How to Use Accessibility Statements to Create a Better Library User Experience

ProQuest & textBOX Presents

ACRL Choice March 2022
Today’s Speakers

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ProQuest, Part of Clarivate
Poll Question

How familiar are you with Accessibility statements?
A: Very familiar – I’ve written one before
B: Familiar – I’ve seen a few
C: Not familiar – I don’t know where to start
Brandy McNamara, ProQuest
Accessibility: What, Why, & Who?

A person who has a physical or mental impairment that substantially limits one or more major life activities, a person who has a history or record of such an impairment, or a person who is perceived by others as having such an impairment.

15% of the global population

Inclusive design practices = 😊 Users

Mandated by customers
Required by law
NEEDED BY EVERYONE
What can you do to ensure accessibility for all?

• Ensure vendor standards meet WCAG 2.1 (2.2 coming soon)
• Test, retest, test again
• Work with experts
• Continuously educate
• Request current VPATs
• Accessible format = EPUB
• Accessible features ex. Image descriptions
What challenges do the LibCentral and Ebook Central statements help librarians and patrons overcome?
Ebook Central Accessibility Statement

Non-Accessible Content

Not all parts of the Ebook Central site may be fully accessible. The content listed below is non-accessible for the following reasons. Attributes of documents that may not be accessible are as follows:

- Ebook Central does support long descriptions and alternate text if provided by the publishers. Some ebooks contain images without accessible descriptions and cannot be read by a screen reader.
- Headings and labels within ebook files are not always provided by the publisher, making it difficult to navigate with assisted technology. If headings are needed, EPUB is the better choice for online and offline reading.
- There may be occasional issues with missing skip-link navigation issues on the Ebook Central site, and we are working this year to address them.

We continue to work with publishers to obtain accessible versions of all content. Please let us know if you experience any issues through our contact details provided in the Support and Feedback section below.

Support And Feedback

Our support team is available and trained to accommodate the needs of patrons with disabilities.

Alternatively, your institution may have access to Bookshare (International), AccessText (U.S., U.S. Territories, & Canada), or RNIB Bookshare (UK), all of which provide accessible book files to patrons with disabilities and organizations that serve them.

If you still cannot access the title you need, please Submit a Case via our web form. Or contact us by phone. We will respond to your request within 24 hours.

United States & Canada (toll free):
+1 800 889 3358

Outside North America:
+800 4997 4111 or +1 734-707-2513

Screenreaders

There is much more on the Ebook Central pages that sighted users don’t notice, such as hidden landmarks, descriptions of state (“this section is collapsed”), and other code to support accessibility. These elements don’t show visibly but are detected by screen readers and provide additional information. Everything has been labeled according to its function, which makes navigation easy. There are many ways to navigate Ebook Central that are non-linear, patrons can jump from heading to heading without having to read the text in between. Our approach is based on leading accessibility standards, so non-sighted users should be comfortable working right away.

Ebook Central tests using the latest version of screen reader and browser combinations as follows:

- Desktop:
  - Chrome or Internet Explorer 11 + JAWS
  - Firefox + NVDA
  - Safari + Voiceover
- Apple Mobile: Safari + Voiceover
- Android Mobile: Chrome + Talkback

Text to speech

People with dyslexia or different language backgrounds or people trying to multitask may benefit from listening to text. Ebook Central does not offer an embedded text-to-speech tool, but text to speech is:

- built into the Edge browser
- available as browser plug-ins for Chrome, FireFox and Opera.
- built into most digital devices such as PCs, Macs, Tablets and Phones.

To read Ebook Central’s full accessibility statement, click here.
Huw Alexander, textBOX
knowledge funnel

CONTENT CREATOR
PUBLISHER
PLATFORM PROVIDER
LIBRARY
USER
content ecosystem
compliance + risk
think differently
the conversation
user guide

- Intuitive design
- Features
- Tools + Services
- Issues + Fixes
- Partnerships
- Future plans
inclusive marketing tool

Opportunity to tell the story of:

• Investment + Time
• Resources
• Innovation
• Vision + Identity
• Student Recruitment
ongoing conversation

Opportunity for:

• Engagement
• Feedback
• Learning
• Building community
Formative: making users smarter.
Actionable: making users resilient.
Compliant: keeping the organisation safe.
Transparent: keeping disabled users on board.
Supportive: making users confident.
### FACTS criteria

**COMMUNICATION COMPLIANCE**
- Scope
- Discoverability
- Statement Preparation
- Testing
- Contact information
- Feedback + Complaints
- Responsiveness
- Enforcement Procedure
- User tools

**CONTENT COMPLIANCE**
- Technical information
- Web standards
- Non-accessible content
- Non-compliance with regulations
- Disproportionate Burden
- Content not in scope
- Accessibility roadmap
- Third-party suppliers

**USER EXPERIENCE**
- Colours + Contrast
- Magnification + Reflow
- Page navigation
- Menu navigation
- Screen reader navigation
- Images + alt text
- Meaningful hyperlinks
- Video + Audio content
- Heading Structure
- Forms

Part I: The Publisher/Platform statement
case study: LibCentral
anatomy of a statement

• Introduction
• Things that work
• Things that don’t work (workarounds)
• Things that help
• Things we’re working on
introduction

• Make sure that your statement is prominently positioned and signposted.

• Ensure that the statement is surfaced in Google searches.

• Make sure to identify and remove out-of-date information to reflect updates.

• Explain your commitment to accessibility standards and how this aligns with the organization’s philosophy or vision statement.
things that work

This section tells users what you have done for accessibility, what works, and how they can benefit from it. It may include information on the following elements:

- Magnification and reflow.
- Personalization options such as colour/contrast, line spacing, margins etc.
- Availability of image descriptions.
- Navigation options, including tagging for headings and subheadings etc.
- Keyboard-only navigation and operation.
- Interoperability with assistive technology.
Inform users about any accessibility issues that have not yet been resolved. For instance, DRM restrictions may have an impact on the tools the user can use.

- EPUBs being tied to Adobe Reader and thus losing much of their accessibility.
- Copying restrictions reducing functionality for text-to-speech tools.

Be transparent about what does not work and discuss other options available and help manage expectations. For instance:

- Accessing the content in a different way that more closely matches the reader’s needs such as downloading in a different format or reading online.
- Free tools or plugins that can make a difference. For example, colour overlay tools or high contrast settings can compensate for a lack of built-in colour change options.
Ensure users can request accessible content and make accessibility enquiries. Include information about:

• Contact details (email/phone).
• Licensing terms + conditions.
• Typical response times.
• Accessibility organizations such as Bookshare and AccessText.
This section is designed to demonstrate both confidence and competence, so it covers the following aspects:

- Accessibility testing.
- Roadmap.
- Engagement with users.
- Currency of information.
testing + measurement

• Include dates for when the testing was done and when the accessibility statement was last updated.
• Outline the testing involved, including which assistive technologies were used, automated testing software, or third-party testing vendors.

LibCentral uses a variety of automated and manual tools for accessibility testing including, but not limited to:
• Color Contrast Analyzer provided by WebAIM
• Deque aXe accessibility testing tool
• High-contrast Chrome extension
• Keyboard-access manual testing and assessment
• WAVE (Web Accessibility Evaluation tool) provided by WebAIM
• Ebook Central tests all existing and new functionality with the latest version of JAWS, NVDA, and VoiceOver.
A roadmap is a way of communicating with your customers about identified issues and how you are addressing them. It is a sign of engagement and a proactive approach. The roadmap may include the following:

- Testing results.
- Remediation plans + timeline.
- Outline your quality assurance processes.
- Measure your improvements.
engagement

- Provide information about the staff training that you have undertaken.
- Provide an outline of what processes and training you have implemented within your organization.
- Talk about your accessibility working groups or dedicated accessibility-focused departments. Highlight involvement with external taskforces or committees.
- Discuss the ways in which your content development processes embed accessibility.
• An accessibility statement is not a one-off exercise. It should be updated at least annually and should reflect any updates to your system.

• Your accessibility statement is an evolving document. It is a conversation with your users and showcases the improvements and innovations you have implemented.
Part II: The Library Statement
ONLINE ACCESSIBILITY

is committed to providing online services, tools, and resources that are available to everyone in our community, including people with disabilities.

follows WCAG standards and regularly tests our online interfaces with users of assistive technology. We work closely with vendors to address accessibility issues.

We are working towards universal access, but there may be some gaps. If you are unable to access an online resource due to a disability, please contact us using Ask a Librarian.
anatomy of a statement

• Communication
• Content
• User Experience
Communication Compliance assesses the quality of the information provided within the accessibility statement including:

- Contact information
- Responsiveness
- Testing
- Feedback channels
Level 1: Communication

SCOPE
Specify which website the accessibility statement is applicable to.

DISCOVERABILITY
Is the accessibility statement easily discoverable on the website?

PREPARATION OF THE STATEMENT
When was the statement initially prepared and last reviewed and updated?

SITE TESTING
Provide the date and method of testing that was used to review the website.

CONTACT DETAILS FOR ALTERNATIVE FORMATS
Include contact information for users who may need the website content in an alternative format.
Level 1: Communication

FEEDBACK + COMPLAINTS
Provide contact information for users wishing to provide feedback or make a complaint about the accessibility of the website.

RESPONSIVENESS
Provide information about the target response times in replying to accessibility enquiries.

ENFORCEMENT PROCEDURE
Include information about legal enforcement if applicable. For instance, contacting the Equality and Human Rights Commission in the UK.

REFERENCE TO ADDITIONAL USER-FOCUSED GUIDANCE
Link to additional guidance available from third-party providers (such as AbilityNet) or internal links to provide the user with guidance in changing their settings.
Content Compliance assesses the quality of the information provided about technical specifications, transparency around non-compliance, and required legal language.
TECHNICAL INFORMATION ABOUT THIS WEBSITE’S ACCESSIBILITY
Provide a technical compliance statement. For instance: “[Name of organisation] is committed to making its website accessible, in accordance with the [Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018].

COMPLIANCE WITH WEB STANDARDS
Provide information about the website’s compliance level with the WCAG 2.0 AA web standard (WCAG 2.1 AA in Europe).
THIRD PARTY SUPPLIERS + CONTENT
Does the institution’s accessibility statement refer to third party suppliers or content and provide options for sourcing accessibility statements from these suppliers?
Level 2: Content

NON-COMPLIANCE WITH THE ACCESSIBILITY REGULATIONS
Does the accessibility statement include information about content that is non-compliant with the accessibility regulations? For example:

- the text will not reflow in a single column when you change the size of the browser window.
- you cannot modify the line height or spacing of text.
- older PDF documents are not fully accessible to screen reader software.
- live video streams do not have captions.
- online forms are difficult to navigate using just a keyboard.
- you cannot skip to the main content when using a screen reader.

ACCESSIBILITY ROADMAP
Is a roadmap provided within, or linked to, the accessibility statement indicating future planned improvements and an estimated timeframe for completion?
Level 3: User Experience

User Experience measures the quality of the information provided about personalization of the website to meet the user’s requirements. The goal is to empower users by moving beyond simple compliance to supporting the user experience.
Level 3: User Experience

COLOURS + CONTRAST
Information on changing colours or contrast levels on the website. For instance, in-built features, third party tools, or browser plugins.

MAGNIFICATION + REFLOW
Information on magnification and reflow.

KEYBOARD NAVIGATION: PAGE NAVIGATION
Information about keyboard navigation, such as skip links, tab order and visual focus.

KEYBOARD NAVIGATION: MENU + SUB-MENU NAVIGATION
Information about keyboard navigation relating to menu and sub-menu navigation.

NAVIGATING USING A SCREEN READER
Information about compatibility with screen reader technologies. Include information on recommended browser type and version for optimum compatibility.
Level 3: User Experience

IMAGES + ALT-TEXT
Information about inclusion of alt-text for images on the website.

MEANINGFUL HYPERLINK TEXT
Does the website include meaningful hyperlink text?

ALTERNATIVE TEXT METHODS FOR VIDEO AND/OR AUDIO CONTENT
Does video or audio have signposted alternative text methods such as captioning, transcription, audio descriptions?

CONSISTENT HIERARCHICAL HEADING STRUCTURE FOR PAGES
Does the web page contain a logical + consistent hierarchical heading structure to promote easy navigation?

ACCESSIBILITY OF FORM-CONTENT
Are website forms accessible to users? Instructions, required form fields, and field formatting requirements must be clearly identified to users and keyboard navigable. Error recovery must be intuitive and descriptive.
Welcome to the ASPIRElist for platforms. The ASPIRElist contains the rankings of all ASPIREverified digital platforms. How do you fare against your competitors and peers?

Click on a row to explore a detailed dataset for each platform.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Platform</th>
<th>ASPIREscore %</th>
<th>Verified</th>
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<td>SAGE Knowledge</td>
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</tr>
</tbody>
</table>
impact of ASPIRE
The ASPIRE scores make it easy for us to see which vendors we should be working with.

Melissa Steiner | Birkbeck, University of London
aspirational

FREE

10%
accessible ecosystem

tell your accessibility story

PUBLISHER  PLATFORM
LIBRARY  USER
references + tools

ASPIRE: https://www.textboxdigital.com/aspire-home

ASPIRE FACTS guidelines for libraries: https://www.textboxdigital.com/aspire-education-guidelines

ASPIRE guidelines for platforms: https://www.textboxdigital.com/aspire-platform-guidelines

ASPIRE resources: https://www.textboxdigital.com/aspire-resources

searchBOX Directory: https://www.textboxdigital.com/searchbox

searchBOX Finder: https://www.textboxdigital.com/searchbox-finder

W3C Statement Generator: https://www.w3.org/WAI/planning/statements/

ProQuest Accessibility Directory: https://about.proquest.com/en/about/proquest-accessibility/
Questions? Get in touch.
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@textboxdigital
@aspirelist
textboxdigital.com
Joanna Keel, Joanna.Keel@proquest.com
Thank you