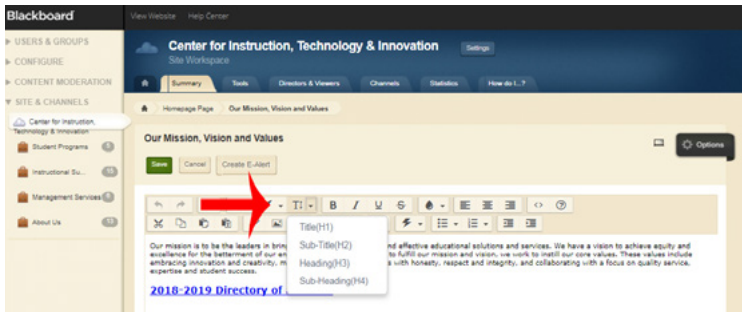




## Why Does Accessibility Matter?

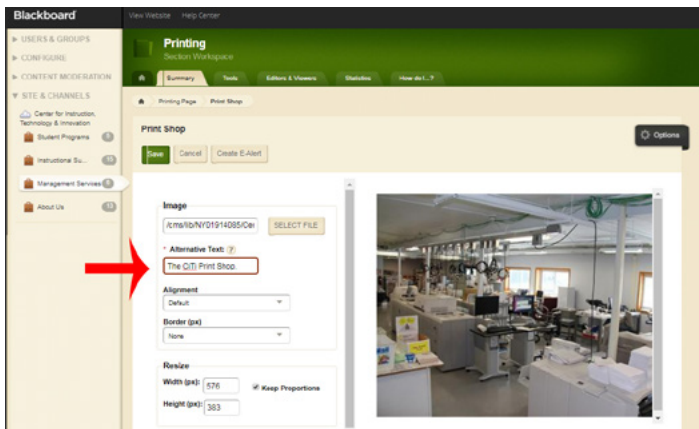
*One billion people in the world have a disability. Making a website accessible ensures that all users have equal access to information, content and functionality.*

### Heading Structure



Blackboard has built-in heading structures on the website that should be utilized in order of hierarchy, instead of custom-made headings (H1, H2, H3, H4).

### All Images Must Have Alternative Text



Each image on the website must have a brief **alternative text (alt. text)** that can be read by assistive technology, like screen readers, describing what is happening in the image and any text that is in the image.

### Color Contrast

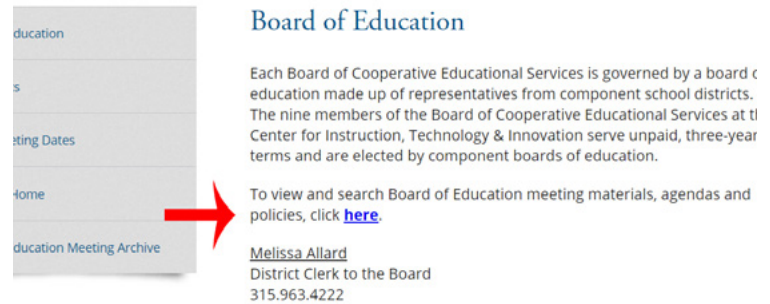


Low contrast makes it difficult for screen readers and anyone to read text. For example, orange text on a red background. Best practice is black text on a white background.

### No More "Click Here"

Links should highlight a descriptive title of the link, not general **"click here"** or **"for more information"** statements. In addition, bold or italic text should be used to stress importance verses underlining, as screen readers often identify underlining with links.

**Incorrect:** *To view and search Board of Education meeting materials, agendas and policies, click here.*



**Correct:** *"View and search Board of Education meeting materials, agendas and policies."*



Videos posted or embedded on the site need to have closed captioning options for screen readers.

**YouTube** offers closed captioning services to videos uploaded, but the captioning is not perfect, so it is always recommended to check and make adjustments.



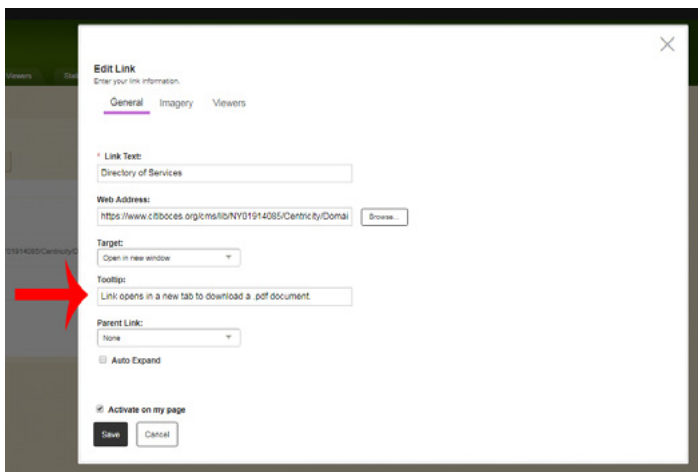
## Notice

*The information in this flier is for informational purposes only; it is not intended to constitute legal advice and you should consult with your own attorney when developing your online accessibility program and policy.*

continued from front

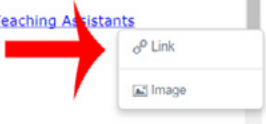
### Tooltips for Links

Links that open in a new tab or to an external website can be disorienting for a person using a screen reader, as they have no indication that the link has taken them outside of your site. Brief text needs to be entered as a tooltip, such as **“Link opens in a new tab to download a .pdf document”** or **“Link opens in a new tab to an external website.”** If you are using the Blackboard Site Shortcuts App, this is found under “Edit Link.”



ent and success.

III Teaching Assistants



If you are using the Blackboard Content App, you have to left click and press “link.”

### Making Documents Accessible

Documents posted to the website need to be readable with a clear structure based on styling elements or tags that provide a hierarchy of information.



Read Blackboard’s resource on how to Format Accessible Documents. Use [Adobe Acrobat Pro](#) to check accessibility of PDFs.

### Use of Language

Keep sentences brief and simple for all readers, shooting for a readability level of grade eight or lower.

### Tables

Lists are more preferable than tables in terms of accessibility; tables can also break or be misrepresented on mobile devices.

*If you must use a table*, be sure that it is to represent data and not for formatting purposes.

Blackboard apps like the **Minibase** and **Table App** are preferable over custom tables.

#### Bid Opportunities

Bid Title	Bid Response Date	Bid Contract Period	Bid Packet	Addendum
Specialty Papers Bid B18-0101	Wednesday, January 24, 2018 at 1:30 p.m.	4/1/2018 - 3/31/2019	<a href="#">Bid Packet B18-0101</a> <a href="#">B18-0101 Vendor Response Sheet</a>	
Art Supplies Bid B18-0301	Wednesday, January 24, 2018 at 2:00 p.m.	4/1/2018 - 3/31/2019	<a href="#">Bid Packet B18-0301</a> <a href="#">B18-0301 Vendor Response Sheet</a>	
Technology Supplies Bid B18-7801	Wednesday, January 24, 2018 at 2:30 p.m.	4/1/2018 - 3/31/2019	<a href="#">Bid Packet B18-7801</a> <a href="#">B18-7801 Vendor Response Sheet</a>	
Science Lab Reconstruction Project Job No. 17-44-5942	Monday, January 8, 2018 at 3:15 p.m.		<a href="#">Invitation to Bid and Bid Document Details</a> <a href="#">Bid Drawings</a>	

### More Information

Visit Blackboard’s Accessibility Resource Center for more information: [blackboard.com/accessibility](http://blackboard.com/accessibility)



#### Accessibility at Blackboard

Blackboard is fully committed to delivering product experiences that conform to the highest levels of global accessibility standards. We know that a mature digital accessibility program must establish a sustainable organizational culture around accessibility.

#### Core beliefs

Blackboard’s Accessibility program is built on the following core beliefs, which provide guidance for achieving program goals and objectives:



**Accessibility is an imperative, not an afterthought.**  
As inclusive thinking spreads across the education landscape, we have a unique opportunity to positively impact the lives of people with disabilities. To do so we must deeply integrate accessibility into all aspects of our organizational culture.



**Understand, empathize, & act**  
Teachers and students’ fundamental goals remain the same, regardless of their physical or cognitive abilities. We must endeavor to fully understand the needs of people with disabilities. However, awareness is not enough. We must act.



**Deliver the promise**  
The ed-tech industry’s accessibility focus is rapidly increasing due to the tremendous promise technology offers to people with disabilities. We must focus on providing tools and services that deliver on this promise and inspire people of all abilities to learn.