

Developing Inclusive Organizations

Office of Leadership and Engagement



Why should student organizations aim for inclusivity and accessibility?

Inclusivity is the process of providing equal access to opportunities and resources to marginalized groups. **Accessibility** is the degree of usability and availability of a product/service.

Creating a more inclusive and accessible university increases *involvement* and feelings of *belonging* within the student body.



7 Principles of Universal Design

Across marketing techniques and event planning for student organizations,

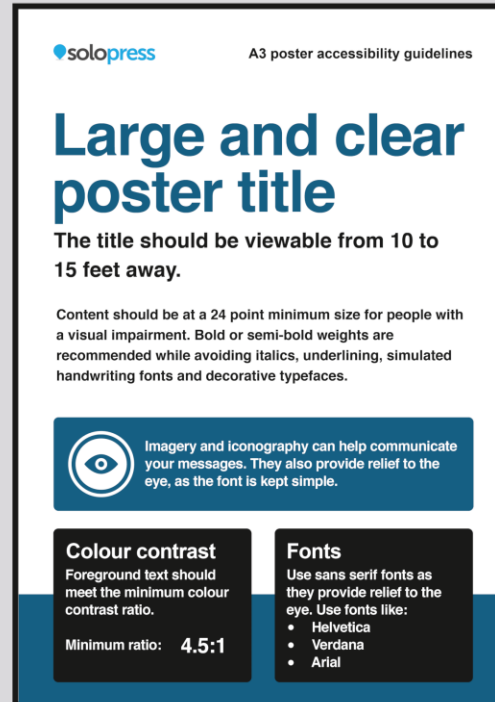
we should be aiming for [Universal Design \(UD\)](#).

- Equitable use
- Flexibility in use
- Simple and intuitive use
- Perceptible information
- Tolerance for error
- Low physical effort
- Size and space for usage



Accessible Marketing

A3 poster




solopress A3 poster accessibility guidelines

Large and clear poster title

The title should be viewable from 10 to 15 feet away.

Content should be at a 24 point minimum size for people with a visual impairment. Bold or semi-bold weights are recommended while avoiding italics, underlining, simulated handwriting fonts and decorative typefaces.

 Imagery and iconography can help communicate your messages. They also provide relief to the eye, as the font is kept simple.

Colour contrast
Foreground text should meet the minimum colour contrast ratio.
Minimum ratio: **4.5:1**

Fonts
Use sans serif fonts as they provide relief to the eye. Use fonts like:

- Helvetica
- Verdana
- Arial

A3 poster example



Saturday, 21st November 2020 **solopress**

Business conference 2020

Our Speakers

 **Matt Smith**
Finance officer

 **Adam King**
Senior analyst

 **Sara Hale**
Lead Manager

 **Event Location**
12D Trade Square, London, N1 9AL

 **Event Time**
9:00 am to 8:00 pm

High colour contrast.

Clear section titles

All content left aligned

Large font sizes

Legible fonts

Large iconography to help communicate a message.

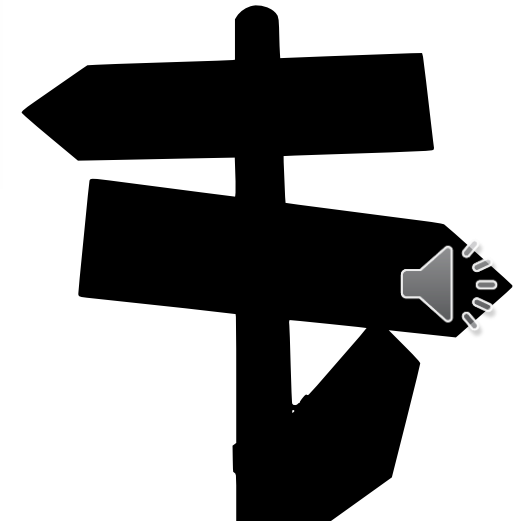


NAU Visual Identity Guide - Accessibility



Sections:

- Overview
- Digital Accessibility
- Accessibility FAQ
- Digital Accessibility Support
- Best Design Practices



WCAG 2

is the Web Content Accessibility Guidelines (Version 2) including

- 4 principles (perceivable, operable, understandable, and robust)
- 13 specific goals, and
- 3 standards of success (A – lowest, AAA – highest)

to ensure online content is accessible to as many people as possible.

Check out WebAIM's WCAG Checklist that covers specific evaluation criteria.



Key Terms

Assistive Technology

Any product, device, or equipment used to maintain, increase, or improve functional capabilities of users

- Screen magnifiers
- [Screen readers](#)
- Touch screen displays
- Speech recognition programs

Alternative Text

Alt text = written descriptions of images

Reasons: images fail to load, search engine optimization, and screen reader users

Be concise and descriptive, simple yet meaningful.

Reading Order

The priority in which screen readers voice the information on the material

Always review before finishing!

- Particularly important for visual materials and PowerPoints



Closed Captioning

One type of **Assistive Technology** to assist users with hearing impairments

- “Open” versus “Closed”

Be sure to enable it in live virtual meetings & add before uploading videos

Descriptive Audio

- Voice over with additional description of visual elements

Look for materials that include this feature!

Differentiation of Text

• **Color Contrast Checker:**

<https://accessibleweb.com/color-contrast-checker/>

• **& More**

- Visual & other features differences (shading, textures/patterns, styles)



Accessible Color Combinations

ACCESSIBLE COLOR COMBINATIONS (HEX) CHART



Key

- X indicates that the color combination is approved for both small (minimum 12 px, 9 pt) and large text (e.g., zoomed to 200%).

- O indicates that the color combination is only approved for large text.

Things to Think About

Tip #1

For text outlines, ensure they are thick to be clear enough for those with visual impairments to discern the words!

Tip #2

For screen readers, always hyperlink **key words** with URLs. Only type the full URL when converting to physical marketing materials.

Tip #3

Under the Review tab, you can check accessibility on power points. Resolve each error and your work is that much better for people to use!

Tip #4

When using tables, be sure to include headers for the columns and rows to better assist screen reader users.



Accessibility Checklist

Double-check your material is accessible!

- Descriptive and meaningful title
- Alternative text on all images and logos
- Sufficient color contrast
- Multiple inclusive methods to convey meaning (not just color)
- Images of text not included
- Meaningful language for hyperlinks
- Audio and captions OR audio description provided with videos



Accessible Event Planning

Some additional [tutorials from Disability Resources](#) are available.



**Clearing a path for
people with disabilities
clears a path for everyone.**



Before the Event

1. Develop accessible materials using *best practices*
2. Ensure that meeting locations are accessible
 - Both virtual and in-person events
 - Consider transit options as well
3. Include a reservation option that includes an accommodation question
 - OR include contact info for attendees to request accommodations/needs
4. Arrange additionally needed accommodations (e.g. interpreters, captioners, etc.)
 - Increase knowledge about different types of abilities, needs, and accommodations
 - Inform speakers about easy methods to be inclusive



Accessible Materials & Prep

Best Practices

- Check accessibility before finalizing
- Provide materials BEFORE the event
- Multiple methods of learning
- Decrease text on slides
- Minimize usage of motion and animations
- (Hybrid events) Engage both audiences
- Use live close-captioning or CART services

Color Palette

Dark text on yellow colors

Dark text on blue colors

Dark text on light colors

Dark text on light colors

White text on bright colors

White text on bright colors

~~Yellow text on white~~

~~Blue text on white~~

~~Light text on white~~

~~Light text on white~~

Bright text on white

Bright text on white

Above shows different shades of text on different shades of backgrounds, emphasizing color and accessibility.

During the Event

Everyone

- Doublecheck audio equipment: speakers and microphones
- Speak clearly and simply with pauses to allow processing

Student Org Leaders & Speakers

- Stay visible for attendees that read lips
- Describe visual material
- Use accessible language that is aware of different abilities, identities and technology
- Allow for multiple methods of participation (chat and verbal)

Attendees

- Minimize distractions (sound, lots of visual movement, etc.)



Best Practices

We can only do the best we can given our knowledge and circumstances.

- Strive for your best & ask for feedback



Our aim is to encourage student organizations to make at least one impactful change.

Start with your club!



THANK YOU!

If you have any additional questions, please reach out to StudentOrgs@nau.edu and/or schedule a meeting with staff from the Office of Leadership and Engagement.

