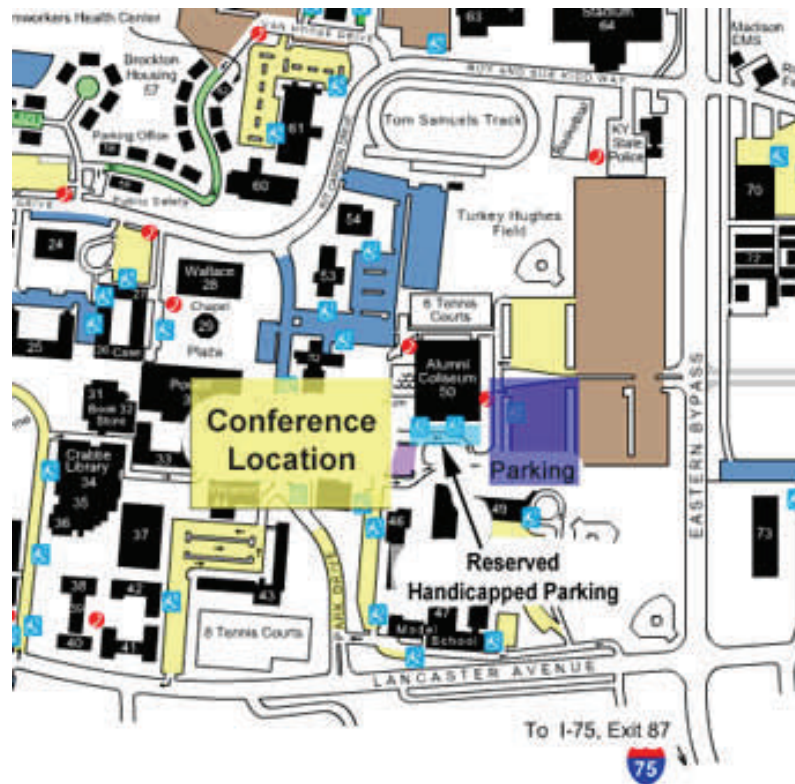




State-Wide Web Accessibility Symposium

March 5, 2008

Eastern Kentucky University



Times

Check-in, 8-9 a.m.

Sessions, 9-3:50 p.m.

Lunch, 11:30 a.m. -12:45

SPEAKERS

- Teresa Belluscio, Director of Disability Services, EKU, Web Accessibility: January 2008 update — Case law, structured negotiations and legal strategies.
- Ward Henline, Technology Specialist for Center on Deafness Initiative, Captioning for internet video content: is it really an accommodation for the deaf and hard of hearing? — When English is not the first language of many deaf and hard of hearing individuals, does it make sense to assume that adding captioning to internet video content is reasonable accommodation? We will examine the opinions of deaf and hard of hearing individuals as well as offer additional advice for accommodation.
- Jim Gleason, EKU Dept. of Communication Instructor, 21 Tips for User-Centered Web Design: Tactics, Tools and Techniques That Work — Poor website design can obscure the message and goals of your website from even the most dedicated visitor. This presentation explores “usability” as a practical application, and explores concrete tactics for creating a positive user experience. Specific topics identified include user, designer and client expectations, accessibility, layout and navigation, graphics and multimedia, content organization, and site availability.
- Marilyn Greenwell, Web Accessibility Coordinator for Univ. of Louisville, Web Awareness 101 — With the click of a mouse, a wealth of information is “at your fingertips” ... if you can use a mouse... and see the screen... and hear the audio. In other words, if you don't have a disability of any kind. This session is designed to bring awareness to various disability types, help you understand how people with disabilities use the web as well as their frustrations when they cannot. Ease their frustrations by making your website comply with laws and guidelines.
- Karl Groves, Senior Accessibility Consultant, Accessibility Auditing Methods — The SSB Bart Group in DC has the largest staff of any accessibility firm in the US as well as the largest number of blind consultants in any accessibility firm.
- Michael Providenti, Web Development Librarian and Robert Zai, Research and Instructional Services Librarian, NKU, Web Accessibility at Kentucky's Academic Libraries — Data collected in two studies have suggested more attention is needed to improve the accessibility of academic library websites. The legal framework and the enforcement mechanisms that can be applied to academic libraries and universities will be discussed. A number of common tools used to evaluate pages will be presented and explained.
- Marlow Marchant, Technology Professor, EKU, Using Cascading Style Sheets to Improve Web Accessibility — Using Cascading Style Sheets (CSS), with the HyperText Markup Language (HTML) necessary to create Web pages improves a computer's ability to verbalize the content of a page for the visually impaired. Using CSS, the Web page creator separates the formatting of a page from the content, leaving the page without a bloat of HTML tags which can make it difficult for those with visual problems to understand. The presenter will demonstrate the use of CSS and provide examples of how it improves Web Accessibility.
- Ron Yoder, EKU Director of Web Communications, Public Relations and Marketing, Accessible and Good-Looking Web Content — With a little consideration for basic design elements and a little knowledge of CSS, you can dress up web email, web forms, and Web 2.0 sites in ways that not only make them look good but also increase their accessibility. Result? Your email will get read more, your databases will have cleaner data, and your online groups will participate more.
- Dr. Gloria Reece, educator on New Media and Instructional Technology, Accessible/User-centered Design, Universal Accessibility & Multimodal Curricula: Creating New Media Products for Multicultural Audiences — How to identify the fundamental connections between multimodal interface design and universal accessibility when designing new media products for on-line learning activities for multicultural students with low vision. The session will address the fundamental connections between interface design and accessibility when designing new media products, and examine frameworks instructional designers can apply.
- Sage Cutler, Central Kentucky Project Manager ConnectKy, The Digital Divide & Closing the Gap — We will take a look at what the Digital Divide is, its significance, and the impact of what we are doing in Kentucky to help bridge this barrier. We will review some of the recent successes, and discuss current and future focus areas to ensure Kentucky remains the place to live, work, and raise a family.
- Jon McGee and John Estes, designers at UK Creative Graphics and Web Design, Retro-fit vs. Redesign — In this session, John Estes and Jon McGee, Web developers for the University of Kentucky, will discuss why 'retro-fitting' your old design may not be the most cost-effective approach to making your current Web site more accessible and user-friendly.
- Mary Donnelly, Evantage Consulting, MN, Case Study: Findings of an accessibility study of an online resource directory geared towards people with a disabilities and seniors — In July 2005, we conducted a study as to the overall accessibility of an online directory geared towards seniors, people with disabilities, caregivers; families; and low income people. Twenty-five individual tests were conducted in users' homes. All users accessed the web using assistive technology. This presentation will cover logistics, methodology, findings, and recommendations.
- Marilyn Greenwell, Web Accessibility Coordinator for Univ. of Louisville, Creating Accessible PDFs — Think you have an accessible PDF file because you converted it to PDF when you saved it? Think again! Yes, even your PDF files must be accessible. This hands-on course will teach you to test a

Session	Type	Level	Presenter(s)	Location	Time
Registration and breakfast					8:00-9:00
Welcome	speaker	all		SSB Auditorium	9:00-9:30
1st Session					
Web Accessibility: January 2008 update	speaker	all	Teresa Belluscio	SSB Tele-conference 549	9:40-10:30
Captioning for internet video content: is it really an accommodation for the deaf and hard of hearing?	speaker	all	Ward Henline	SSB 361 Conference	9:40-10:30
21 Tips for User-Centered Web Design: Tactics, Tools & Techniques That Work	speaker	basic	Jim Gleason	SSB Auditorium	9:40-10:30
2nd Session					
Web Accessibility Awareness 101	speaker	basic	Marilyn Greenwell	SSB 361 Conference	10:40-11:30
Accessibility Auditing Methods	speaker	all	Karl Groves	SSB Auditorium	10:40-11:30
Web Accessibility at Kentucky's Academic Libraries	speaker	advanced	Michael Providenti, Robert Zai	SSB Tele-conference 549	10:40-11:30
Lunch - Regents' Dining Room in cafeteria with BOF meetings				Powell Cafeteria	11:30-12:45
3rd Session					
Using Cascading Style Sheets to Improve Web Accessibility	speaker	advanced	Marlow Marchant	SSB 361 Classroom	1:00-1:50
Accessible and Good-Looking Web Content	speaker	all	Ron Yoder	SSB 361 Conference	1:00-1:50
Universal Accessibility & Multimodal Curricula: Creating New Media Products for Multicultural Audiences	speaker	advanced	Dr. Gloria Reece	SSB Auditorium	1:00-1:50
The Digital Divide, and Closing the Gap	speaker	basic	Sage Cutler	SSB Tele-conference 549	1:00-1:50
4th Session					
Retro-fit vs. Redesign	speaker	basic	Jon McGee, John Estes	SSB Auditorium	2:00-2:50
Case Study: Findings of an accessibility study of an online resource directory geared towards people with a disabilities and seniors	speaker	all	Mary Donnelly	SSB Tele-conference 549	2:00-2:50
PDF accessibility	hands on	advanced	Marilyn Greenwell	Powell Tech Commons	2:00-2:50
Dreamweaver Accessibility	hands on	basic	Phillip Logsdon	Powell Tech Commons	2:00-2:50
5th Session					
Options for Accessible Webcasts & Online Media	speaker	basic	Michelle Swaney	SSB Tele-conference 549	3:00-3:50
Incorporating Automated Testing into your Web Accessibility Strategy	speaker	basic	Tammy Cosseboom	SSB Auditorium	3:00-3:50
Creating Accessible Forms	hands on	advanced	Phillip Logsdon	Powell Tech Commons	3:00-3:50
Creating Accessible Flash	hands on	advanced	Nedim Slijepcevic	Powell Tech Commons	3:00-3:50

PDF file for accessibility and resolve issues to make the file accessible. You will also learn to convert a PDF file to recognize the text in a scanned document (image).

- Phillip Logsdon, EKU Training, Dreamweaver Accessibility — Technical overview of typical web accessibility problems and how to fix them in Dreamweaver.
- Michelle Swaney, PEPnet-South (Postsecondary Education Programs Network) Technology Specialist, Options for Accessible Webcasts & Online Media — In today's world of advancing technology, delivery of training and courses through online media has opened up many opportunities for individuals to receive needed information. However, accessibility for online delivery methods still lags well behind and is typically not addressed. Institutions and individuals need support and resources to make informed choices and ensure that webcasts and online media are accessible. This presentation will provide participants with options for creating webcasts and online media that are accessible and universally designed.
- Tammy Cosseboom, Director of Education, HiSoftware, NH, Incorporating Automated Testing into your Web Accessibility Strategy — Learn how to develop a Web accessibility compliancy program and how to implement an automated solution to enforce content standards, promoting a positive user experience. This presentation will discuss the challenges of developing a compliancy program within an organization with particular focus on Web Accessibility. The goal of the session will be to cover staff education, auditing, enforcement, and measurement.
- Phillip Logsdon, EKU Training, Accessible Forms — Best practices for accessible forms.
- Nedim Slijepcevic, EKU Instructional Designer, Creating Accessible Flash — Flash animation and its impact on accessibility, text in Flash, components such as form elements, buttons, text areas, Video Captioning with XML and Hi-Caption.

Food

Coffee will be served in the lobby of Student Services Building (SSB) from 8-10:40 a.m.

Lunch will be in the Powell Building, 2nd floor, cafeteria style, with seating in the Regents' Dining Room. From SSB, go across the street and around the building on the right to the other side for entrance. Once inside, go up one floor to the cafeteria. If you need an elevator, go through the lobby, turning left past the information desk. The elevator is beyond the pool tables.

Get a free lunch! Let the cashier know that you are with the Web Accessibility Symposium. Once you have your food, go to the Regents' Dining Room reserved for our Symposium (the same floor as the open area of the cafeteria). If you wish to

sit next to others with your interests, there will be four Birds of a Feather locations noted with placards. (Multi-Media, Online Learning, Libraries, Web Developers, and Disability Service Providers)

If you choose to leave the campus for lunch, the Bypass has a McDonalds, Wendy's, Fazoli's, Pizza Hut, etc. There is also a food court option below the cafeteria in the Powell Building. EKU dining options are at www.ekudining.com/dining.php.

The afternoon break is at 1:50 p.m. Drinks will be available in the lobby of SSB. You can also get food and drink items from the vending machines on the first floor of SSB across from the computer lab.

Restrooms

Handicapped accessible restrooms are located on each floor of the SSB. In Powell, there are no restrooms located in the cafeteria. Go to the level below for handicapped bathrooms.

Classrooms, Meeting Rooms, and the Auditorium

All presentations are in the Student Services Building (SSB) except for afternoon lab classes in the Powell Building. In SSB, the elevators are on your right as you enter from the rear parking lot.

Classrooms are numbered in SSB by floor (e.g., 361 is on the third floor, and there are multiple rooms inside). The SSB auditorium is near the main floor lobby.

Our hands-on classes will be in the new Technology Commons, two floors below the cafeteria. From SSB, go across the street and around the building on the right to the other side for entrance. Once inside, go down one floor to the basement. If you need an elevator, go through the lobby, turning left past the information desk. The elevator is beyond the pool tables.

Laptops/wireless/login info

We encourage you to bring your own laptop to the hands-on classes. We do have wireless at EKU, and a guest login will be given to you at check-in that you will use throughout the day. We will have email stations available in the main lobby.

Help

If you should need help, please go to the SSB lobby, or call for a volunteer:

Mandy Eppley, 200-1197

Parker Owens, 200-7272