# So You Want to Offer a MOOC on Accessible ICT?

## Friday, January 20, 2017 1:00 PM - 2:00 PM

Room: Boca III

**Christopher Lee, AMAC Director, and Carolyn Phillips, Tools for Life Director**

[www.gatfl.org](www.gatfl.org)

*For Handouts: [http://www.gatfl.gatech.edu/tflwiki](http://www.gatfl.gatech.edu/tflwiki)*

www.amacusg.org

# Massive On-Line Course (MOOC)

- A Massive On-Line Course (MOOC) offers a great way to transfer knowledge quickly to thousands of participants.

- This session will review the lessons learned by AMAC Accessibility Solutions at Georgia Tech in designing and offering a six module course on ICT Accessibility targeted to all content developers.

- The session will include a review of course outputs and outcomes to date, including a summary of our journey to find an accessible course delivery platform.

# MOOC – Big Questions

- What are the resources, budget and processes used to create a MOOC that is useful, and what course topics for this MOOC were developed to reach the broadest possible audience and how are we evaluating their understanding of course material and engagement with classmates from all over the world?

# AMAC Accessibility Solutions

- AMAC Accessibility is a social change organization on a mission to create affordable services for governmental, private and non-profit organization working with individuals with disabilities. Services include e-text, braille, captioning, assistive technology, office management software and consulting.

# AMAC Services

**AMAC creates practical solutions that work, with a focus on utility, ease of use, and high quality.**

- **Accessibility Consulting** focuses on organizational accessibility needs with evaluation, technical assistance, customer support, and website accessibility solutions.

- **Braille Services** produces customized projects from both print materials and electronic text including partial books and chapters, or graphics only, using cutting-edge technology.

- **Captioning Services** makes classrooms, meetings, labs, and other audio environments fully accessible for the deaf or hard-of-hearing.

# Additional AMAC Services

**AMAC creates practical solutions that work, with a focus on utility, ease of use, and high quality.**

- **Audio Description Services** makes visual information present in multimedia accessible to persons who are blind or low vision.

- **Professional E-Text Producers** provide high-quality e-text in many formats such as PDF, DOC, DAISY, and HTML.

- **AMAC's Certified Assistive Technology team** provides on-site and remote assessments, demonstrations, training, and technical assistance for education, work, and daily living environments.

# AccessGA

AccessGA represents a joint initiative of the Georgia ADA Coordinator's Office, AMAC, and GTA. The objective is to support Georgia's state agencies with ICT accessibility, and promote equal and timely access for employees and customers with a wide range of disabilities.

# AccessGA Offerings

- Webinar Offerings

- Technical Assistance and Hands-On Training

- Monthly Newsletters

- Up-to-Date Wiki of ICT Accessibility Resources and Information

- Web Accessibility Audits

- Procurement and VPATs

**Precedent-Setting Cases**

# Recent DOJ Settlements

- **H&R Block (March, 2014)**
- **Peabod Groceries (Nov., 2014)**
- **edX (April, 2015)**
- **Carnival's Cruise Ships (July, 2015)**

# Information and Communication Technology (ICT) Accessibility



https://www.edx.org/course/information-communication-technology-ict-ict100x

# Contributors

# ICT100X Enrollment Data

## 163
Total Countries Represented
Countries with at least one student.

## United States
Top Country by Enrollment
24% of students
Country with the largest number of students.

## India
Second Country by Enrollment
10% of students
Country with the second largest number of students.

## United Kingdom
Third Country by Enrollment
4% of students
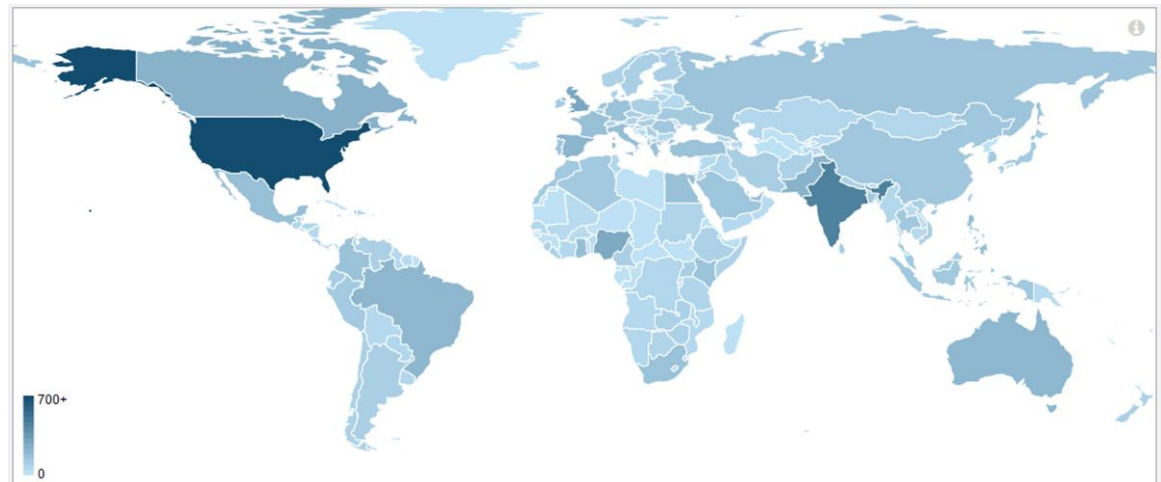


**5,667 Total Enrollment**

# Top 10 Countries with Largest Enrollment

| Country | Percent | Current Enrollment |
|---|---|---|
| United States | 24.20% | 1,360 |
| India | 10.00% | 566 |
| Unknown Country | 5.60% | 317 |
| United Kingdom | 3.70% | 209 |
| Nigeria | 3.40% | 192 |
| Canada | 2.40% | 136 |
| Pakistan | 2.30% | 130 |
| Spain | 2.10% | 119 |
| Australia | 1.90% | 107 |

# About the Course

In this course, you will learn about the fundamentals of accessibility design in the Information, Communication, and Technology (ICT) field.

Includes interviews with experts in the field and real-life stories of individuals.

# Course Goals

- Summarize the foundations of ICT accessibility.
- Summarize the principles of accessible ICT design.
- Identify the uses of assistive technology.
- Create accessible documents and multimedia.
- Evaluate and repair websites for accessibility.
- Identify components of ICT accessibility operations.

# Course Instructors

- Christopher M. Lee
- Arthur R. Murphy
- Carolyn P. Phillips
- Norah Sinclair
- Sheryl Ballenger
- Todd Runkle
- Bill Curtis-Davidson

- Video Producer - Raminta Zebrauskas
- AMAC Captionists

# Course Modules 1-3

- **Module 1: ICT Accessibility**
  - Background information on ICT accessibility and the future of electronic information accessibility.
- **Module 2: ICT Accessibility Design**
  - The importance of design in accessibility, the value of container and content, and the evaluation of compliance.
- **Module 3: Assistive Technology**
  - Impact of assistive technology on individuals with disabilities, federal laws related to assistive technology, definition of mainstream technology, and assistive technology demonstrations.

# Course Modules 4-6

- **Module 4: Accessible Documents and Multimedia**
  - Elements of an accessible document, accessibility standards, tools to check accessibility, multimedia captioning and audio description demonstration, audio description standards, guidelines, and resources.
- **Module 5: Web Accessibility Evaluation and Design**
  - Web accessibility definition and overview, understanding interaction of web and users with accessibility needs, evaluating accessibility issues via online tools, remediation of code in order to achieve website accessibility, and contribution of HTML5 and ARIA to website accessibility.
- **Module 6: ICT Accessibility Operations**
  - The influence of market forces on the development of enterprise ICT accessibility operations, challenges faced by these enterprises, Enterprise ICT accessibility operational model and how it can sustain enterprise accessibility operations.

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Accessibility for All

# Recommended Background

This ICT Accessibility course is designed as an introductory course to educate employees and others on the foundations of ICT Accessibility in the workplace. No previous knowledge is required. Participants are expected to have a working knowledge of common computer-based applications such as the Microsoft Office Suite.

## Course Participants

- Corporate
- Governmental
- Nonprofit
- Education
- Individuals who are involved with or provide direct interaction with the ICT disability field

# Participant Roles

- Administration
- Purchasing/Procurement
- Marketing and Communications
- Information Technology
- Individuals with Disabilities
- Parents and Family Members
- Service Professionals
- Educators
- Students

# Course Requirements

- Each module consists:
  - Video lessons
  - Activities
  - Forum discussions quiz
  - 2-4 hours
  - Self-Paced
  - Audit free
  - Pursue a Verified Certificate ($49)
  - Obtain Georgia Tech CEUs ($50)

# Assistive Technology Module Overview

**Carolyn Phillips**
Assistive Technology
Director

- This module will explore assistive technology (AT) as it relates to accessible electronic information and communication technologies (ICT). This module will also provide participants/students with the tools needed to identify challenges present in ICT environments, and will provide solutions that can assist with improving accessibility and promote inclusion.

# Considering AT and ICT

- Importance of IT Solutions (quality of life, employment, independence)
  - ICT Accessibility MOOC – Designed for You
- The interdependence of AT solutions and ICT Accessibility
- Current and Future Trends in AT and IT
- AT Act Programs are Here to Help You –
  - Initiatives for state agencies and employees related to disabilities

# Universal Design



*"Universal Design is the design of all products and environments to be usable by people of all ages and abilities, to the greatest extent possible, without the need for adaptation or specialized design."*

*- Ronald L. Mace, 1991*

# Designing for AT Efficiency

- Make no assumptions
- Design for inclusion
  - Who is the end-user?
  - What is their mode of access?
  - Consider: How many keystrokes/clicks does it take to get from here to there? (with your eyes closed? with one hand? with one finger? Without the use of your hands?)

# Accessibility Roadmap

- Where Does your Accessibility Roadmap Lead?

# Course Research

This ICT Accessibility course will be collecting research data on participants' ICT accessibility experiences and online learning preferences.

# Taking this course was an overall positive experience.

| Response | Chart | Percentage |
|---|---|---|
| **Disagree** | | 0.0% |
| **Tend to Disagree** | | 1.9% |
| **Don't Know** | | 3.8% |
| **Tend to Agree** | | 31.7% |
| **Agree** | | 62.5% |
| | | |

# I would recommend this course to others.

| Response | Chart | Percentage |
|---|---|---|
| Disagree | | .01% |
| Tend to Disagree | | 1.9% |
| Don't Know | | 8.7% |
| Tend to Agree | | 29.8% |
| Agree | | 58.7% |
| | | |

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# This course increased my knowledge about ICT Accessibility .

| Response | Chart | Percentage |
|---|---|---|
| Disagree | | 0.0% |
| Tend to Disagree | | 1.0% |
| Don't Know | | 0.0% |
| Tend to Agree | | 23.3% |
| Agree | | 75.7% |
| | | |

# This course improved my understanding of accessibility barriers.

| Response | Chart | Percentage |
|---|---|---|
| **Disagree** | | 0.0% |
| **Tend to Disagree** | | 2.9% |
| **Don't Know** | | 2.9% |
| **Tend to Agree** | | 22.5% |
| **Agree** | | 71.6% |
| | | |

# This course increased my knowledge about Assistive Technology.

| Response | Chart | Percentage |
|----------|-------|------------|
| Disagree | | 0.0% |
| Tend to Disagree | | 1.0% |
| Don't Know | | 1.0% |
| Tend to Agree | | 25.7% |
| Agree | | 72.4% |
| | | |

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Accessibility for All

# I will apply what I learned in this course to my job.

| Response | Chart | Percentage |
|----------|-------|-----------:|
| Disagree | | 1.9% |
| Tend to Disagree | | 1.9% |
| Don't Know | | 3.8% |
| Tend to Agree | | 18.3% |
| Agree | | 74.0% |
| | | |

# Q&A
# Our Question to You:
# What have You Learned today?

# The Tools for Life Team

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