Accessible Online Event Planning

Rachel Fager, Saint Joseph’s University
Lauren Wittek, Central Washington University
Hello!

Rachel Fager
Cataloging & Metadata Librarian
Saint Joseph’s University
(she/her/hers)
Hello!

Lauren Wittek
Assistant Professor and
UX & Assessment Librarian
Central Washington University
(she/her/hers)
Overview

- Background Information
- Promoting Your Event
- Preparing for a Virtual Event
- Event Execution
Background Information
1 in 4 American adults live with a disability
Percentage of adults with functional disability types

- **MOBILITY**: Serious difficulty walking or climbing stairs (13.7%)
- **COGNITION**: Serious difficulty concentrating, remembering, or making decisions (10.8%)
- **INDEPENDENT LIVING**: Difficulty doing errands alone (6.8%)
- **HEARING**: Deafness or serious difficulty hearing (5.9%)
- **VISION**: Blindness or serious difficulty seeing (4.6%)
- **SELF-CARE**: Difficulty dressing or bathing (3.7%)

Credit: Centers for Disease Control and Prevention
Promoting Your Event
Social Media Best Practices

● Include contact information on your account
● Add alt text to every picture and GIF
● Keep language simple
  ○ #LibrariesAreAwesome
Alt Text Suggestions

- Be specific and descriptive
- Aim for fewer than 125 character
- Not necessary to say “photo of…” or “image of…”
Come to our exciting event on Wednesday, October 14th at 6:00 p.m. in room 152!
Instagram

Advanced Settings

Comments

Turn Off Commenting

You can change this later by going to the menu at the top of your post.

Preferences

Share Your Posts to Facebook

Automatically share your photo and video posts to Facebook.

Accessibility

Write Alt Text

Alt text describes your photos for people with visual impairments. Alt text will be automatically created for your photos or you can choose to write your own.
Instagram

- Video editor app
- Low cost - $4.99
- Edit captions
CENSORSHIP IS A DEAD END.
FIND YOUR FREEDOM TO READ
FREEDOM TO READ PANEL DISCUSSION
TUESDAY, SEPTEMBER 29, 2020
4:00PM - 5:00PM
Representation Matters!

- Disabled and Here
- Disability:IN
- Pexels
- Unsplash

Credit: Disabled and Here
Ableist Language to Avoid

- Turn a blind eye
- Fell on deaf ears
- Wheelchair bound
- Special needs
Terminology

- Diabetic adult vs. adult with diabetes
- National Center on Disability and Journalism
Abnormality

Background: “Abnormality” is a word used to describe a condition that deviates from what is considered normal. It can be appropriate when used in a medical context, such as “abnormal curvature of the spine” or an “abnormal test result.” However, when used to describe an individual, “abnormal” is widely viewed as derogatory. The phrase “abnormal behavior” reflects social-cultural standards and is open to different interpretations.

NCDJ Recommendation: The words “abnormal” or “abnormality” are acceptable when describing scientific phenomena, such as abnormalities in brain function. However, avoid using such words to describe a person. Referring to someone who does not have a disability as a “normal person” implies that people with disabilities are deviant or strange. “Typical” can be a better choice. Be cautious when using the term “abnormal behavior.” Explain what it means in the context in which it is being used.

AP style: Not addressed
Registering for the Event

- Provide details (e.g. start & end time, format, etc.)

- Add a field asking patrons if they require an accommodation
Registering for the Event

Please answer the following questions:

Which state does your library operate in?

What best describes the setting of the library?
- Urban (located in major city)
- City
- Suburban
- Rural

What is the size of population your library serves (full-time equivalent)?
(numeric values only)
Before the Event

- Check presentation materials are accessible
- Send presentation materials out to attendees in advance
Multiple entry points
- Zoom audio
- Phone
- Video recording

Provide a human contact
- Questions? Call Joe (555-555-5555)

Low stakes test-drives
- Give it a try *before* the event!
Keep in Mind

How you felt when
● a computer wasn’t working as expected. Be patient.
● a mechanic or doctor explained something using jargon. Speak plainly.

Build on prior knowledge, and make connections.

Multiple uses for terms- Chat
● Is it online text-based instant messaging?
● Is it a conversation on the phone?
General Tips

- Use fonts that are large and simple (Arial, Times New Roman, etc.)
- Use good color contrast practices
- Mute participants upon entry
Specific Zoom Settings

- Customize font size of chat and closed captioning
- Keyboard shortcuts for navigation
- Compatible with screen readers
- Select to auto-transcribe recorded meetings
Audio Type

Determine how participants can join the audio portion of the meeting. When joining audio, you can let them choose to use their computer microphone/speaker or use a telephone. You can also limit them to just one of those audio types. If you have 3rd party audio enabled, you can require that all participants follow the instructions you provide for using non-Zoom audio.

- Telephone and Computer Audio
- Telephone
- Computer Audio
Closed captioning
Allow host to type closed captions or assign a participant/third party device to add closed captions

Save Captions
Allow participants to save fully closed captions or transcripts

Language Interpretation
Allow host to assign participants as interpreters who can interpret one language into another in real-time. Host can assign interpreters when scheduling or during the meeting.
Keep interpreters with the participants who request them

Ensure the interpreter is added to the same breakout room as the person using the interpreter

- Assign groups ahead of the event
- Manually create the breakout rooms during the event
Zoom Closed Captioning

You or someone you assign can type the closed captions directly via Zoom

You can integrate a third party service using an API

NOTE: Most real-time captioning integrations have a fee for service
Cloud recording
Allow hosts to record and save the meeting in the cloud

- Record the active speaker view
- Record the gallery view
- Record an audio only file
- Save chat text from the meeting

Advanced cloud recording settings
- Add a timestamp to the recording
- Record thumbnails when sharing
- Optimize the recording for 3rd party video editor
- Audio transcript

Save  Cancel
Event
Execution
Captioning Using Google Slides for Live Events
Captioning and Transcript Tools

- **oTranscribe** - Open source, free transcription web app that allows users to transcribe and play audio or video files within one place.

- **Amara** - Allows users to caption and subtitle any video for free. Users have the option to pay for captioning or translation services.

- **YouDescribe** - Free web-based platform for adding audio descriptions to YouTube videos.
General Tips

- Describe visual content
  - Will help anyone with a visual disability or who has connected by phone

- Repeat questions that are asked through chat before answering
Post-Event
Follow Up

● Send materials (e.g. slides, recording) to participants

● Manually caption video recordings if necessary before uploading or sharing
Successful Events @ CWU Libraries

- Cultural Conversations
- Haiku and limerick contests
- Archives and museums crawl
Suggested Resources

- Cornell University’s Disability Statistics
- Ableist Language to Avoid
- Disability Language Style Guide
- Ensuring Virtual Events Are Accessible for All
- Accessibility from Zoom
- Zoom | Usability & Web Accessibility from Yale University
- ACRL Presents: Quickly Implementing Accessibility Tools
Thank you!

Rachel Fager - rfager@sju.edu

Lauren Wittek - lauren.wittek@cwu.edu

Photos: Unsplash & slide design: SlidesCarnival