



Spring User Group Meeting 2018

Website & Notification Solutions





Introductions

WNYRIC – Website & Notification Solutions

- Rob Warchocki – Manager of Email, Website, and Web Development Services
- Becky Zdon – Coordinator
- Mindy Gigantelli – Training Coordinator
- Emily Klapper – Application Support Representative

Introductions

Blackboard

- Michael McGeady – Senior Customer Success Advocate
- Jeff Page – Solutions Engineer
- Brian Harris – Region Vice President

Agenda

- Service Updates & Reminders
- Blackboard Presentation
- New Editing Experience
- Overview of Accessibility
- Accessibility for Content Editors
- Website Best Practices
- District Discussion

Service Updates – Support Reminders

- Website & Notification Solutions
- Email wns@elb.org for website support
- If you email any member of the team directly, always copy wns@elb.org to prevent delays
- You can also call the WNYRIC Service Desk for website support at (716) **821-7171**. They will connect you with the first available WTW team member

Service Updates – Support Reminders

Provide as much information as possible

- Browser and version
- Link to problem area, or exact location

All support cases should be funneled through the appropriate district website contact

- Example: Site Director or Subsite Director
- Section editors should not contact the team directly
- Do not contact Blackboard directly

Service Updates – Support Reminders

- Need service or pricing information?
 - Web: www.wnyric.org, **Our Services/Service Directory**
 - Or Email: **rzdon@e1b.org**/call: **(716) 821-7355**
- Need to schedule training?
 - Contact Mindy Gigantelli at **(716) 821- 7111** or **mgigantelli@e1b.org**

Service Updates – New Districts

- Alden CSD
- Amherst CSD
- Arkport CSD
- Belfast CSD
- Bolivar-Richburg CSD
- Clymer CSD
- Cleveland Hill
- Cuba Rushford CSD
- Frewsburg CSD
- Grand Island CSD
- Jasper-Troupsburg
- Panama CSD
- Orchard Park
- West Seneca CSD
- Coming Soon... Alfred-Almond, Hornell, Jamestown, Randolph Central

Service Training – Offerings

- **Training Reminders**

- WCM Customers: 2 days per year
- WCM Essential Customers: 2.5 days per year.
- Training hours do not carry forward from one year to the next and must be used in ½ day increments
- Review the Training Guidelines when planning the session.

Products

- Website Content Management System
- Secure LDAP
- Mobile App
- Social Media Manager
- Community Engagement Bundle – includes WCM, Mobile App, Connect 5i and Social Media Manager OR Teacher Communication.
- MyWay Premium and Ultra Templates
- Siteimprove – Web Governance Software

Services

- Website Special Projects
- Website Extended Website Support
- Additional Training Days
- New Template – Go-live Assistance
- Siteimprove – Enhanced Annual Support & Training
- Siteimprove – Special Training and 1-on-1 Workshop



Blackboard Presentation

Jeff Page – Solutions Engineer





Blackboard Presentation

- New Products
 - Introduction to Ally
 - Ultra Templates – Why it's important to update your template.



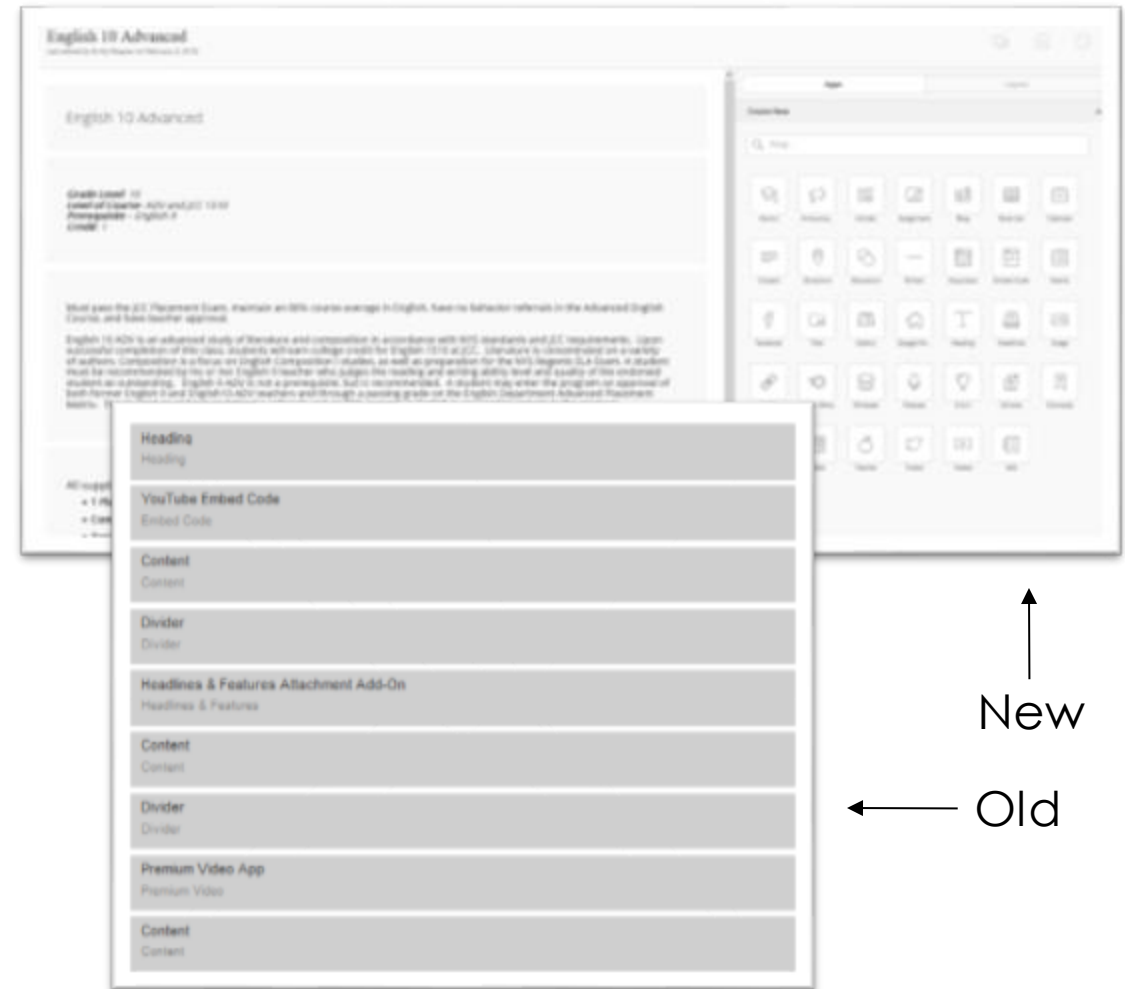
New Editing Experience

Presented by Emily Klapper



New Page Editing Experience

- Release 2.18
- Passports, extended privilege
- Adaptive Content with multiple apps
- Upgraded user interface for editors with 'preview' screen
- District & School Homepage





Website Accessibility

Accessibility Overview

Accessibility for Content Editors

Presented by Becky Zdon



What is Website Accessibility?

- The inclusive practice of removing barriers that prevent interaction with, or access to websites, by people with disabilities.
 - Disabilities can include cognitive, physical, visual & hearing
- The goal of accessibility is creating equal access for all.
- Website Accessibility Perspectives Video

W3C



Statutes & Regulations

- Title II of the Americans with Disabilities Act (ADA) of 1990
 - The ADA is a civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life
- Section 504 of the Rehabilitation Act of 1973
 - A civil rights law that prohibits discrimination against individuals with disabilities in public and private programs and activities that receive financial assistance from the federal government
 - This law applies to public elementary and secondary schools, among other entities.

Accessibility Standards

- WCAG – Web Content Accessibility Guidelines
 - Perhaps the most well-known and frequently used standards for accessibility.
 - Most recent version is WCAG 2.0 (released in Dec. 2008)
 - Currently under revision – enter WCAG 2.1, is expected to come into force as early as June 2018
 - Guidelines include 3 accessibility tiers — Levels A, AA, and AAA
 - <https://www.w3.org/TR/WCAG20/>

Accessibility Standards

- “Section 508” Standards – amendment to the Rehabilitation Act of 1973, mandating all electronic and information technology developed, procured, maintained, or used by the federal government be accessible to people with disabilities
- WAI-ARIA – Web Accessibility Initiative - Accessible Rich Internet Applications
 - A set of attributes to help enhance the semantics of a web site or web application to help assistive technologies (ie; screen readers), make sense of certain things not native to HTML
- HTML 5.2, CSS3

Enforcing Accessibility

- The Office of Civil Rights (OCR) - *The mission of the Office for Civil Rights is to ensure equal access to education and to promote educational excellence throughout the nation through vigorous enforcement of civil rights.*
 - An important responsibility is resolving complaints of discrimination.
- A complaint of discrimination can be filed by anyone who believes that an education institution that receives Federal financial assistance has discriminated against someone on the basis of race, color, national origin, sex, disability, or age.

Common Accessibility Issues

- Improper use of headers
- Links without alternative text
- Color contrast issues
- Using tables incorrectly
- Missing alternative text tags in images
- Documents that are not accessible
- Videos without captions
- Readability level of content



Creating Accessible Content



Creating Accessible Content

Formatting Techniques

- Use built-in headings
 - Headings allow a screen reader to jump around in an article. Content is easier to access, especially in longer documents or web pages.
- Use a logical and consistent heading structure
- Don't use bold, italic, underline, color or font size/style to emulate headings
- You can use App Titles for an H1 heading style
 - <http://www.washington.edu/accessibility/web/headings/>

Creating Accessible Content

Formatting Techniques (cont.)

- Keep formatting simple.
- The majority of formatting should come from the website CSS.
 - **CSS** is the language for describing the presentation of Web pages, including colors, layout, and fonts. It allows one to adapt the presentation to different types of devices (ie; large/small screens). **CSS** is independent of HTML and can be used with any XML-based markup language.

Creating Accessible Content

Formatting Techniques (cont.)

- Apply formatting with discretion
 - Example: Use Bold and Italic as little as possible. They are tools for emphasis. If everything is emphasized than nothing is emphasized.
 - Emphasize text with punctuation rather than font styles. Screen Readers change their intonation based on punctuation.
 - Adding lists is a great way to emphasize text. Be sure to use the built-in list options (bullets/numbers).
- When copying content be sure to use the "Paste as Text" button.
- <http://wnyric.schoolwires.com/Page/3438>

Creating Accessible Content

Accessible Hyperlinks

- Hyperlinks should have alt text that describes the link destination and target
 - Right click on the link > select Link > populate "Title" field
- Making the clickable text longer, makes it easier for people with mobility issues to access the content
- Do not list a URL out in plain text (ie; <https://www.website.org/page1123435>)
- Do not use the same link text for multiple items pointing to different destinations
- <http://wnyric.schoolwires.com/Page/3439>

Creating Accessible Content

Accessible Images

- Use Alt Text to describe images posted to a website
 - Alt Text should be brief but descriptive
- Avoid using images that contain text
 - Screen readers are unable to read text inside images
- Avoid using images that flash
 - People with photosensitive epilepsy can have a seizure triggered by displays that flicker, flash, or blink.
- Do not add images to a page that are unrelated to the content

Creating Accessible Content

Accessible Images (cont.)

- If an image is strictly used for decorative purposes – enter double quotes in the alt text field
 - This is a standard technique for communicating to screen readers that the image should be ignored
- If you post an infographic, write a narrative (below the image) telling the same story users gets from the visual and provide a link to view the text alternative -
<https://webaim.org/resources/designers/#infographic>
- <http://wnyric.schoolwires.com/Page/3442>

Creating Accessible Content

Tables

- Tables can be difficult for screen readers to navigate and should be used only when presenting tabular data
 - A table is a data table when row headers, column headers, or both are present.
- Do not use tables for formatting purposes, use built in Page Layouts instead
- If you need to present tabular data, be sure to use the Table App
 - The Table App is completely responsive
- Always use column or row headings to make the table easier to read
- Add a table caption and summary

<https://webaim.org/techniques/tables/>

<http://wnyric.schoolwires.com/Page/3437>

Creating Accessible Content

Video Content

Types of Captions: <https://sw00000004.schoolwires.net/Page/7719>

- <http://wnyric.schoolwires.com/Page/3443> - Closed Caption Example
- <https://www.youtube.com/watch?v=K0PJ4LiWl8w>
- Transcripts/Demo

Creating Accessible Content

Widgets, Plug-in's and 3rd Party Tools

- Calendars, Embedded videos, News feeds, Surveys, Social Media
- Creating accessible information for your website, extends beyond making sure the content created directly on the website is accessible. Make sure that any items that you link to or display on your website are accessible.

Creating Accessible Content

Color Contrast

Color plays an important role in accessibility. Low contrast between text and its background can make content difficult to read for everyone, especially low vision or color blind visitors.

- <http://www.waterequipment.com.au/Pumping%20Systems.html>
- <http://www.rushbiddies.com/>
- <https://webaim.org/resources/contrastchecker/>
- <http://accessible-colors.com/>

Creating Accessible Content

Testing Keyboard Navigation

- Is the tab order and read order logical and intuitive?
- Can all menus, links, buttons, and other controls be operated by keyboard?
- Does the web page include a visible focus indicator so all users, especially those using a keyboard, can easily track their current position?
- Demonstration: <http://wnyric.schoolwires.com/Page/285>

Creating Accessible Content

Many of the items we covered today, also apply to file attachments, such as:

- Formatting & Structure (Headings/Lists)
- Proper use of tables
- Alt Text for images & links
- PDF's
 - Start with a well formatted file
 - Include accessibility tags when saving to PDF
 - Invest in Acrobat Pro or a similar program
 - https://help.blackboard.com/Accessibility/Format_Accessible_Documents

Accessibility Checklist

- Use a built in heading structure.
- Use the built in list tools.
- Add links and files using descriptive clickable text and alternative text.
- Add descriptive alternative text to images.
- Only use tables for tabular data not display structure.
- Mark heading rows on tables.
- All documents you upload, link or display on your website should be accessible.
- Embedded videos must include captioning.
- Check reading level of content.
- Check for high color contrast.
- No Scanned PDF's!



Best Practices for your Website

Presented by Mindy Gigantelli



Best Practices for your Website

Tips for creating and maintaining a website that is:

- Attractive
- Organized
- Consistent
- Accessible
- Efficient

Best Practices for your Website

Channel Navigation and Homepage Organization

- Navigation is key to a user-friendly website. The average website visitor will spend about 30 seconds looking for information before giving up, so keep it simple and intuitive.
- Think of your homepage as a magazine cover rather than a dumping ground for information. Tease the content and let your navigation do the work.
- Keep channels and homepage apps consistent across sites, when possible.
- Channels (main menu) should fit on one line.
- Use the right apps to achieve a clean and organized look.
- Keep your content fresh and interesting.

Best Practices for your Website

Channel Navigation

- Organization that could be improved
 - <https://www.lfcsd.org/>
- Well organized and consistent navigation
 - <http://www.hamburgschools.org>
 - <https://www.grandislandschools.org>

Best Practices for your Website

Homepage Photo Galleries

- Modern templates feature prominent photo galleries and may be the first thing your visitors see. They should be updated periodically, contain high quality photos and a limited number of images.
- Landscape orientation works best.
- Check each image to ensure it is large enough for the gallery.
- Size to exact dimensions **prior** to upload. Pixlr Express is a great tool to use.
- .PNG files work best when it comes to web elements.
- Blurry and Incorrectly Sized Pictures
 - <https://www.cacsd.org/>
- Crisp, Clean and Properly Sized Pictures
 - <https://www.arkportcsd.org/>
 - <https://www.pancent.org/>

Best Practices for your Website

Homepage Site Shortcuts

- Site Shortcuts are no longer "shortcuts" if there are too many.
- Too Many
 - <https://www.cacsd.org/>
- Well Organized and Condensed
 - <http://fillmorecsd.org/>

Best Practices for your Website

Use the Headlines & Features App to prevent excessive scrolling and get your viewers to the information they need quickly.

- Great use of Headlines and Features
 - <http://www.genvalley.org/>
- District and Building Homepages in need of Headlines & Features
 - https://www.hpschools.org/Page/1_
- [Why your thumbnail images should be of consistently sized](#)
- [Attach a photo gallery instead of displaying directly on homepage](#)
- Sharing and Tagging
 - <http://www.ktufsd.org/>
 - <http://www.ktufsd.org/Domain/1162>

Other Best Practices for your Website

- Website Guidelines for Consistency and Accessibility
 - [Site Examples](#)
 - [Amherst Central School District Web Standards and Guidelines](#)
- Maximize your real estate. Turn off the left navigation for a section.
 - <https://www.lockportschools.org/domain/982>
- Use the Upcoming Events App for department events
 - https://www.lockportschools.org/domain/155_
- Use a Channel Homepage to create a welcome area
 - http://www.nwcsd.k12.ny.us/domain/73_

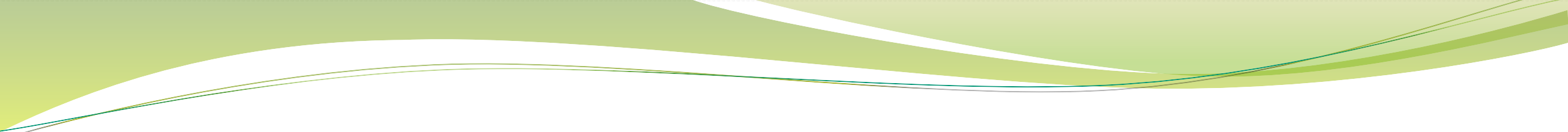
Other Best Practices for your Website

- Create a searchable Staff Directory app
 - <http://www.salamancany.org/salamancany-directory>
 - <https://www.opschools.org/domain/18>
 - <http://nfschools.net/domain/1209>
- Time saving tip for Google Drive users
 - <https://www.lockportschools.org/Page/9497>
- COPE – Create Once Publish Everywhere
 - Use the [Mobile Communications App](#) to post content to the website (headlines, announcements, on-screen alert), social media and as a push notification.



District Sharing



- 
- What would you like to see on the product roadmap for the Blackboard WCM?
 - What type of training offerings or web academies are you interested in?
 - Share your best practices!



Wrap up

Thank you for attending our Spring 2018 User Group Meeting!

