New Features and Accessibility Training

CMS Training

New Features

- **Departmental Calendar**-each subsite will have their own calendar of events similar to the calendar on CCNY's Homepage

- **Access to Departmental Calendar**
  - Attend training
  - Request access from The Office of Communications and Marketing

- Events can appear either on the CCNY's calendar, a specific subsite calendar, or both.

Departmental Calendar

- **Calendars to Appear**-check one of the two options or both

  - **Main CCNY Calendar of Events-** appears on CCNY's calendar
  - **Departmental Calendar-** appears on a specific department calendar

- **Department-** assign event to departmental group

- *Please note the calendar is for external events and not for any internal events such as weekly staff meetings.*

Accessibility for the web

- **Web Accessibility**- people with disabilities can perceive, understand, navigate, and interact with the web
  - 1 in 5 Americans self-identify having some type of disability
  - Approximately 12 million Americans experience blindness or vision loss

- **Why is Web Accessibility Important ?**
  - It provides **equal access** and **equal opportunity** for everyone to use the web.

- Users with who navigate the web can possess:
  - Visual, Motor/mobility, Auditory, and/or Cognitive Disabilities

Accessibility for the web

- Screen reader software reads out all the content on a website

  - **PC**- download free software NVDA, works best with Firefox http://www.nvaccess.org/download/

  - **MAC**- can be found under "System Preferences" -> "Accessibility"

  - **Android**- Google Talkback (https://play.google.com/store/apps/details?id=com.google.android.marvin.talkback)

  - **iOS: "**Settings" -> "Accessibility" -> "VoiceOver"

- Optimizing images, content, and media helps screen readers to work correctly

Accessibility for the web

- **Motor Disabilities**
  - **Users will have hardware that can detect certain muscle movements**

Benefits for Having Accessibility Features

- Improve usability for all visitors

- Reaching new audiences

- Search Engine Optimization (SEO) - page ranking within search engines

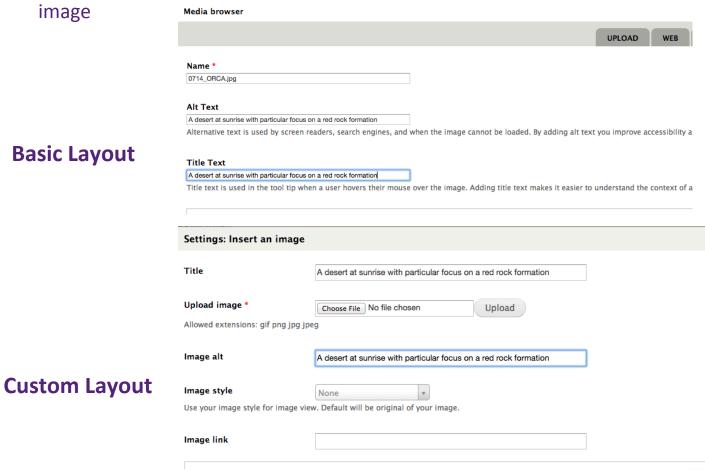   Search engines will penalize sites that do not meet minimum accessibility standards

- CUNY standards – compliance with Americans with Disabilities Act (ADA)

    "CUNY is committed to providing students, faculty, staff, and the general public with the technology and information they need. . . . All of the University's electronic and information technologies must be accessible to all individuals who wish to access them."
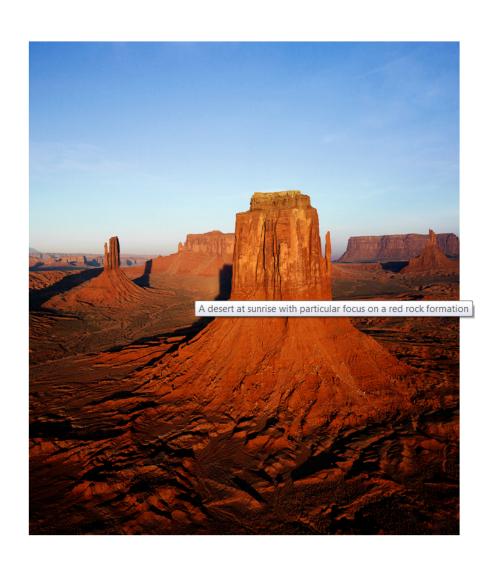
    http://www2.cuny.edu/accessibility/statement/

Adding Image Alternative Text & Title Text

- I**mages**- Use "Alternative Text" and "Title Text" tags
  - **Alternative text** is used by screen readers when the image cannot be loaded
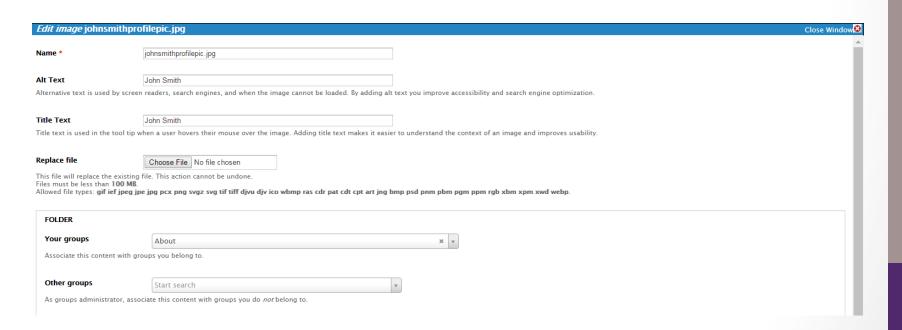 - **Title text** is used in the tool tip when a user hovers their mouse over the image

Media browser

UPLOAD   WEB

Name *
0714_ORCA.jpg

Alt Text
A desert at sunrise with particular focus on a red rock formation
Alternative text is used by screen readers, search engines, and when the image cannot be loaded. By adding alt text you improve accessibility a

Basic Layout

Title Text
A desert at sunrise with particular focus on a red rock formation
Title text is used in the tool tip when a user hovers their mouse over the image. Adding title text makes it easier to understand the context of a

Settings: Insert an image

Title
A desert at sunrise with particular focus on a red rock formation

Upload image *
Choose File   No file chosen   Upload
Allowed extensions: gif png jpg jpeg

Image alt
A desert at sunrise with particular focus on a red rock formation

Custom Layout

Image style
None
Use your image style for image view. Default will be original of your image.

Image link

Image Alternative Text & Title Text Output

A desert at sunrise with particular focus on a red rock formation

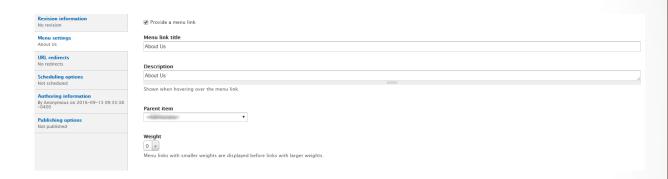# Adding Image Alternative Text & Title Text to Profile Images

- **Profiles**- Add Alternative Text and Title Text tags to profile image
- On profile, click "Edit"
- In editing box, choose "Profile Basics"
- Next to profile image, click "Edit"

Adding Description to Menu Links

- **Menu**- Add "description" for each navigation link

**When Editing
Page Layout**
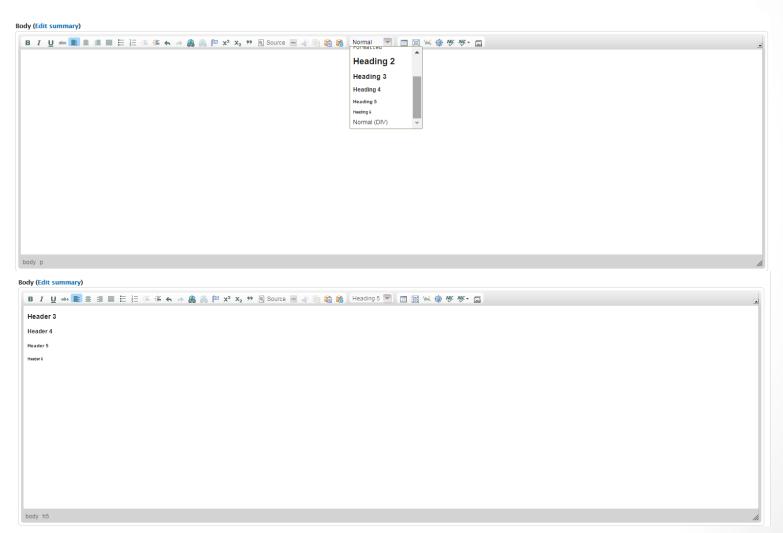
When Editing Menu

Menu Description Output

Page Headers

<h> Tags- Start with <h3> tags in text area box

Page Headers

Header 3

HEADER 4

HEADER 5

Header 6

How to Make Your Site Web Accessible?

- **Video**- Videos should not play automatically
  - Add subtitles if possible

How to Make Your Site Web Accessible?

- **Web form** - Use CCNY's web form tool because it meets minimum accessibility standards
  - Creates metadata that can be read by screen readers
  - Google Forms does not generate the necessary metadata

We are here to help!

Office of Communications and Marketing

Web related inquiries: support@ccnywebsite.zendesk.com
https://www.ccny.cuny.edu/communications/service-request-form

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