

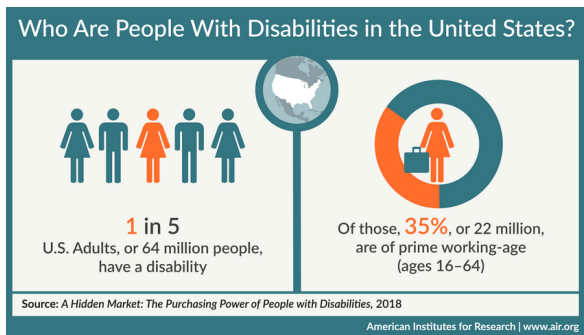
Lessons Learned on Meeting Accessibility Standards



ZENA CONSULTING
Founder / Owner

In preparation for my webinar on *"Equity Outcomes Begin with Language"* at the (online) annual Washington State Non-Profit Conference, (WSNPC) this month, we were asked to ensure that presentations were inclusive of participants with physical or neurological disabilities and differences.

WSPNC provided a helpful training by accessibility consultant Elizabeth Ralston, who says modifications should be built into the planning process from the start. This echoes best practice about diversity in general, and I soon learned why. According to American Institutes for Research (below) the need for workplace accessibility accommodations is 35%!



Universal Design = Inclusive Design

Engaging more people is the goal of universal and inclusive design, and it takes effort. Standard interactive tools and activities (Chat, polls, reflection and small groups) are more important, and Ralston added these specific strategies to support audiences with visible or invisible disabilities:

- Send materials in advance to give participants more time to prepare and read content.
- Announce all accessibility features at the beginning of your presentation.
- Use large type, Live Captioning, ASR (Automated Speech Recognition) and certified interpreters.
- Describe basic visual features of slides and video content, (in as much detail as time allows.)

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EVENTS



10 Seconds to Impact -
Creating Extraordinary Elevator Pitches

May 24, 9:00-9:15
May 25, 9:00-12:00

This month's free webinar from PTAC (Procurement & Technical Assistance Centers) covers a cornerstone of marketing- first impressions.

It's hosted by Economic Alliance of Snohomish County.



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