Implementation of Accessibility Features in the IFT Website

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Agenda

Background

Implementation process

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Background

- Accessibility is the human right of the digital era: Monica Duhem.
- The Federal Law of Telecommunications and Broadcasting (June, 2014):
  - Acknowledges audiences' right to accessible information.
  - Establishes that the websites from every government organization must be accessible.
- In August, 2014, the new IFT website starts to be built.
  - AA level declaration from the W3C, i.e., information from the website can be reached by people with visual disabilities.
  - Audience-based data architecture.
  - Documents are published by the units that created them.
  - IT architecture with new security and high availability features.
- The website was launched on April 16, 2015.

Implementation process

- Component architecture and technological platform definition.
- Website's visual design with both responsive and accessible features.
- Definition of the Publishing procedure for the website content.
- Appointing and training of web publishers.
  - About web accessibility in contents and documents.
  - About managing the content platform of the website.
- Migration of the information from the previous website.
  - A date from which all contents to be published had to be accessible was set.
  - Any information predating that threshold is accessible only in an on-demand basis.
- An information campaign, highlighting the website features, was launched both in-house and outside the IFT.

Challenges

- Widespread ignorance about accessibility for websites.

- To change paradigms and prejudices (for instance, "accessible websites are unappealing").

- Three ways to address this topic:
  - Technical: provide the initial structure and design.
  - Content generation: keep and produce new documents with accessibility features.
  - Organizational:
    - Definition of roles
    - Competence building
    - Issuing guidelines in order to formalize the process and specify each actor's role

Challenges

- Maintain the organization's commitment to keep the website's accessibility features.

- Periodical monitoring of the accessibility features, both in published documents and design of the website.

- Training ... training... training...

I. WORKFLOW
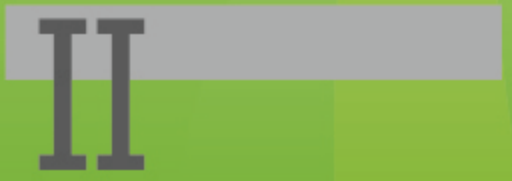
Chairman

Issues the Accessibility Guidelines

- Rule the way units publish documents in the website
- Set the standards of accessible content production

IT Unit

Accessibility consultant

Trains

Web Publishers

II.

III.

Reviewing Units

Support and consulting

Publishes

Web Publishers
Produces accessible documents

Author
Creates content

IT Unit
Supports web publishers with accessible documents

Accessibility consultant

Periodical monitoring on accessibility
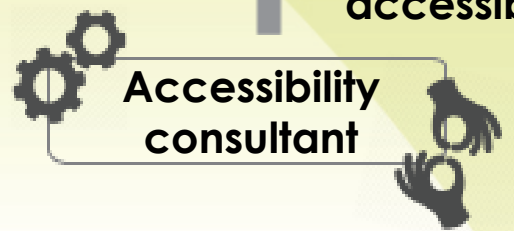
Lessons Learned

- Commitment, empowerment and enforcement are needed in a top-down basis.
  - Issuing of accessibility guidelines.
  - Establishing formal communication lines with the heads of every unit.
  - Periodical monitoring and reporting to both the high-level direction and the content producers.
- Competence building.
  - Training the code-writers and designers is important.
  - Training publishers in producing accessible content is even more important!
- Not only is the transmission of knowledge important; to raise awareness of accessibility is also relevant.

Conclusions

- IFT's website is a responsibility shared by the whole of the organization.
  - A responsibility that cuts across the entire Institute.
  - Designing the website in an accessible way is just the starting point.
  - Developing the website is just a part of the process of having an accessible website.
  - Accessible documents and inclusive language maintain it and give it sustainability.

- Accessibility is a continuing process, not a passing fashion, neither a moment.
  - Accessibility and inclusion are part of our organizational culture and of the public value that IFT creates.
  - We shall create and update the technical competences of our personnel in order to maintain the process.

Conclusions

- Accessibility and inclusion in ICTs are not an issue of software, but of people, of talent management
  - We have to build the new competences the digital world calls for.

Thank you!

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