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Accessibility in Digital Communication Higher Education Curricula

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Module B, content:

6. Accessible communication (recap)

7. What is accessible communication

8. Requirements in practice

9. Inclusive communication

10. Communication strategy – this document

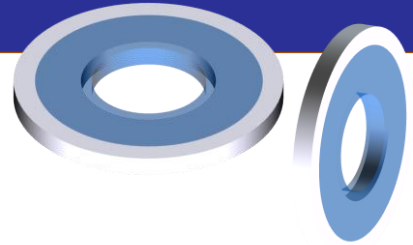11. Accessible content

12. Accessible events

10 Communication strategy

# Planning

Elements of strategy

- Set reasonable goals and follow up
- Identify required formats and develop the strategy to meet the needs
- Assign responsibility to ensure consistency across platforms and formats
- Draft accessibility statement and develop plan to implement strategy

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Goals

- The world's most accessible communication

- Communication that reaches as many as possible with limited means

- Compliant communication

- Specific target audience only
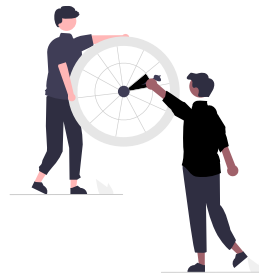
Formats

📄 Text

🖼️ Images

🎤 Audio

🎥 Video

✓ Each format has their own accessibility requirements

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Responsibilities

Assign accessibility responsibilities among team members according to job role and/or skills.

Formalise the plan

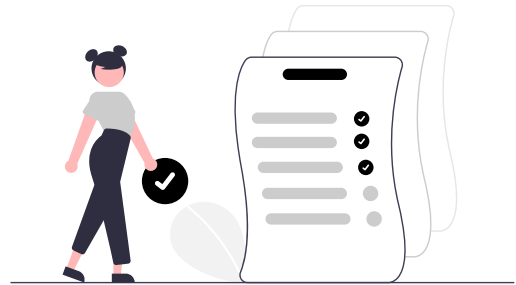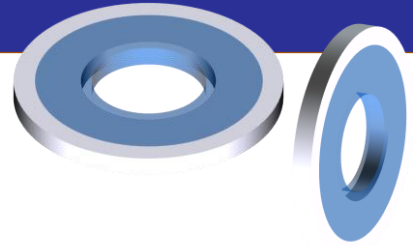- Set the ambition - draft an accessibility statement
- Detail concrete objectives
- Set deadlines
- Set up evaluation procedures

Form good habits

Purposeful approach

- Involve colleagues

- Document progress

- Evaluate and ask for feedback

- Ambition matters: do it step by step

Work with colleagues

- Discuss the accessibility of a content item with a colleague or mentor
- Establish an accessibility task force and reflect on practice together
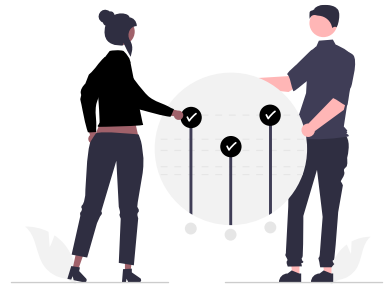- Train yourself and colleagues

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Document progress

- Use checklists

- Keep a journal: take notes on your approach for reflection later on

- Progressively integrate accessible practices in organisational routine
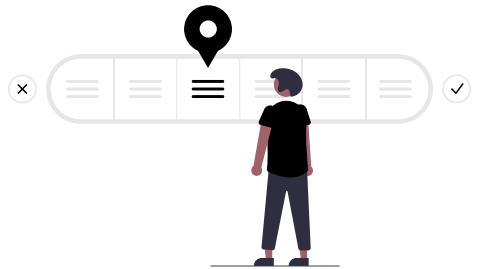
Where to start?
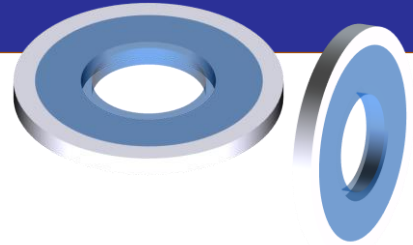
1 Example: Little time

- Use built-in features in Word, Acrobat, Ppt to check accessibility
- Use an automatic tool to check website accessibility
- See a free lecture on accessibility, read up on particular topics

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② Example: Medium time

- Develop and try out options for multimodality (adding images, video, audio to enhance content).
- Practice and improve on plain language and easy to read techniques
- Do a simulation exercise to experience how your content works for different audiences

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3 Example: More time

- Learn more about the standards behind accessibility (EN 301549)
- Join accessibility communities to share experiences (for example International Association of Accessibility Professionals)
- Set up regular meetings with persons with disabilities to receive feedback on your content

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Exercise / activity

- Think of at least two different communication tasks (for example: We are developing a specific marketing campaign during the summer vs We are developing our new website). Which of the three scenarios described fit into each of these? What are the key points to consider (budget, time, competence, target audience etc)?

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