Virtual Accessibility
for Cultural Institutions

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Language Tips

Put the <u>Person First</u>

- 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

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Avoid Outdated Terms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

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Presentation Outline

- Choosing accessible virtual spaces
- Promoting with inclusion in mind
- Hiring accessibility professionals
- Setting up technology
- Accessibility during your Event
- Accessible Online Cultural Programming

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Choosing Accessible Meeting Platforms (Things to keep in mind)

- Screenreader 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
- Google Meet
- Microsoft Teams

Accessible Communications

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Digital Accessibility

- 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

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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: Ticket Leap, Eventbrite, Google Forms
- Avoid using time limits for tickets and registration
- Give people an option to register by email or phone

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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

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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? (48 – 72 Hours Before Event)

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Possible Accommodation Requests

- American Sign Language Interpretation

- Communication Access Real-time Translation (CART)

- Accessible Electronic Documents/Slides
  - Word Documents
  - PDFs
  - Slide Decks

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Hiring Accessibility Professionals

- <u>American Sign Language Interpreters</u> (ASL) for people who are Deaf

- <u>Communication Access Realtime Transcription</u> (CART) for people who are Deaf or hard of hearing

- <u>Audio Description Services</u> for people who are blind

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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.

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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**

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Access Check

- 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

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Accessible Online Programming

- Verbal description and Audio Description Tours
- ASL Tours
- Virtual Galleries
- Autism Friendly Tours
- Audio Description, Closed Captions and ASL for Performances

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Verbal Description Tours

- Hosted on virtual platforms such as Zoom or on phone conferencing platforms

- Museums that currently have virtual verbal description tours
  - The Met
  - Guggenheim
  - The Whitney
  - Poster house

- MOPD Accessible Virtual Activities Toolkit

Recorded Audio Descriptions

- Examples:
  - Guggenheim Thannhauser Collection with AD
  - Smithsonian Presidential Portraits with AD
  - Whitney Museum Audio Guides

Virtual ASL Tours

- Deaf NYC ASL Tours
- Whitney Museum ASL Videos

Online Art Galleries

- Alt-text is used to describe all works of art
  - MOPD: the Journey Online Gallery
  - MOPD: Our History Virtual Exhibit
  - Helen Keller Virtual Archive
  - NYC Parks: Disability Awareness Online Exhibition

Autism Friendly Programming

- Daniel's Music Foundation Virtual Community Page
- Music For Autism YouTube Channel

Accessible Performances

- Audio Description, American Sign Language and Captions
  - CCAC: Accessible Project Showcase Part 1 (ASL, AD and CC)
  - CCAC Accessible Project Showcase Part 4 (AD and CC)

Resources

- MOPD: Accessible Virtual Meetings Guide
- MOPD: Virtual Activities Toolkit
- MOPD: Digital Accessibility Guides

Thank You!

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Accessibility and Inclusion in the Virtual Space
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