

# How to Improve Website Accessibility

Mark Michaels,  
SVP and Chief Technology Officer



CALLAHAN  
& ASSOCIATES  
*the credit union company*

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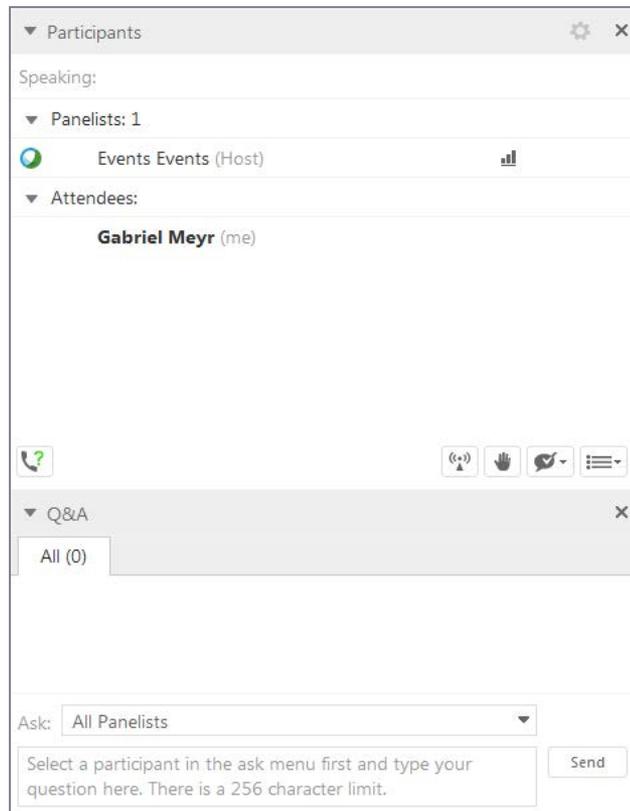
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# Slide Link

Today's slides can be found online at:

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# We Encourage Questions



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**Questions Box**  
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# Tell Us What You Think!



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# About San Francisco Federal Credit Union

- Headquartered in San Francisco, California
- Approximately **\$1.08 billion** in assets
- More than **44,000 members**
- **140** employees and **6** branches



# The Challenge/Opportunity

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- A 2015 website redesign rendered the site **difficult to use for visually impaired members**
- The post-redesign **online banking application wouldn't work well** with screen reader software
- A current & potential member filed a lawsuit (one of more than 240 filed against financial institutions since 2010, according to the ABA)
- To remedy this, we worked with the non-profit group *Disability Rights Advocates* to ensure our website, online banking services, and mobile apps were **accessible to people who are blind or otherwise visually impaired.**

# Becoming an Accessibility Leader



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WHO WE ARE



## Bringing The Credit Union To You

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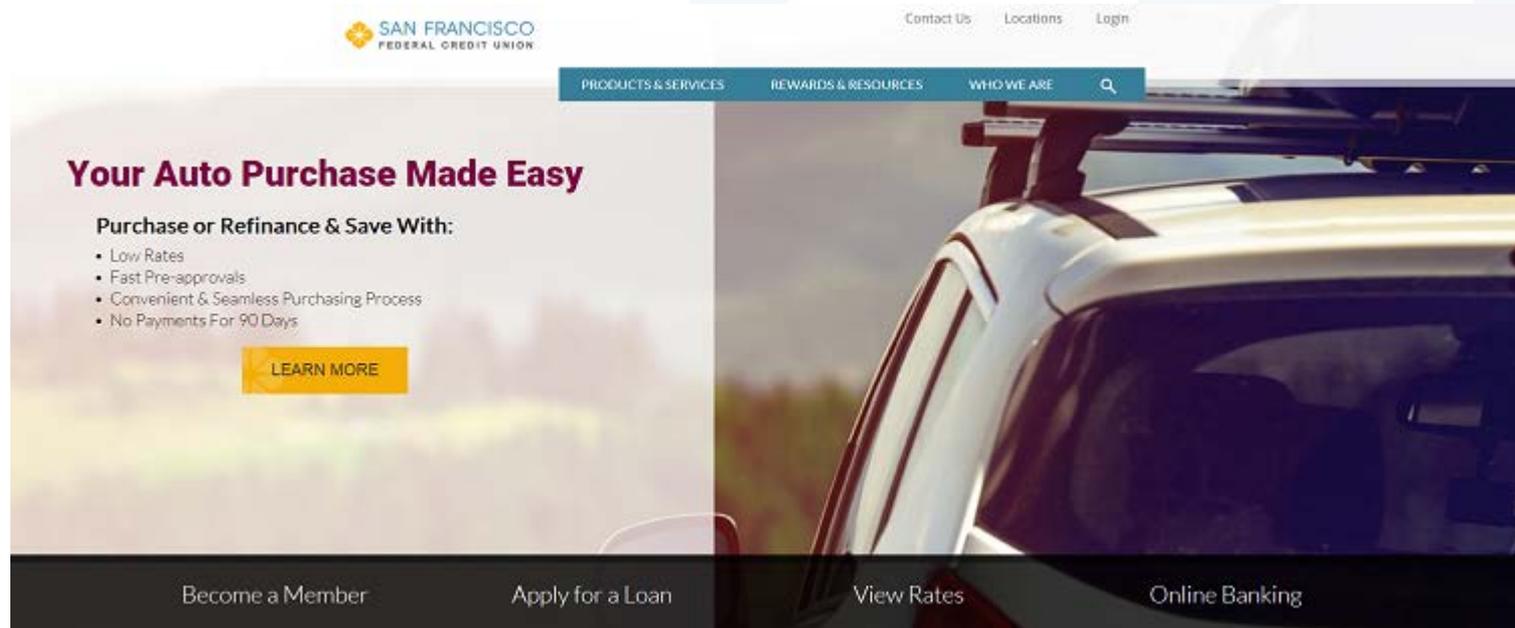
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# Sorting through the Guidelines

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- The U.S. Justice Department is not expected to issue formal guidelines for website accessibility for the next several years.
- Meanwhile, many organizations already are working to adhere to the *Web Content Accessibility Guidelines put forth by the World Wide Web Consortium*, a move considered to hold legal muster with ADA compliance as it stands now.
- Commonly referred to **WCAG 2.0 AA**, the standards include:
  - Making all functionality available from a keyboard
  - Ensuring text content is readable and understandable
  - Making web pages operate in predictable ways.

# Small changes make a big difference



- Clearly contrasting text and background colors help bring the current San Francisco FCU website into compliance with accessibility standards.
- The old site and new site look so similar that meeting accessibility guidelines is unnoticeable to most – except for people using assistive technologies.

# Six Ways to Test Web Accessibility

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- 1. Unplug the mouse and/or turn off the trackpad.** Can visitors do everything they need to do using only the keyboard?
- 2. Turn on the “high contrast” mode in Windows.** How does the site look? High contrast is a crucial tool for the large number of low vision users.
- 3. Turn off images.** Without visual clues, does the content still make sense? Does the site still function?
- 4. Check for captions and transcripts.** Visual options and cues are necessary alternatives to audio features for hearing-impaired members.
- 5. Click on label fields.** Labels connect to forms, so do cursors direct into the right field? Do buttons or checkboxes select the adjacent option? Compliant sites need a one-to-one relationship between the label and what it controls.
- 6. Turn off CSS.** CSS, or Cascading Style Sheets, are the preferred way to visually display page elements. When CSS is turned off, actionable elements such as function buttons still need to be visible.

\*Supplied by web accessibility consultant Karl Groves

# Keys to Success

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- 1. Understand the members' needs** – working with the affected member and advocacy groups helped us solve the issues & prevent future ones
- 2. Find the right partner** – We use digital banking software supplier, Q2, based in Austin, TX to help with ongoing site management
- 3. Start now**
  - Engage your website and online banking vendors, bulk of the burden is upon them
  - Engage a web accessibility consultant to help assess, treat as an audit
  - Run automated accessibility tools available on the web

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# Questions & Discussion