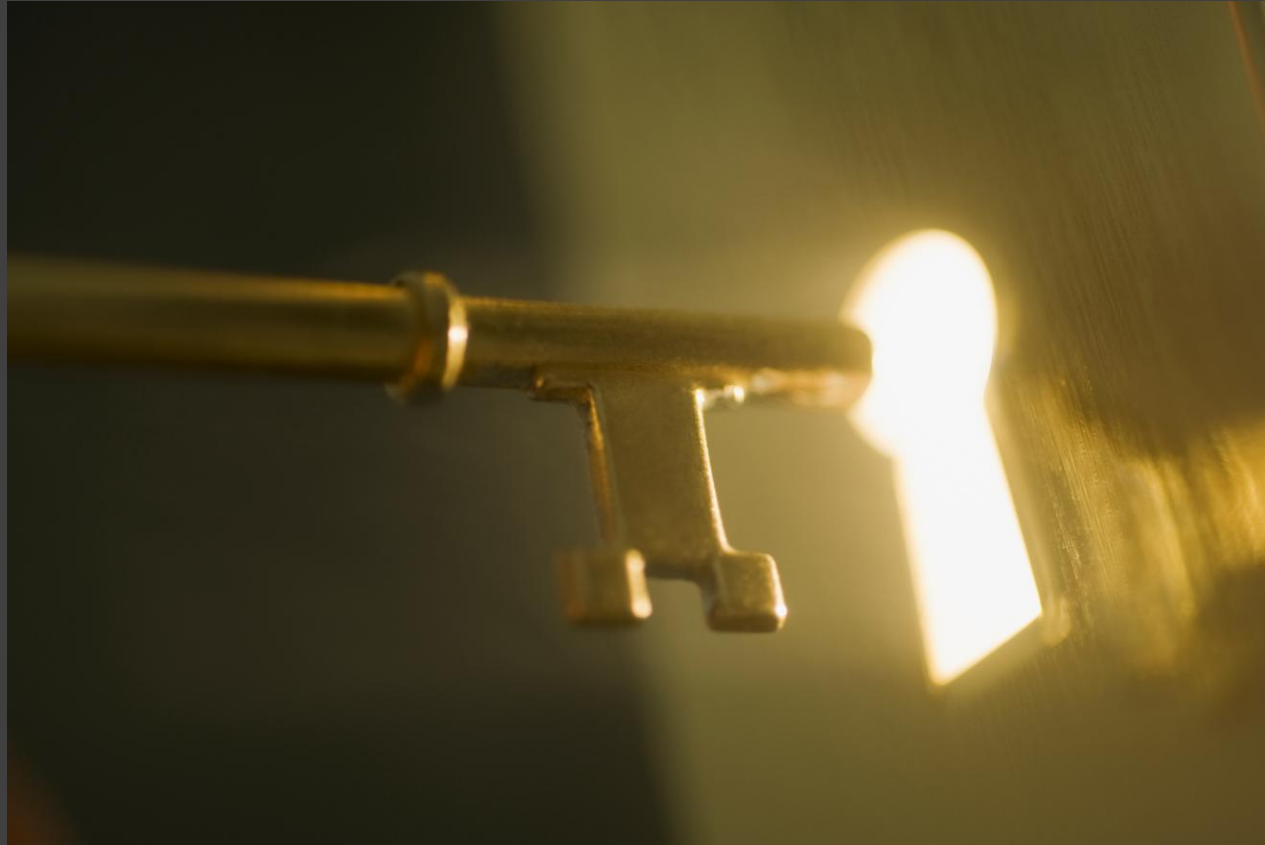
People Need Time



People Need References and Support



Leadership is Key



Messaging

- Operational efficiency
- Less remediation
- Return on investment
- Mission, vision, values
- Risk management
- Privacy and security
- Civil rights
- Harm reduction

A Couple More Ideas

- Integrate with existing training
- Start where people are
- Emphasize this is a shared Responsibility



Questions

WHAT WOULD YOU LIKE TO ASK?

Thank You!

SERVICES

- Training
- Evaluation
- Consultation

RESOURCES

- E-mail discussion list
- Monthly newsletter
- Tutorials, articles, and resources
- Blog

