Webinar Accessibility Checklist

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Creator of the

ZoomHostIntensive.com

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MANY SMART PEOPLE WENT INTO MAKING THIS HAPPEN.

The information in this whitepaper has been written by Caelan Huntress and produced by Stellar Platforms, LLC, however the community becomes wiser than any individual involved as each client, coach, and professional brings their wisdom, experience, troubles, challenges, skills and passions, which enhances the lives of everyone involved.

Zoom #A11y: Making Virtual Meetings Accessible

As the world has gone remote during quarantine, virtual meetings and distance collaboration have become normal for most of us. But for people with disabilities, they may be unable to fully participate in your webinars and meetings, unless you design them for accessibility. **Watch the Masterclass "Zoom #A11y: Making Virtual Meetings Accessible" here**.

Universal Design for Accessible Virtual Meetings

Universal Design is defined as "*The design of products and environments to be usable by all people to the greatest extent possible, without the need for adaptation or specialised design.*"

When designing universally, content is designed from the start to be accessible to everyone, without the need for separate versions dependent on the user's capability.

Out-of-the-box, Zoom is created with Universal Design. We don't need to install a plug-in or extra software to accommodate a disability.

But our presentations? Our meetings? Our webinars? What we communicate through Zoom can easily be inaccessible to our users.

✦ Visual disabilities can prevent someone from seeing your slides, from watching you share your screen, or from knowing who is speaking.

✦ Hearing and speech disabilities can prevent someone from participating in discussions, from following the conversation, or from knowing when there is a transition.

✦ Physical disabilities can prevent someone from typing in the chat box, clicking on a link, or collaborating on a virtual whiteboard.

✦ Learning disabilities can prevent someone from keeping up as you change subjects, or from understanding vague instructions.

While the Zoom interface does a great job with their own accommodation for users with disabilities, as presenters and leaders, we still have a lot to do ourselves.

"People are not disabled, people are impaired.
Experiences disable impaired people." - Jamie Knight

Zoom is accessible as a tool. How non-disabled people use it makes it accessible or inaccessible.

That means our actions, attitudes, and behaviours provide the accessibility for our event. It's not the venue, or the building inspector, or the city planner. It's not Zoom. It's the Zoom host.

As Seeds for Change says in their guide (linked in the Resources List below), "Small changes in styles of facilitation and careful choice of exercises can help those with disabilities to take a full and active part in meetings and workshops."

Are shared screens accessible to screen readers?

No. Participants receive a shared screen as an HD video stream.

Share slides and files beforehand, which CAN be read by screen readers.

Don't just plan with the disabled in mind, plan with the disabled.

> "Disabled people should be present at every stage of your planning process: Invite and include them as speakers and assume that they will also be attending your virtual events." - Alaina Leary

When you send the invitation to RSVP, ask your future attendees to reply with any accessibility needs. Here is a sample ways to offer that invitation:

'Join me on the 1st at 10am for my Big Hairy Audacious Event! Reply with any accessibility requirements, so I can enable everyone to fully participate.'

Below you will find a checklist of things you can do before your meeting, during your meeting, and after your meeting to provide an inclusive environment for all.

> "We need to make every single thing accessible to every single person with a disability." — Stevie Wonder

Impairments You Can Accommodate in your Webinar with Universal Design:

✦ Visual

✦ Hearing

✦ Fine motor control

✦ Learning disability

✦ Speech

Visual Accessibility:

Some attendees may be completely blind, while others may have low vision impairment. Many accommodations for vision impairment will also help attendees who are dealing in via phone, and are also unable to see your screen or the people speaking.

> "The one argument for accessibility that doesn't get made nearly often enough is how extraordinarily better it makes some people's lives. How many opportunities do we have to dramatically improve people's lives just by doing our job a little better?" — Steve Krug

At the beginning of your meeting, ask all participants to introduce themselves. (This serves as an ice-breaker, and also lets people who are blind or have low vision know who is there.)

Hearing Impairment Accessibility:

There are three options for providing access to those with hearing impairments:

✦ **Transcription** - word-for-word translation of audio content into a text file. Only available after the meeting.

✦ **Captioning** - synchronised with the visual content. Helps with ESL. Can be provided during the meeting with CART or live transcription, or added only to the replay.

✦ **Sign language** - has language and dialect differences. Typically only provided during the meeting, but can be added to the replay with some minor editing.

Closed Captioning Options

1. Type manually during presentation

2. Provide Closed Captions only in replays

3. Share with Google Slides for quick (but inaccurate) CC

4. Purchase 3rd party Closed Captioning service

Computer Aided Realtime Translation (CART) - uses court reporters trained in stenography, phonetics translated to English words. Must be scheduled in advance so they can interpret. Some AI options are available on the market, but when accuracy falls below 90% they are often called "craptions."

Caption Capabilities by Webinar Platform as of 2020:

✦ **Skype** – Provides automatic captions, are not 100% accurate. Makes multi-video calls more likely to crash. Caption info for Skype here.
✦ **Zoom** – Captions can be enabled, but a 3rd party service must provide CART, or a member of the meeting can type them live. Caption info for Zoom here.
✦ **Google Hangouts** – Automatic subtitles and caption, decent accuracy. Caption info for Google Hangouts here.
✦ **Gotomeeting/ Gotowebinar** – Only offers transcriptions after the meeting has concluded. Caption info for Gotomeeting here.
✦ **Teams** – Automatic captions/subtitles. Low accuracy. Caption info for Teams here.

Fine Motor Control Accessibility:

Zoom designs interactions that do not require fine motor control. This means any actions that can be completed with a mouse may also be completed with only a keyboard. When instructing your attendees to interact with Zoom, use keyboard shortcut instructions.

Zoom provides customisable keyboard shortcuts that can be enabled globally. You can find a list of those keyboard shortcuts here: https://support.zoom.us/hc/en-us/articles/205683899-Hot-Keys-and-Keyboard-Shortcuts-for-Zoom

"Accessibility is a civil right." - Marcy Sutton

Before Your Meeting

☐ Share an agenda with a detailed schedule, names of presenters, and key acronyms commonly used by your group.

☐ Provide a glossary of any specialised language that will be used in your presentation.

☐ Send accessible versions of presentations files before the meeting, so attendees can review your slides and documents with assistive technology in advance.

☐ Ask your registered attendees to reply with any accessibility requirements so you can be aware in advance of the needs of your attendees.

☐ Give participants the ability to record. If the Zoom session is being recorded for later review or captioning, the host will need to give participants the ability to record if the host will not be in the breakout room that needs to be recorded.

☐ Provide clear, step-by-step instructions for accessing and logging on.

Visual Accessibility

☐ Design your slides with a simple sans-serif font and proportional spacing.

☐ Use a Contrast Checker to ensure high contrast between the text and background.

☐ Write short phrases in a big font size, using both uppercase and lowercase letters.

☐ Make sure all images have alt tags in your slides. Avoid transition animations.

Hearing Accessibility

☐ To use Live Captioning you have to enable in Zoom settings with a toggle.

☐ Schedule your CART (Computer Assister Real-Time) Captioning session with a 3rd party provider, or schedule attendance with a Sign Language interpreter.

☐ Provide materials ahead of time for sign language interpreters or captioners.

☐ Make sure your audio is clear and crisp with a good microphone.

During Your Meeting

- ☐ At the beginning of the meeting, ask all participants to introduce themselves. (This serves as an ice-breaker, and also lets people who are blind or have low vision know who is at the meeting.)

- ☐ Ask participants to talk one at a time, and encourage participants to state their name every time they speak. "Caelan speaking…"

- ☐ Show, then Pause. Chat, then Pause.

- ☐ Repeat questions from audience members.

- ☐ Take frequent breaks. Pause between sections.

- ☐ Make note when people are not following the conversation. Use questions to check-in.

- ☐ Don't use any flashing lights or strobe effects.

✦ Visual Accessibility

- ☐ Sit or stand facing a window or natural light, so your face is well-lit.

- ☐ Describe any interface instructions using keyboard shortcuts as well as the mouse.

- ☐ Announce your name before speaking.

- ☐ Describe each slide verbally that is presented visually.

- ☐ Read text as it appears on screen.

"By having a facilitator read some of the content, at least the major points, I feel like I can be part of the conversation, I don't feel like I'm being left behind."
- Kahurangi Fergusson-Tibble, Disabilities Consultant (Visual Impairment), Hinekauorohia Limited

✦ Hearing Accessibility

☐ Keep your mouth visible and well lit.

☐ Describe Speaker View vs Gallery View to aid in reading lips.

☐ Summarise regularly. Speak clearly, take pauses, don't talk too fast to be understood.

☐ When facilitating discussion, asking people to raise their hands will allow deaf people to be called on just as frequently - https://tohru.raisingthefloor.org/

☐ If you are using Breakout Rooms, keep the live captioner or Sign language interpreter in same room as participants with hearing disabilities.

☐ Instruct hearing impaired how to Pin Video of a Sign Language interpreter.

☐ Mute all attendees to reduce background noise. (Cmd+Ctrl+M on Mac, Alt+M on PC)

✦ Fine Motor Control Accessibility

☐ Putting links in the chat box may not be easy for those who cannot use a mouse. Send links from the chat to all participants by email before (or after) the meeting.

☐ Share your screen if you are using a 3rd party Whiteboard like Mural or Jamboard. While Whiteboard exercises can be engaging and interactive for some, whiteboards cannot be used by everyone. Sharing your screen allows them to follow along.

✦ Learning and Speech Accessibility

☐ Listen carefully. Interpret before responding.

☐ When asking for responses or feedback, repeat what you think you understand, and ask to clarify or repeat the portion that you did not understand.

☐ Limit to one person speaking at a time.

☐ Assign a moderator to check in on understanding.

☐ Leave plenty of time for questions at the end.

After Your Meeting

☐ Create a transcript of your recording through Rev or Otter.

☐ Add a link to the text transcript in the description of the video recording.

☐ Send a link to a video replay with the slides from your presentation, as well as any meeting notes and action items.

☐ Add the transcript as captions, synchronised with the aural content.

☐ Caption the exact wording of speakers, including slang and grammatical errors.

☐ Only occasionally edit a few words to facilitate reading speed.

☐ Caption sound effects that contribute to the understanding of the content.

☐ Only occasionally change the location of captions on the screen.

☐ Use italics to indicate the narrator, off-screen voices, sound effects, and other vital information presented aurally.

☐ Ask for feedback from your attendees. If someone was unable to fully participate in your event for any reason, modify your process and improve it for next time.

"What we have are a few people who know a lot about Accessibility. What we need are a lot of people to know a little about it." - Matt May, Adobe

Resource List

Web Content Accessibility Guidelines

The World Wide Web Consortium (W3C)

https://www.w3.org/WAI/standards-guidelines/wcag/

Inclusive Design Principles

Henny Swan, Ian Pouncey, Heydon Pickering, Léonie Watson

https://inclusivedesignprinciples.org/

AccessThat: Digital Accessibility Basics

Rooted in Rights

https://rootedinrights.org/about/about/accessibility/

8 Tips for Accessible Online Meetings

University of Melbourne

https://unimelb.edu.au/accessibility/video-conferencing-for-hearing-impaired-staff/tips-for-accessible-online-meetings

Accessible Virtual Meeting Tips

Deaf/Hard of Hearing Technology Rehabilitation Engineering Research Center

https://www.deafhhtech.org/rerc/accessible-virtual-meeting-tips/

Zoom Accessibility Best Practices

UC Boulder

https://www.colorado.edu/accessible-technology/zoom-accessibility-best-practices

Zoom Considerations for Teaching Students with Disabilities

University of Chicago

https://teachingremotely.uchicago.edu/zoom-students-with-disabilities/

Zoom Accessibility IT Guide

NC State

https://accessibility.oit.ncsu.edu/zoom-accessibility/

Sign Language Interpreter Directory

Registry of Interpreters of the Deaf

https://rid.org/

Comparison of Videoconferencing apps

The Big Hack

https://bighack.org/best-videoconferencing-apps-and-software-for-accessibility/

Creating Accessible Powerpoint Presentations

by Disability Awareness Training

https://disabilityawareness.training/creating-accessible-powerpoint-presentations/

Creating Accessible Videos

University of Washington

https://www.washington.edu/accessibility/videos/

Guide to Creating Accessible Videos

Rooted in Rights

https://docs.google.com/document/d/1t_NmD8R1KYfU6Nuy2gdS-puZHV92HNVEktqF92FeaAU/edit

Website Accessibility Checklist

The A11y Project

https://a11yproject.com/checklist/

Accessible Meetings, Events, and Conferences Guide

ADA Hospitality

https://www.adahospitality.org/accessible-meetings-events-conferences-guide/book

Facilitators Guide to Making Meetings Accessible

Seeds for Change UK

https://www.seedsforchange.org.uk/accessiblemtg

Trace Online Hand Raising Utility

Raising the Floor

https://tohru.raisingthefloor.org/

Meet Me Accessibly

A Guide to Zoom Cloud Meetings from a Blindness Perspective by Jonathan Mosen

https://mosen.org/zoom/

JAWS and Zoom, a Lesson on Learning

1-Hour Audio Presentation by Freedom Scientific

https://www.freedomscientific.com/webinars/jaws-and-zoom-a-lesson-on-learning/

Contrast Checker

Web AIM

https://webaim.org/resources/contrastchecker/

How to Design an Accessible Color Scheme

Envoy Design

https://medium.com/envoy-design/how-to-design-an-accessible-color-scheme-4a13ca12c92b

How To Run A Deaf Accessible Virtual Event

Hear Me Out

https://hearmeoutcc.com/deaf-accessible-virtual-events/

WCAG 2.0 Color Contrast Hex Codes

WCAG 2.0		#FFDA00	#EC671A	#CA082D	#7E3487	#0088C0	#00998B	#009F62	#BBD14C
AAA contrast > 7:1	DDDDDD	FFF3AA	F9CCB3	EDADB9	C9AACD	95CDE5	95D5CF	95D7BE	E8F0C3
	454545	5C5000	692E0C	640414	3B1A43	003950	003D37	004027	474F1D
AA & AAA (18pt+) contrast > 4.5:1	CCCCCC	FFED80	F6B38D	E58496	B489B9	80C4E0	80CCC5	80CFB1	DDE8A6
	545454	786800	83390E	710518	471D4D	004F71	00544C	005736	5D6927
AA (18pt+) contrast > 3:1	BBBBBB	FFE655	F4A679	E06F85	A978AF	55B0D5	55BBB2	55BF96	D7E497
	646464	948100	A14612	8D0621	5D2564	005A7D	006159	00663F	72802E

AI-Powered WCAG Website Compliance Software

accessiBe is a Fully Automated Web Accessibility Solution for ADA & WCAG Compliance

✦ Affordable. $49/month, free 7-day trial, no credit card required

✦ Effortless. Add a single line of code for 24/7 automated compliance

✦ Compliant. Accessibility statement and certificate of performance

Make your website accessible to WCAG 2.1 by visiting

stellarplatforms.com/accessibe

Disclosure: If you click the link above and make a purchase, at no cost to you I may earn a commission.

I am a proud affiliate for accessiBe because I use it in my own business.

About Caelan Huntress

I help entrepreneurs make more money in less time by setting up smart marketing systems.

As a speaker, trainer, and author, I always think about attention. I started my career as an acrobat in the circus, so gaining and maintaining attention is how I ply my trade.

For the past ten years I've been a marketing strategist, working as a website designer, video producer, sales trainer, and direct response copywriter. I've worked with hundreds of entrepreneurs on their marketing systems, their business models, and their sales funnels.

My virtual keynote topics include Marketing Yourself, Playful Productivity, and Hybrid Team Culture, and I lead training and coaching programs for individuals and teams. I also wrote the book *Marketing Yourself: How to Elevate your Personal Platform to the Next Level*. Get a free chapter of by subscribing to my newsletter.

Find my writing at ***https://caelanhuntress.com/*** or follow me on social media at:
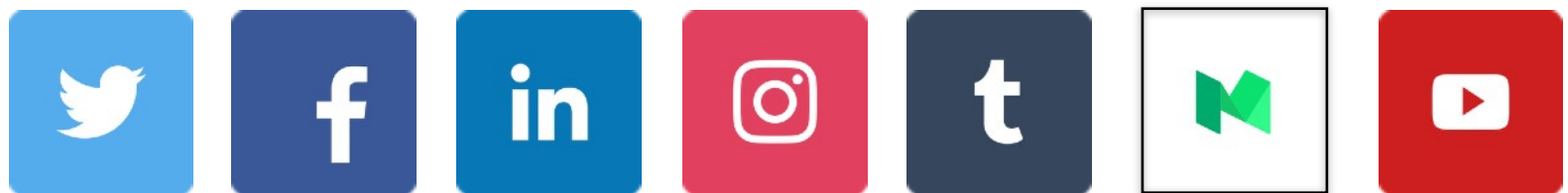
To get a detailed audit of the accessibility of your website, presentation, or software, go to

https://stellarplatforms.com/consultation

Keynote Speaking and Virtual Training

Topics Include:

- ✦ **The Power of Play in Virtual Meetings**
- ✦ **Making Virtual Meetings Accessible**
- ✦ **How To Collect Referrals And Testimonials**
- ✦ **Low-Tech Sales Pipelines That Get Results**

- ✦ **Playful Productivity**
- ✦ **Hybrid Team Culture**
- ✦ **Marketing Yourself**
- ✦ **How To Turn Email Subscribers Into Buyers**

"Caelan's presentation was unique, practical, and engaging. He had great command of the material, and from a performance perspective, he connected strongly with the audience. Bottom line: the attendees said this was one of the best presentations of the event."

Mike Rayburn, CSP, Hall of Fame Speaker
Co-chair, National Speakers Association annual conference 2019

*Go to **https://caelanhuntress.com/speaking** to learn more*