Embracing Digital Accessibility
Practical tips for empowering everyone

Educate & Create Awareness

Begin Today With New Content & Communications

Systems & Methods of Creating Communications

Start With the Most Needed Information

Conduct Newsletter Audit

Conduct Website Audit

Scan for our tips, resources, & checklists

Embracing Digital Accessibility
Practical tips for empowering everyone

Educate & Create Awareness

☐ Get educated! See list of resources for a great starting point.

☐ Train your team, ask administrators to help create awareness.

☐ Install and learn tools to help you create accessible content.

☐ Establish guidelines for building digital content and communications.

☐ Partner with other departments, including HR, IT, C&I, etc.

Begin Today With New Content & Communications

☐ Start with any new digital content you need to create today. The most effective way to meet the 2026/2027 deadline for full digital accessibility is to immediately stop creating content you'll have to go back and fix.

☐ Create a plan. A starting plan could be as simple as initial priorities, or you can organize by type of communication (website updates or new pages, newsletters, etc.).

Embracing Digital Accessibility
Practical tips for empowering everyone

Systems & Methods of Creating Communications

This applies to generally public information, not information behind a password wall

- [ ] Create a list of all digital communications/content you are currently producing in the school year.

  - [ ] Conduct an audit to determine how accessible the final output is.

  - [ ] Review your tools and/or applications. Most tools have features to support accessibility, but it is important to understand what features they provide.

  - [ ] Create an action plan that includes learning new features, contacting your vendor(s), and/or moving to a different application.

- [ ] Your plan can now include moving all types of communications (such as school year calendars, cafeteria menus, newsletters, videos, etc.) to full accessibility.

Embracing Digital Accessibility
Practical tips for empowering everyone

Start With the Most Needed Information for Families

Your staff or students may have workarounds or accommodations, but it's likely that family members do not (or are not aware of those accommodations). Start with the information and communications they need the most.

- [ ] If you have critical communications that are not currently accessible, be sure to provide contact information on how to get assistance.
- [ ] Examples:
    - [ ] Announcements, registration (all types), enrollment, school year calendar, events/schedules, cafeteria menu and fees, student services, programming, staff directory, etc.
    - [ ] Online forms, epay, absence reporting, parent teacher conference info or reservations, school supply lists, newsletters, etc.

Newsletter Audit

- [ ] Run an accessibility audit on newsletters
- [ ] Create a plan for moving towards accessibility
    - [ ] We recommend beginning with a district newsletter, then moving to each building (High School, Middle School, etc.) and finally working with any classroom, activity, or program newsletter.
- [ ] Build accessible links to newsletters on your website

Embracing Digital Accessibility
Practical tips for empowering everyone

Begin a website audit

No doubt the largest area of digital accessibility is a school district's website, which can encompass additional sites such as activities, athletics, community or art centers and more.

- ☐ Compile a comprehensive list of all websites under the district's umbrella
- ☐ Generate a Sitemap and create an audit worksheet using the sitemap as the starting point
- ☐ Pages/Documents (PDFs, Google or Microsoft docs)
- ☐ Flattened graphics (text designed as a graphic image)
- ☐ Images
- ☐ Colors
- ☐ Forms
- ☐ Videos
  - ☐ Set and communicate best practice for video use and accessibility requirements
  - ☐ Audit existing video