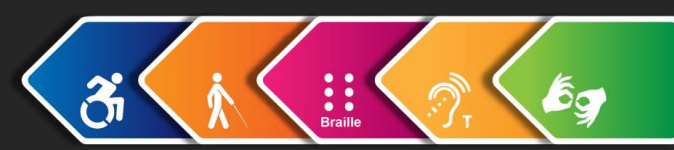
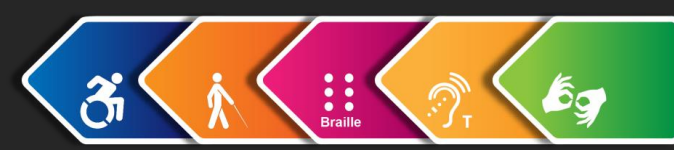




Virtual Meeting Accessibility

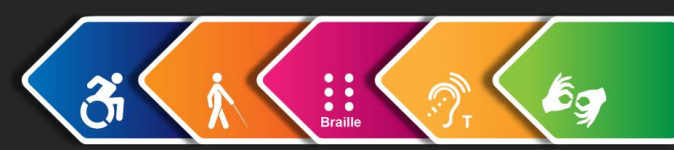


Access Check



Presentation Outline

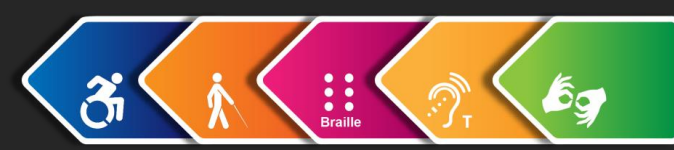
- Disability Basics
- Choosing Accessible Virtual Spaces
- Promoting with Inclusion in Mind
- Hiring Accessibility Professionals
- Setting Up Technology
- Accessibility During Your Meeting



Language Tips

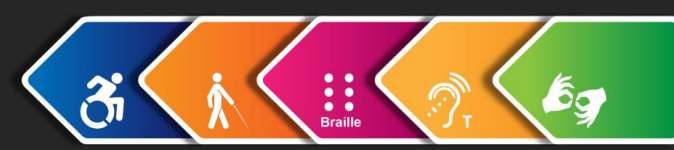
Put the Person First

- Say “Person with a disability” rather than “disabled person”
- Say “People with disabilities” rather than “the disabled”
- For specific disabilities, say “Person who uses a wheelchair” or “Person who has Cerebral Palsy”
- If you are not sure what words to use, **Just Ask**



Avoid Outdated Terms

- Handicapped
- Crippled
- Retarded
- Crazy
- Special Needs
- Wheelchair Bound
- Victim
- Sufferer
- Physically Challenged
- Differently-abled
- Visually Impaired
- Hearing Impaired



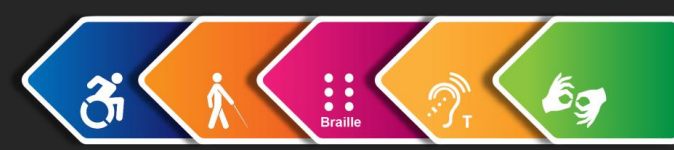
Relevant Laws for Virtual Accessibility

ADA Title II - Requires public entities to make their programs, services and activities accessible to individuals with disabilities.

ADA Title III - Prohibits places of public accommodation from discriminating against individuals with disabilities. (Includes privately owned, leased and operated facilities)

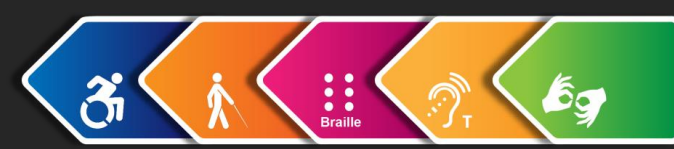
Local Law 26 of 2016 – Mandates Website Accessibility within NYC Agencies

Local Law 28 of 2016 – Requires Accessibility Information within Advertisements for Public Events held by NYC Agencies



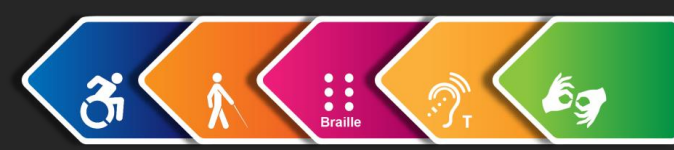
Choosing Accessible Meeting Platforms (Things to keep in mind)

- Screen Reader Accessible
- Keyboard Accessible
- Support for Captioning (Live or Automated)
- Support for ASL
- Support for Chat, Q&A, and Hand Raising Features



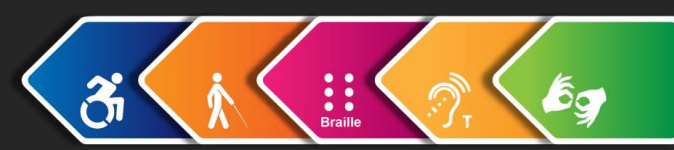
Recommended Accessible Meeting Platforms

- Zoom Meetings/Webinars
- Google Meet
- Microsoft Teams



Recommendations for Setting Up Your Meeting

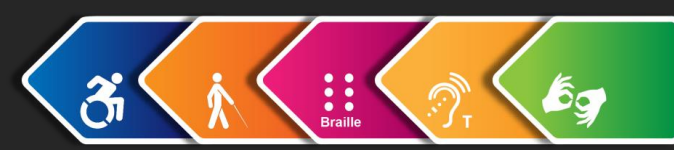
- Enable captioning
- Mute upon entry
- For webinars, send panelist invites to accessibility professionals



Accessible Promotion

To reach people with disabilities online we must make our digital content accessible

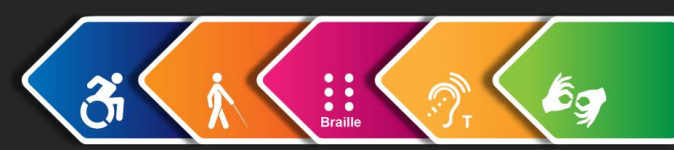
- Registration Forms and Event Pages
- Flyers, Documents and Slides
- Social Media Posts and Videos
 - Guides for each available online at nyc.gov/accessibilityguides



Digital Accessibility Best Practices

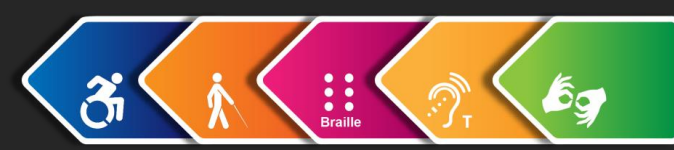
Make your documents, e-mail, and social media posts accessible:

- Alt-text
- Tags for Headings, Lists, Links etc.
- Color contrast and accessible fonts
- Use plain language
- Documents should be available in Accessible PDF or Microsoft Word
 - Accessibility Guides available at nyc.gov/accessibilityguides



Event Pages and RSVPs

- Use accessible event pages: Eventbrite, Google Forms or Facebook
- Avoid using time limits for tickets and registration
- Give people an option to register by email or phone



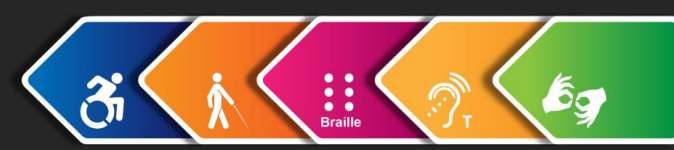
Social Media Accessibility

Alt-text (Image Descriptions): a written description of any image shared through social media

- Alt-text is supported by Twitter, Facebook, Instagram and LinkedIn
- A good description covers: Who, What, When, Where and Why.
- [Accessible Social Media Guide](#)

Best Practices

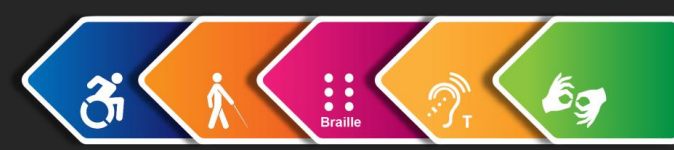
- Use #CamelCase
- Do not use ASCII characters



Videos

If you are playing any kind of video within your presentation or meeting you must include:

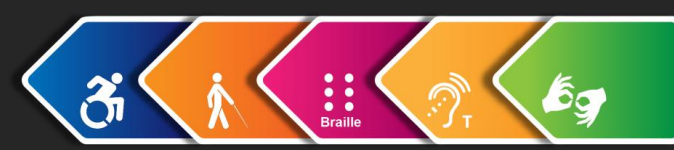
- Captions for Deaf/hard of hearing audiences
- Audio Description for blind/low vision audiences
 - [NYC MOPD Audio Description and Captioning Guide](#)



Advertising Accessibility

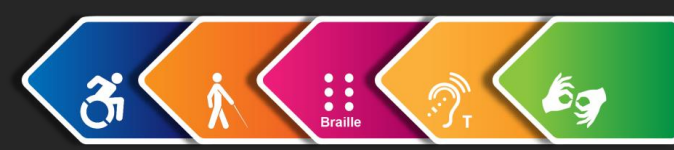
Everyone should include accessibility information when advertising public events (Local Law 28 of 2016)

- What accommodations will be present?
- Who can I reach out to to request an accommodation?
- What's the deadline? (3 to 7 Days Before Event)



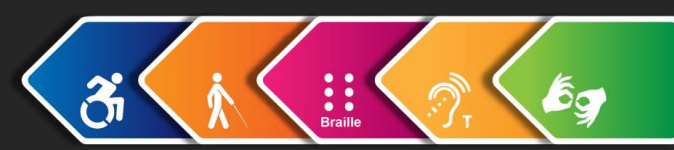
Possible Accommodation Requests

- American Sign Language Interpretation
- Communication Access Real-time Translation (CART)
- Accessible Electronic Documents/Slides
 - Word Documents
 - PDFs
 - Slide Decks



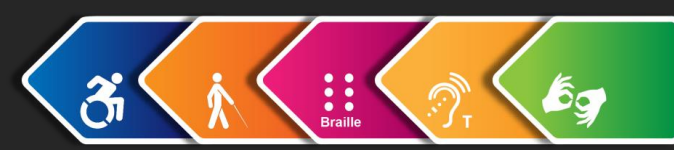
Hiring Accessibility Professionals

- American Sign Language Interpreters (ASL) for people who are Deaf
- Communication Access Realtime Transcription (CART) for people who are Deaf or hard of hearing
- Audio describers for people who are blind



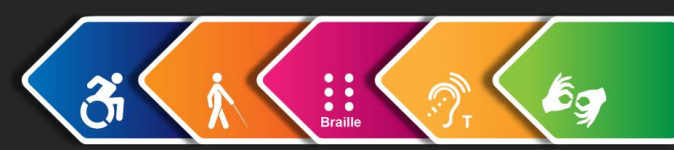
Preparing the Technology

- At the very least log on 15 minutes early before every meeting to make sure your accommodations are functioning properly.
- With new technology and accommodations, you should test hours or days in advance with presenters and accessibility professionals if possible.
- Make sure your presenters and accessibility professionals have downloaded the platform ahead of time.



Expectations of Presenters

- Only one person speaking at a time
- Say your name and affiliation before speaking (if applicable)
- Read slide titles and describe images
- Make your presentations accessible
- [Accessible Slide Decks and Presentations Guide](#)



Access Checks

- Check-in regarding your Speed and Volume
- Acknowledge the accommodations and how to access them.
 - How to mute
 - How to pin the screen of an interpreter
 - How to turn on and off captioning
- Describe images in presentations
- Let folks know how to ask questions and go over general etiquette for the presentation



Thank You!

Arthur Jacobs

AJacobs2@cityhall.nyc.gov