

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