

WebAIM
web accessibility in mind



Session 3: Budgeting and Communication

Budgeting

- There will be needed investments
- Share fiscal responsibility where possible
- Centralize when it makes sense
- Account for timing
- Align spending with priorities in Implementation Plan

Investments

- People
 - Shared and central
- Website evaluation tools
 - Shared and central
- Evaluation/audit of website(s)
 - Shared and central
- Training
 - Often central
- Consulting
 - Shared and central



More Investments

- Messaging
 - Shared and central
- Captioning and audio description
 - Shared and central
- Remediation
 - Shared and central
- Accessible technology products
 - Shared and central
- Time
 - Shared and central



Returns



- Reduced legal risk
- Alignment with mission, vision, and values
- Improved service to citizens

Tips

- Central investment can leverage volume discounts
- Public entity?
 - Look for statewide contracts
- Shared?
 - Still coordinate centrally to avoid double spending





A Note About Being Proactive

- Tremendous return
 - 1 hour of planning = 4-5 hours of fixing

Communication

Cast a Wide Net

- Leadership
- Employees
- Clients
- Community members
- Peer organizations



Consider Audience, Message, Channel

- Peers

- How to make a thing more accessible
 - Lunch and learn; blog post; intranet

- Leadership

- We need help moving this forward
 - Direct conversation

- Peer organization

- Public commitment statement
 - Public-facing website

Create Opportunities

- Community of Practice
 - Support with asynchronous forum and scheduled meetings
- Listening sessions
 - Gain insight into pain points and invite dialogue
- Hosted presentations
- Brown bag lunches

Ongoing Communication at Microsoft

- January 2016 – Announced new organizational structure
- February 2016 – Roadmap to meet 3 accessibility priorities
- October 2018 – Accessibility updates in Windows 10
- April 2021 – “Doubling down” with a new 5-year roadmap
- January 2026 – A Decade of Building for Everyone
- Annually – Microsoft Ability Summit

Other Examples

- WebAIM Newsletter
 - Targets the accessibility community
- State of Minnesota newsletter
 - Targets Minnesota state government
- Harvard University's The Accessible World
- Blogs
 - There are lots

Motivation

- Convey that the work matters
 - Not just busywork
- Convey that the work is valued
- Help people understand clearly what the work is
 - Why are we doing it?
 - How do you contribute to it?

Incentives

- Recognition Competition
- Performance monitoring
 - Prerequisite: accessibility in job descriptions
- Badges and/or micro-credentials
- Certifications (providing or valuing)

Q and A



Thanks! I look forward to our next session!

