

1 ☐ **Managing Expectations for Accessibility Remediation**

Setting realistic goals for effective accessibility improvements

2 ☐ **Framing the Accessibility Challenge**

3 ☐ **What's already understood: accessibility as an ongoing commitment**

Continuous Accessibility Responsibility

Accessibility must be viewed as an ongoing operational responsibility, not a one-time project with a fixed end date.

New Content Challenges

Universities produce new digital content daily, each requiring accessibility considerations to maintain compliance.

Sustainable Processes and Accountability

Successful accessibility depends on sustainable workflows, stable staffing, and shared accountability across the institution.

Expectation Shift

Ideally, we can focus on continuous improvement and risk reduction, rather than being stressed by a remediation deadline.

4 ☐ **What's less understood: The large scale of university digital ecosystems**

Complexity of Digital Ecosystems

University digital ecosystems include numerous interconnected websites, themes, and third-party tools, creating significant complexity.

Scale of Content and Templates

Thousands of pages and templates share code and content structures, causing widespread impact from single accessibility issues.

Communicating Priorities

Clear communication about the need for prioritization and realistic remediation timelines.

Visualizing Ecosystem Impact

Viewing the ecosystem as a network shows how fixes in one area can

affect the entire campus web presence.

5 **The Accessibility Iceberg: Visible Issues and Hidden Work**

Visible Accessibility Issues

Stakeholders often recognize surface-level problems like missing alt text and poor color contrast as accessibility challenges.

Hidden Accessibility Work

Much larger hidden efforts include governance, training, tools, and theme templates and style sheets.

Importance of Communication

Making hidden work visible helps manage expectations and frames accessibility as a systemic challenge, not just a checklist.

6 **Deadlines and long-term systemic improvements**

- Limitations of Deadlines

- Deadlines create urgency but often result in rushed fixes and short-term thinking that undermine lasting accessibility success.

- Importance of Systemic Improvements

- Focusing only on visible wins leads to recurring issues; systemic improvements are essential for sustainable accessibility.

- Strategic Planning Beyond Deadlines

- Deliberate planning, phased goals, and clear workflows help transform accessibility from a deadline race into an ongoing journey.

7 **Stakeholders, Resources, and Reality**

8 **Navigating Multiple Stakeholder Perspectives**

Diverse Stakeholder Priorities

Different university groups focus on unique priorities like code quality, publishing, risk, and timelines.

Tailored Communication Strategies

Effective accessibility requires customizing messages to fit technical and non-technical audiences.

Role of Accessibility Leaders

Leaders translate technical details to relatable language, reducing friction and misalignment.

9 ☐ **The Resource Equation: Demand Versus Capacity**

Demand-Capacity Imbalance

Digital content demand often surpasses available time, staff, and budget, especially in higher education.

Importance of Honest Dialogue

Transparent conversations about capacity help manage expectations and avoid unrealistic commitments.

Strategic Prioritization

Framing work as trade-offs enables focusing efforts where they have maximum impact while managing constraints.

Collaborative Problem-Solving

Transparency fosters trust and enables resource reallocation, timeline adjustments, and redefining success.

10 ☐ **Distributed Responsibility and Shared Ownership**

11 ☐ **Aligning Accessibility Goals With Institutional Priorities**

Integration with Institutional Goals

Align accessibility goals with student success, risk management, and digital excellence for greater impact.

Beyond Compliance

Position accessibility as part of usability and equity, not just legal compliance, to increase buy-in.

Supporting Communication Platforms

Accessibility improvements in shared platforms promote campus-wide communication and institutional reputation.

Sustained Investment Justification

Clear alignment helps secure long-term investment and realistic timelines for accessibility initiatives.

12 ☐ **Prioritization and Process**

13 ☐ **Why Fixing Everything at Once Is Not Feasible**

Challenges of Mass Remediation

Fixing all issues at once is unrealistic due to the volume and varied severity of problems across large websites.

Impact of Delays

Focusing too long on one site delays overall progress and increases risks in the broader ecosystem.

Need for Strategic Sequencing

Prioritizing and sequencing fixes ensures the greatest benefit with limited resources and manages expectations.

Expectation Management

Clear communication about incremental progress helps stakeholders understand why some issues remain unresolved.

14 ☐ **Defining “Good Enough for Now” Milestones**

15 ☐ **Risk- and Impact-Based Prioritization**

Risk-Based Prioritization

Prioritize accessibility fixes based on the severity of issues and potential barriers they create for users.

Impact on User Experience

Focus on high-traffic pages and legally required content that impact the most users significantly.

Communication and Decision-Making

Clear communication of prioritization rationale supports stakeholder understanding and defensible choices.

16 ☐ **System-Level Fixes Versus Page-Level Fixes**

System-Level Remediation

Fixes at theme or module level resolve issues across many pages simultaneously, improving efficiency.

Page-Level Fixes

Page-level fixes address symptoms on individual pages but don't tackle root causes effectively.

Resource Optimization

Prioritizing shared infrastructure leads to campus-wide benefits and

efficient resource use.

Stakeholder Communication

Explaining system-level work helps stakeholders understand behind-the-scenes efforts and gradual changes.

17 **Workflow, Tools, and Measurement**

18 **Establishing a Repeatable Remediation Workflow**

Structured Remediation Process

A repeatable workflow with scanning, prioritizing, fixing, validating, and reporting ensures clarity for all involved.

Consistent Communication

Monthly remediation cycles help communicate progress and reduce the perception of ad-hoc activity.

Onboarding and Coordination

Defined workflows facilitate onboarding new contributors and help coordinate across multiple teams effectively.

Stakeholder Trust

Transparent processes build stakeholder trust by clearly showing steady, intentional progress even if incremental.

19 **Clarifying the Roles of Accessibility Tools**

Different Roles of Tools

Accessibility tools each serve distinct functions in remediation, preventing unrealistic expectations about their capabilities.

Tool Examples and Purposes

DubBot measures compliance, Editoria11y provides real-time feedback, and WebAIM handles targeted validations like color contrast.

Setting Clear Expectations

Communicating tool distinctions prevents confusion and reinforces that tools support people and processes, not replace them.

20 **Measuring Progress Instead of Perfection**

Limitations of Binary Success

Strict compliant or non-compliant measures often fail to capture true progress in remediation efforts.

Tracking Continuous Improvement

Focusing on trends like error reduction and issue severity shows meaningful progress over time.

Communicating Progress to Stakeholders

Sharing metrics helps stakeholders understand gradual accessibility maturity and momentum.

Realistic Expectations

Shifting focus to continuous improvement makes progress sustainable and achievable over time.

21 ☐ **Reporting as a Communication Tool**

22 ☐ **Culture, Leadership, and Long-Term Success**

23 ☐ **Shifting From Project Thinking to Practice**

From Project to Practice

Treating accessibility as a practice embeds it into daily workflows instead of competing with other projects.

Leadership and Messaging

Consistent messaging and leadership support are essential to reinforce accessibility as a core practice.

Culture Change and Sustainability

Cultural change is slow but vital for sustainable accessibility and reducing pressure on unrealistic goals.

24 ☐ **What Leadership Needs to Understand**

Ongoing Accessibility Investment

Accessibility requires continuous investment in people, processes, and technology for lasting impact.

Avoid Quick Fixes

Quick fixes or one-time cleanups undermine sustainable accessibility success and should be avoided.

Clear Communication and Decision Making

Transparent communication about resources, risks, and trade-offs helps leaders make informed decisions.

Leadership Modeling Expectations

When leaders model realistic expectations, it reinforces shared responsibility across teams.

25 **Lessons Learned From Real-World Remediation**

Fix Shared Systems First

Addressing common systems initially creates a stronger foundation for accessibility remediation efforts.

Content Creator Education

Investing in training content creators improves ongoing accessibility and reduces future issues.

Effective Communication

Clear, patient, and repeated communication is as vital as technical skills in managing remediation expectations.

Defensible Stopping Points

Defining clear stopping points helps manage scope and ensures practical completion of remediation tasks.

26 **Key Takeaways and Questions for Your Institution**