

The Curb Cut Effect

Auditing and Optimizing Accessibility in Slate

Acknowledging this Land and Labor

The presenters of this session choose to recognize that Chicago is located on land that is and has long been a center for Native peoples. As the City of Chicago conveys, “The area is the traditional homelands of the Anishinaabe, or the Council of the Three Fires: the Ojibwe, Odawa, and Potawatomi Nations. Many other Nations consider this area their traditional homeland, including the Myaamia, Ho-Chunk, Menominee, Sac and Fox, Peoria, Kaskaskia, Wea, Kickapoo, and Mascouten....”

In addition the presenters “...recognize that our country is continuously defined, supported, and built upon by oppressed communities and peoples. We acknowledge labor inequities and the shared responsibility for combatting oppressive systems in our daily work.” (Source CSULB)

PRESENTER

Amy Shaiman

- + Director of Technology, Miami University,
University Advancement
- + The Resilient and Caring Advisor
(Purple, Yellow, Maroon)



PRESENTERS

Hanna Kroskie

- + Assistant Director, Slate Advancement Implementations
- + Former Major Gift Officer → Current Advancement Nerd
- + The Attentive and Entertaining Thrill-Seeker

(Red, Green, Purple)



Nick Porcella

- + Assistant Director, Slate Trainings
- + High School Teacher → Slate Teacher
- + The Industrious and Meticulous Philosopher

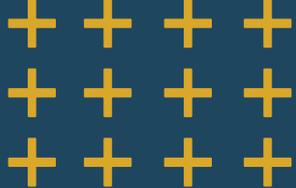
(Pink, Green, Maroon)



The curb cut effect refers to how design solutions intended for specific groups (such as curb cuts for wheelchair users) often benefit a wider range of people, highlighting the unintended positive impact of inclusive design.

What is Accessibility?

- Ensuring that web and Slate pages are designed to be usable by **everyone**.
- This conversation is **much** broader than screen readers and ADA compliance.



Agenda

- ① Accessibility as a Core Requirement
- ② Accessibility & Slate Implementation
- ③ Leveling Up Slate Accessibility

1 Accessibility as a Core Requirement

- + Miami University's Story
- + Miami - Accessibility Begins in RFP
and Continues in Implementation

Accessibility as a Core Requirement: Miami University's Story

The AccessMU Center works to create a more accessible environment by providing information and services to enhance equal access for students with and without disabilities. Responsibilities include the accessibility review and testing of applications, websites, and documents; accessibility training; and captioning support services.



Accessibility Begins with RFP, Continues with Implementation

Miami Client Office Engagement

- Obtain and Review VPAT (Voluntary Product Accessibility Template) from the vendor
- Obtain test link and credential for access

Accessibility Testing

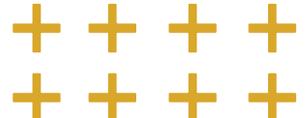
- Automated Testing
- Manual Testing
- Usability Testing (when applicable)
- Quality Assurance

Vendor Engagement

- Share accessible testing results with client office and vendor
- A phone call to discuss findings
- The vendor provides a roadmap for remediation of defects
- Planned retest on mutually agreed upon timeline

Miami University - Accessibility as a Core Requirement: Sources & Resources

- Access MU - miamioh.edu/accessmu
- [Miami Accessible Technology Policy](#) (also linked on AccessMU)
- Miami [Procurement Accessible Review Process](#)



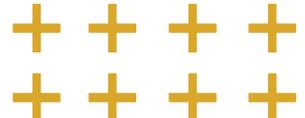
② Accessibility & Slate Implementation

- + Where are we currently
- + Building with accessibility in mind

Accessibility & Implementation

Where are we now?

- Pre-implementation Consultation
- Implementation
 - Begin July 2024



Accessibility & Implementation

Building with Accessibility in Mind

- Carnegie implementation modules
- Testing, testing, testing!



3 Leveling Up Slate Accessibility

- + Alternative text
- + Line height
- + Mobile responsiveness
- + Presentation roles
- + Message groups

Alternative text

- What is it?
- Also called *alt text*, alternative text is the way to describe images to users with visual impairments; screen readers can read the alt text to give details about the media.

Alternative text

- **Standard functionality:**
None! Slate does not add alt text to any media.
- **Level up!** Alt text should exist if the image is conveying information and/or a function.

Image Properties ✕

Image Info Link Advanced

URL

Alternative Text

Width

Height

Border

HSpace

Preview


Line height

- What is it?
- The amount of space between lines of text.
- Compliant line height: *The differences between existentialism, nihilism, and absurdism are subtle yet profound.*
- Noncompliant line height: *The differences between existentialism, nihilism, and absurdism are subtle yet profound.*

Line height

- **Standard functionality:** In pixels, such as 90px. This is not responsive.
- **Level up!** Line height should at a minimum be as a percent, such as 150%. But *em* and *rem* are even better.

```
<tr style="border-collapse:collapse">
  <td align="center" style="padding:0;Margin:0">
    <h1 style="Margin:0;line-height:150%;ms-line-height-rule:
:15px;font-style:normal;font-weight:bold;color:#000000">
      <a href="https://usr-2.test.technolutions.net/register/?
:GUID}}">Heading 1 Here</a>
    </h1>
  </td>
</tr>
<tr style="border-collapse:collapse">
  <td align="left" class="es-m-p0" style="Margin:0;padding-t

  <p style="Margin:0;-webkit-text-size-adjust:none;-ms-text-:
helvetica neue', helvetica, sans-serif;line-height:150%;color
  Lorem ipsum dolor sit amet, consectetur adipiscing elit,
  dolor sit amet, consectetur adipiscing elit, sed do eiusmod
:st.technolutions.net/manage/database/translation/edit?
:=string&amp;translation_type=snippet&amp;group=26f1ffd3-4f71
```

Mobile responsiveness

- What is it?
- You probably know this one already; how we ensure our Slate pages and mailings look as good on a phone as they do on a laptop.

Mobile responsiveness

- **Standard functionality:** Varies. You may find that some media is not inherently responsive.
- **Level up!** Hard code responsiveness and/or make width a percentage rather than in pixels.



Presentation roles

- What are they?
- Method to tell assistive technology to skip reading the code that creates a table and only read the user-facing text.
- Such as in the example...

```
<cellpadding="0" cellspacing="0" class="es-wrapper" width="100%">
```

Presentation roles

- **Standard functionality:**
None! Slate does not add presentation roles to any HTML inherently.
- **Level up!** Add role="none" or role="presentation" on any table that appears after the <head> CSS.

```
} class="es-content" role="presentation" style="mso-table-lspace:0pt;
ayout:fixed !important;width:100%">
```

```
adding:0;Margin:0;background-color:#efefef">
adding="0" cellpadding="0" cellspacing="0" class="es-content-body" role="presentation"
se:collapse;border-spacing:0px;background-color:#FFFFFF;width:600px">
```

```
1:0">
role="presentation" style="mso-table-lspace:0pt;mso-table-rspace:0pt;bc
```

```
'>
:0;Margin:0;width:600px" valign="top">
;="0" role="presentation" style="mso-table-lspace:0pt;mso-table-
'100%">
```

```
llapse">
adding:0;Margin:0;font-size:0px"><a href="https://example.com/"><img
'/usr-2.test.technolutions.net/www/images/Templates/body_photo2.png"
:ion: none; width: 600px; height: 278px;" /></a></td>
```

Message groups

- What are they?
- Dictated by the FTC's CAN-SPAM Act, an organization must provide its physical mailing address in the footer of all mass-marketing messages.
- This addition can be input via Database → Message Groups.

Message groups

- **Standard functionality:**
None! Starts out blank. It even says it is optional (it is not).
- **Level up!** Add your physical address to the Unsubscribe Organization in each group.

Edit Record in Message Groups

Status	Active ▾
Folder	▾
Name	Allow Unsubscribe
Default	No ▾
Unsubscribe Organization	Carnegie Slate Camp, 150 W Market St, Indianapolis, IN 46204
Unsubscribe Group	Carnegie Slate Camp
Unsubscribe Message	

This optional line is included above the unsubscribe and typically

This label should be a friendly name of the unsubscribe group, s

✂ 📄 📁 🔗 🗨 🚩 🖼 📅 📄 📄 ⏪ ⏩ ⏴ ⏵

B I U ☰ ☱ ☲ ☳ ☴ ☵ ☶ ☷ Form

Consider the unintended benefits that come from designing systems to accommodate individuals with disabilities, **which often lead to improvements that benefit everyone.**



Thank You!

Amy Shaiman

greenbal@miamioh.edu

Hanna Kroskie

hkroskie@carnegiehighered.com

Nick Porcella

nporcella@carnegiehighered.com

