How do I know you know (I.T.) accessibility?

If hiring an internal specialist…

**What should they know?**

**Standards:** Primarily WCAG (Web Content Accessibility Guidelines)

**People with disabilities:** Through personal connections and/or 1st person accounts

**Assistive technology:** What they are, how they’re used, who uses them

**How to develop accessible content:** With outcomes verified by experts

**How should they know it?**

**Trained in related field:** Such as DSS Office, a11y audit firm, IAAP Certification

**Active in social media & conferences:** Such as AHEAD, CSUN, Twitter #A11y

**Use resources:** WCAG & WAI-ARIA sites, a11y audit firm blogs, WebAIM.org, disability organization sites (e.g., NFB)

If hiring an outside vendor…

**What do you need?**

**Multimedia add-ons:** *Alternative text*: image description for screen readers, *Captions*: on-screen text for audio narration, *Audio descriptions*: separate audio track describing visual video scenes

**Accessible software:** User interface of a digital system that should meet some known guidelines such as WCAG

**How can you verify it?**

**Check references:** There should be happy customers willing to give testimony

**Check the sample:** E.g., alternative text doesn’t start with “Image of” or audio descriptions don’t include extra text like “on the screen”

**“Kick the Tires”:** Try sample software with keyboard and magnification