KNOW YOUR AUDIENCE!

Services for Students with Disabilities

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USEFUL STATS:

Did you know?

- 26% (1 of 4) of adults in the US have some type of disability.
- 25% (1 of 4) women have a disability.
- 19.4% (1 of 5) of undergraduate students have a disability nationally.

Types of disabilities (Not all listed)

- 13.7% of adults have Mobility disabilities.
- 10.8% of adults have Cognition disabilities.
- 5.9% of adults have Hearing disabilities.
- 4.6% of adults have Vision disabilities.

Stats provided by Center for Disease Control (CDC) - www.cdc.gov/disabilities & National Center for Education Statistics (NCES) - nces.ed.gov/

PHYSICAL / MOBILITY

People who may:

- Have missing limbs,
- Have reduced control of their limbs,
- Have reduced dexterity in hands,
- Have epilepsy.

What to consider and why:

- Reduce clutter on websites and social media post
  - Users can click on links with ease and use gestures more accurately
- Design for both Keyboard only and Touchscreen users.
  - Some users require more sophisticated Assistive Technology.
- Reduce user input (Typing and Scrolling)
  - Contributory Capacity - Maintain the ability to complete a task over certain lengths of time.
- Avoid flashing media
  - May cause physical, visual and mental strain. Seizures.

COGNITION

People who may:

- Have difficulties with learning

What to consider and why:

- Usage of a combination of simple and easy to understand language / symbols / icons / images
  - Reduces confusion and provides multiple ways for the user to understand content
- Reduce large blocks of text
  - Require more mental strain and loss of retention
- Usage of ease to read font and spacing
  - Makes content more manageable to consume
- Use listed items such as bullets and numbering
  - Gives user clear directions if sequential and makes content easy to find

VISION

People who may:

- Be partially visually impaired
- Be completely visually impaired
- Have color blindness

What to consider and why:

- Add descriptive language in time-based media
  - The user may not be able to see an action being performed on screen
- Add alternative-text for all non-decorative images and figures.
  - Screen readers will announce alternative-text to user when it encounters an image.
- Create hyperlinks with descriptive text (SSD's website vs. Click Here)
  - How will the user know where they are going if they only hear "Click Here?"
- Avoid using color to convey meaning and consider contrast with text colors and background colors.
  - What if the user can't distinguish between Red (Red), Yellow (Yellow) and Green (Green)? Miscommunication.

HEARING

People who may:

- Be Hard of Hearing
- Be Deaf

What to consider and why:

- Is time-based media captioned and transcribed accurately?
  - Avoids miscommunication. Equal access to content and the same time.
- Quality of audio.
  - Does the speaker have background noise? Clarity is a must!
- Reduce complicated words or figures of speech.
  - Can your word or phrase be translated easily and maintain its meaning?
- Be more video / chat / text focused and not telephone only focused.
  - Facial expressions may be needed to aid in tone of conversation. Text maybe available but not a translator.

KEY TAKEAWAYS

- Think of your target and potential audience.
- Accessibility is not only for those with disabilities.
- Language matters.
- Reference all of your resources.
  - Center for Faculty Excellence and Services for Students with Disabilities
  - Laws such as ADA and Section 508
  - Web Content Accessibility Guidelines (WCAG)
- Create content with accessibility in mind
  - Social Media
  - Documents
  - Audio / Video

THANK YOU!

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