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BOWLING GREEN STATE UNIVERSITY

3341-6-57 Web Accessibility Policy

Applicability	All University units
Responsible Office	Community of Well-Being, Division of Finance and Administration, Enrollment Management
Responsible Administrator	Chief Information Officer

(A)   Policy Statement and Purpose

Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990 prohibit discrimination on the basis of disability in programs and activities by public universities receiving financial assistance from the U.S. Department of Education. Bowling Green State University ("BGSU") is committed to ensuring that communication with university constituents with disabilities, including students, prospective students, employees, guests and visitors, who have hearing, visual and manual impairments, or who otherwise require the use of assistive technology to access information, is as effective as communication with those without disabilities.

The purpose of this policy is to ensure that all official university web pages and university-related web pages will permit persons with disabilities to acquire the same information, engage in the same interactions, and enjoy the same services with substantially equivalent ease of use as those without disabilities. All web content within the scope of this policy must be accessible to university constituents and must adhere to the web accessibility standards referred to below.

(B)   Policy Scope

This policy applies to all information on official university web pages and university-related web pages, as defined within this policy, except for information to which access is limited by means of a password.

(C)   Definitions

(1)   "Official university web page." An official university web page is any web page created by the university, its departments, colleges, or other administrative offices for the official business of the university.

(2)   "University-related web page."   A university-related web page is any web page (other than an official university web page) created by or linked from a web page created by faculty, staff, students and/or registered student organizations that is:

(a)   Linked from an official university web page;

(b)   Stored on one of the university-controlled web servers;

(c)   Created in support of university businesses and courses; or

(d)   On servers contracted by the university.

(3)   "Content editors." Authorized university faculty or staff trained by the Information Technology Services ("ITS") and Marketing and Communications ("M&C") departments on the Web Accessibility Standards and on the approved content management system such that they are approved to maintain an official university web page or a university-related web page.

(4)   "Web   Accessibility   Training"   is   described   at **www.bgsu.edu/learncms**. It is required training conducted by staff of the ITS and M&C departments for all content editors prior to having authorization to publish content on an official university web page or a university-related web page.

(5)   The "Web Accessibility Coordinator" is a staff member authorized to coordinate and implement the web accessibility policy. BGSU will always have at least one designated Web Accessibility Coordinator.   Contact information for the Web Accessibility Coordinator is in the Appendix. The web accessibility complaint procedure   is   described   at   **www.bgsu.edu/web-accessibility-complaint-procedure.**

(6)   The "Web Accessibility Standards" are set forth at
        www.bgsu.edu/web-accessibility-standards. BGSU's web
        accessibility standards are drawn from W3C web accessibility
        initiative ("WAI") and section 508 standards.

(7)   "Web content" or "content" is information on an official university
        web page or university-related web page.

(D)   Policy

(1)   Each administrative unit, department, or office, through an
        authorized content editor, is responsible for ensuring that web
        content is accessible (in accordance with the Web Accessibility
        Standards) and that all software and ITS systems purchased are
        able to produce accessible products and documents or are
        compatible with assistive technology.

        The Web Accessibility Standards include standards for web and
        social media content and the use of third party content like *YouTube*.

(2)   Content editors may develop and maintain official university web
        pages and university-related web pages and are responsible for their
        content subject to the following requirements:

        (a)   Software used to develop official university web pages will
                be limited to packages approved by Information Technology
                Services ("ITS").

        (b)   Official university web pages must run on ITS servers or
                servers contracted for by ITS.

        (c)   All official university web pages and university-related web
                pages must conform to the Web Accessibility Standards.

(3)   The Web Accessibility Coordinator shall provide direction and
        guidance on standards to be followed for accessibility of all web
        pages. The Web Accessibility Standards shall be posted on the
        Accessibility Services web page.   The Web Accessibility
        Coordinator is responsible for developing and implementing a plan
        to do the initial and periodic audits of all official university web

pages and all university-related web pages for compliance with the Web Accessibility Standards. Any member of the Web Accessibility Team (see Appendix) or their designee is authorized to disable any web page found to be in violation of the Web Accessibility Standards.

(4)   All official university web pages and university-related web pages must adhere to:

  (a)   Applicable copyright laws.

  (b)   Applicable State of Ohio and federal laws and rules.

  (c)   **Policy 3341-6-7, BGSU Information Technology**, where appropriate.

  (d)   The Web Accessibility Standards.

(5)   All university computer labs shall provide equal access afforded by technology to all users, including users with disabilities. BGSU shall make assistive technology available at all computer labs and shall provide a "notice of accessibility" that includes contact information for questions, inquiries, or complaints on the web site **https://www.bgsu.edu/accessibility-services.html** and at each computer lab.

(6)   Procedures for creating and posting accessible web content.

  (a)   Authorized content editors may develop and maintain official university web pages and university-related web pages.

  (b)   Anyone (including administrative and academic units, individuals, and organizations) who needs to be able to place content on an official university web page or a university-related web page must first visit **www.bgsu.edu/learncms** to sign up for the training necessary to request access to the content editor. After completing this training, users are required to take an online accessibility course to become authorized content editors in their requested access areas.

Annual training or updating is required to maintain authorized status. Users who have already been fully trained in the Web Accessibility Policy can satisfy the annual training requirements by reviewing and confirming they have read the updates to the policy and resource information that will be posted at **www.bgsu.edu/webaccessibilityupdates**.

(c)   The Web Systems Coordinator will complete an internal accessibility audit (Audit) quarterly under the direction of the Web Accessibility Coordinator, during which web content provided by the content editor is measured against the Web Accessibility Standards. The Web Systems Coordinator is identified in the Appendix.

(d)   If any web content is determined to be in violation of the parameters in this policy, including the Web Accessibility Standards, an effort will be made beforehand to discuss the violation(s) with the content editor and to correct any errors. The Web Content Coordinator (identified in the Appendix) is responsible for correcting the errors. Any member of the Web Accessibility Team has the authority to disable any web content from the BGSU servers, if in their discretion such action is necessary.

(7)   Purchasing accessible software compatible with assistive technology.

(a)   It is the policy of the university to ensure that all IT software and systems purchased meet the Web Accessibility Standards by producing accessible products and documents. The software or systems shall permit persons with disabilities to acquire the same information, engage in the same interactions, and enjoy the same services with substantially equivalent ease of use as those without disabilities.

(b)   The BGSU Purchasing Department will provide computer software accessibility purchasing standards that will be placed into the terms and conditions and request for proposal documents.

(8)   Reporting violations.

   (a)   Accessibility concerns with any web content may be
           directed to the Web Accessibility Coordinator for prompt
           resolution by clicking on *"report an issue"* at the bottom of
           every web page or by using the following hyperlink:
           https://www.bgsu.edu/accessibility.html.

   (b)   Any person desiring to make an anonymous complaint with
           regard to a violation of this policy or any federal or state
           law with regard to web accessibility may do so by reporting
           violations through a confidential site located at
           **https://secure.ethicspoint.com/domain/media/en/gui/298
           86/index.html.**

   (c)   Any student desiring to file a formal complaint for web
           accessibility issues may contact the ADA/Section 504
           Compliance Officer at **access@bgsu.edu**. A written outline
           of the complaint procedure can be found at
           **https://www.bgsu.edu/web-accessibility-complaint-
           procedure.html**. The accessibility services web page
           (**https://www.bgsu.edu/accessibility-services.html**)
           contains the contact information for individuals serving in
           those roles on behalf of the university.

Registered Date: October 5, 2018

Appendix

Web Accessibility Coordinators

Peggy Dennis, Director, Accessibility Services
Bowling Green State University
38 College Park Office Bldg.
Bowling Green, OH 43403
(419) 372-8495
access@bgsu.edu

John Ellinger, Chief Information Officer
Bowling Green State University
104 Hayes Hall
Bowling Green, OH 43403
(419) 372-7712
cio@bgsu.edu

Duties:
Administer the Web Accessibility Policy for BGSU
Coordinate all University resources to implement the Web Accessibility Policy
Practicing and signing off on all Web testing protocols
Approving all audit reports in compliance with the Web Accessibility Policy
Assuring Third Party Web Accessibility compliance

Web Content Coordinator

Beth Detwiler, Director, Web and New Media,
Office of Marketing and Communications

Duties:
Coordination of all Web Content per the requirements of the Web Accessibility Policy
Testing of all content per the requirements of the Web Accessibility Policy
Training of all BGSU employees using the BGSU Web
Maintain the BGSU Accessibility web page

<u>**Web Systems Coordinator**</u>

Chris Wammes, IT Manager Web Technologies,
Information Technology Services

Duties:
Coordination of all Web Systems per the requirement of the Web Accessibility
Policy
Testing of all content per the requirements of the Web Accessibility Policy
Training of all BGSU employees using the BGSU Web
Assuring Third Party Web Accessibility compliance