Accessibility in Technology Procurement and Use



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Exposing and Communicating the Connection

ACCESSIBILITY, SECURITY, AND PRIVACY

But, Security and Accessibility Aren’t Friends



These are Tightly Coupled

- Inaccessible login?
  - People sharing credentials
- Inaccessible forms
  - People sharing personally identifiable information
- Short timed responses
  - People doing either of the above
- Inaccessible multi-factor authentication
  - Ditto that

SETTING THE STAGE

“Contractual, Licensing, or Other Arrangements”

- Title II specifically addresses third-party products
- Purchasing entities are responsible for their selection
- Accessibility must be a requirement

Procurement Documentation

- Request for Information
- Request for Proposal
- Contract
- Purchase order



Evaluation and Assessment

- Demonstrations
- Accessibility Conformance Report
- Direct Testing
- Scoring Matrix



Early Introduction

REQUESTS FOR INFORMATION/PROPOSAL

Goal

- Emphasize accessibility as a fundamental requirement
  - In writing
  - In meetings
  - In correspondence
- Gain insight into vendor accessibility practices
- Specify what vendors must provide

Request for Information (RFI)

- Ask about vendor practice
- Instruments:
  - HECVAT from EDUCAUSE
  - Policy Driven Adoption of Accessibility
- Ideally: integrated into vendor's work, product lifecycle, etc.

Request for Proposal



- Product level
  - Good to ask about vendor level if no RFI issued
- Set high expectations
- Explain your vetting process

Require Specifics

- Document the technical standard of reference
- Documentation about accessibility
- Expectations for documentation (current, complete, accurate, thorough)
- Direct testing requirements, if necessary

Other RFI/P Considerations

- No response about accessibility?
  - What do you do if a vendor doesn't send another piece of required information?
  - Early indicator of **organizational will**
- Is all functionality addressed?
- Use these to call accessibility out internally as well
- Are response materials accessible?

Also…

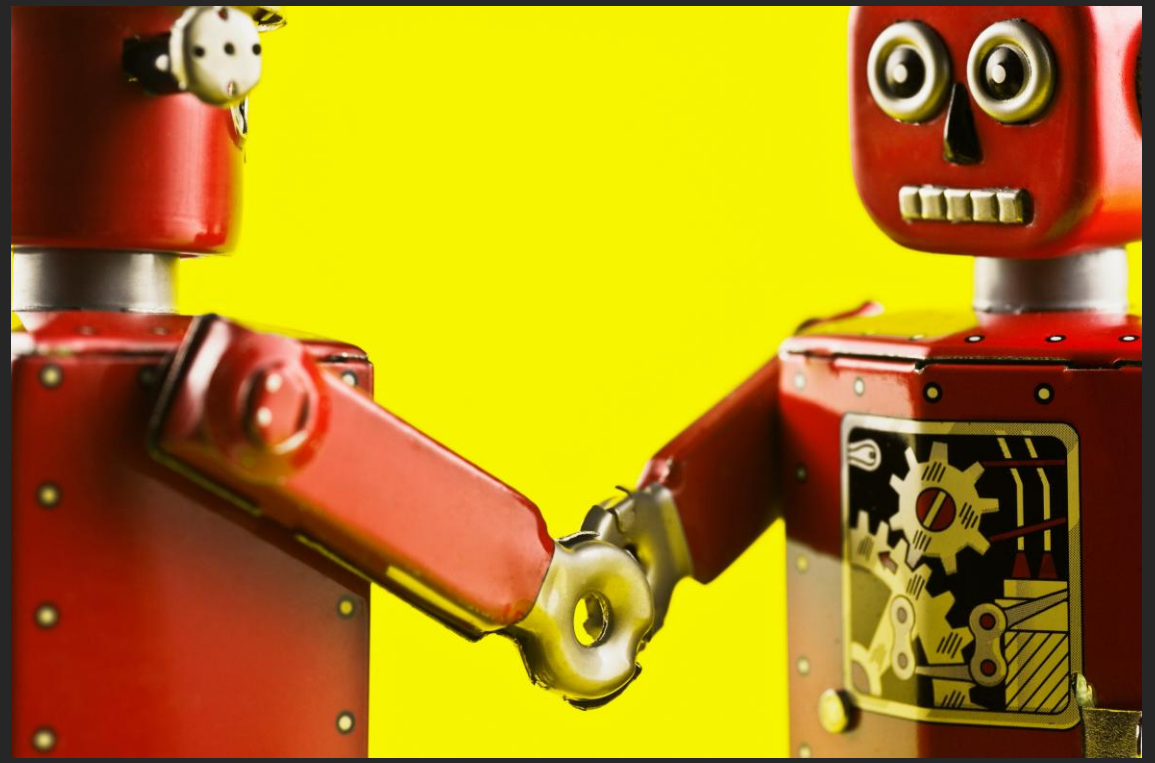
- Statement of Work
- Requirements on a napkin

Hold Vendors Accountable

CONTRACTS AND PURCHASE ORDERS

Goals

- Protect the purchasing organization
  - Invalid vendor claims
  - Incurring additional costs
  - Path for recourse
- Cautionary tales are common



Contract Language

- Codify what was in your RFP, etc.
  - Standards and such
- Detail what happens if barriers are discovered
  - Require roadmap for fixes
  - Detail timeline or who in your organization sets it
- How are fixes validated?
  - Third party? In-house?
- Terms to cancel contract (**organizational will** is key)

Purchase Order Language

- Purchase orders become contracts
- Include an accessibility clause in Terms and Conditions
  - Stanford's clause
  - Item 28 in George Washington University's

Example Contract Language

- Commonwealth of Massachusetts contract language
- University of Oregon contract language
- Disability:IN's guidance

Other Tools

- Services Agreement
- Service Level Agreement

Observe and Report

PRODUCT DEMONSTRATIONS

Structure

- Part of overall demo
- Have separate accessibility demo and Q and A
- Not either/or
- Accessibility-only is likely to gain more information

Participants

- Purchaser
  - Likely, subset of overall team
  - Accessibility specialist, IT, product owner, etc.
- Vendor
  - Accessibility specialist, sales, UX design, web developer
- Make goals clear



Questions to Consider

- Vendor demos drag and drop
  - How can someone perform that action from the keyboard only?
- Can you use that menu without using a mouse?
- How are those form fields and labels associated with each other?

The Details

VOLUNTARY PRODUCT ACCESSIBILITY TEMPLATE AND ACCESSIBILITY CONFORMANCE REPORT

Voluntary Product Accessibility Template

- Or, VPAT
- Template for vendors to self-disclose accessibility
- Based on different standards
- Tool that we can use more effectively

Accessibility Conformance Report

- Or, ACR
- VPAT when completed by vendor
  - What you require
- Current
- Complete
- Accurate
- Thorough

Vetting the ACR

- Vet non-technical and technical information
- Pose questions
  - Role of designated contact
  - Specifics about evaluation methods
  - Supports: specifically how
  - Partially supports: where and roadmap
  - Does not support: roadmap
- More details from WebAIM

Considerations and Thoughts

DIRECT TESTING

Perform Testing: How Much?

- Representative sample of pages or workflows
- Most critical for people's user journeys
- Aim for consistency across products
  - Date picker in one, date picker in all
- Can get granular in RFP

Performing Tests

- WAVE or similar automated tool on representative sample
- Consider scaled back manual checks

Possible Manual Checks

- Scale back the effort and time required
- Still done consistently across platforms
  - Think, apples to apples
- “Manual Accessibility Impact Score” on page linked above
  - Good starting place

Share Results? Some Concerns

- Message to vendors
- Internalization of costs by purchaser
- More likely to create bottleneck
  - “Accessibility’s fault”
- Is testing on production or equivalent?



Reducing Subjectivity

SCORING MATRIX

Scoring The ACR

- Prioritize impact of items on ACR and set score, EG:
  - Critical, 0 points
  - Bad, 1 point
  - Moderate, 2 points
  - Recommended, 3 points
  - No issue, 4 points
- Similar approach to rate non-technical items
- An example from th University of Indiana

Scoring Other Material

- Direct testing or demonstration results
  - Like how you would rate technical ACR elements
- Vendor program maturity
  - Some in non-technical ACR elements
  - Policy Driven Adoption of Accessibility/HECVAT

Weighing Accessibility

- **Organizational will**
- Another internal reinforcer
- Weigh heavily enough to rule out product with bad accessibility
- Anyone willing to share if already done?



Thank You!

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- E-mail discussion list
- Monthly newsletter
- Tutorials, articles, and resources
- Blog
- Fall conference September 16-17

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web accessibility in mind