



ALMA COLLEGE

WEB ACCESSIBILITY POLICY

POLICY STATEMENT

Alma College is committed to diversity and inclusiveness and to the development of college communication tools that are accessible to the widest range of users. This policy is written in compliance with Section 504 of the Rehabilitation Act of 1973 to ensure that information provided through the college website is accessible to students, prospective students, employees, guests and visitors with disabilities, particularly those with visual, hearing, or manual impairments or who otherwise require the use of assistive technology to access information.

COMPLIANCE STANDARD

Website accessibility means that a person with a disability is afforded the opportunity to acquire the same information, engage in the same interactions and enjoy the same services as a person without a disability in an equally effective and equally integrated manner, with substantially equivalent ease of use. A person with a disability must be able to obtain the information as fully, equally and independently as a person without a disability. Although this might not result in identical ease of use compared to that of persons without disabilities, the college will ensure equal opportunity to the educational benefits and opportunities afforded by the technology and equal treatment in the use of such technology.

Accessible content is evaluated against the Web Content Accessibility Guidelines (WCAG) 2.0 and in compliance with Section 504 regulations.

SCOPE AND RESPONSIBILITY FOR IMPLEMENTATION

The college has identified two staff positions to share responsibility for this policy. The Civil Rights/Title IX Coordinator shall provide direction and guidance on standards to be followed for accessibility of all web content. The Associate Vice President for Marketing will serve as the Web Accessibility Coordinator, responsible for day-to day operation and implementation of the Web Accessibility Policy and for training and authorizing web content providers. The names and contact information for those individuals is found under the REPORTING CONCERNS section of this policy.

Alma has a distributed content management system with many authorized content editors across the college. Each department or office, through one or more authorized content editors, is responsible for ensuring that web content is accessible. Users who wish to earn web editing capabilities must first undergo initial web accessibility and content

management system training with the college's web content staff to ensure all web page content, documents and multimedia assets are accessible. To retain editing privileges, each user must renew their training on a yearly basis as web accessibility standards and content development best practices evolve. Those who fail to participate in these required trainings will have their editing privileges revoked.

In addition, all software and IT systems purchased shall produce accessible products and documents and/or shall be compatible with assistive technology. Alma College shall make assistive technology available to students upon request and shall provide a notice of accessibility in all public computer labs that includes contact information for questions, inquiries, or complaints.

Content provided by third parties (such as embedded media) must be accessible or offer an accessible format before being added to college web pages. As an alternative, content editors may externally link to the source materials. Web content providers should contact the web content strategist before posting materials if they have questions about accessibility of content.

If any web content is determined to be in violation of the parameters in this policy, an effort will be made to discuss the violation(s) with the content editor to correct any errors. If errors are not corrected in a timely manner, the Civil Rights/Title IX Coordinator, in consultation with the Web Accessibility Coordinator, may revoke the responsible content editor's web editing permissions.

The Web Accessibility Policy will be posted on the Disability Support Services webpages.

MONITORING

Alma College utilizes software provided by an external contractor to perform regular accessibility audits to ensure content is equally available to all users. Issues discovered during audits are documented, evaluated and reconciled as quickly as possible. All WCAG issues are evaluated, including manual checks for issues that are unable to be checked by an automated accessibility checker. The Web Accessibility Coordinator is responsible for assuring resolution of identified noncompliance issues.

REPORTING CONCERNS

Accessibility concerns with any college web content should be directed to the Web Accessibility Coordinator for prompt resolution. Users who encounter inaccessible website content are encouraged to provide a detailed description of their experience and, if possible, a recommendation for correcting the issue. If users encounter an inaccessible web page, online document or form, Alma College will provide an accessible version or alternative within three (3) business days. If no accessible version or alternative can be provided, Alma College will work directly with the user to identify a prompt and appropriate accommodation.

If the concern is not resolved in this manner, the user can file a grievance with the Equity/AA Coordinator. The concern will be investigated following the Alma College [Policies and Procedures for Resolving Discrimination, Harassment and Sexual Misconduct](#).

Web Accessibility Coordinator:

Melinda Booth

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989.463.7976

Civil Rights/Title IX Coordinator:

Kevin Carmody

carmodykd@alma.edu

989.463.7467

Address for both individuals:

Alma College

614 W. Superior St.

Alma, MI 48801

AUTHORIZATION AND REVISION OF POLICY

This policy will be reviewed and approved by the U.S. Department of Education, Office of Civil Rights (OCR) and affirmed by the Alma College President. Revisions, except for changes to the names and contact information of the staff listed above, will be subject to the same process.

Last revised: April 16, 2019

