

# Data & Accessibility

INCLUSION ISN'T EARNED; IT'S EXTENDED. IMPACT ISN'T CLAIMED; IT'S FELT.



## **MARK MILLER**

Mark is the founder of Inclusion Impact Accessibility, a full-service digital accessibility consultancy focused on the positive impact accessibility can have on business. Throughout his 13-year career, Mark has worked for both small consultancies and large enterprise accessibility firms. He has a passion for helping clients with organizational accessibility strategies and sustained conformance to requirements such as the ADA, Section 508, EAA, and the WCAG guidelines. He is an invited expert on the W3C Maturity Model Task Force of the APA WG, working on the Accessibility Maturity Model (AMM). As a thought leader, Mark is a prolific speaker on digital accessibility and maintains a robust speaking and podcasting schedule.

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# The Last Mile Data Challenge

*Enrollment Trends*

Dept	2020	2021	2022	2023
Bio	380	395	402	412
Soc	220	210	198	188
CS	510	540	590	640
Eng	300	305	310	315

What story do you think this data is telling?

### *Enrollment Trends*

Department	2020 Enrollment	2021 Enrollment	2022 Enrollment	2023 Enrollment
Biology	380	395	402	412
Sociology	220	210	198	188
Computer Science	510	540	590	640
English	300	305	310	315

**Alt Text:** *Undergraduate Enrollment by Department (2020–2023)*

Enrollment counts for four academic departments over four years. Biology and Computer Science show upward trends; Sociology declines; English remains stable.

## Inaccessible Table

Intentional accessibility issues included:

- Vague title
- Abbreviated department names
- No units or context
- No summary
- No table header scope
- No description of trends
- No indication of what the numbers represent
- No caption or metadata

## Accessible Table

Accessibility improvements included:

- Clear, descriptive title
- Full department names
- Explicit units (“Enrollment”)
- Caption + short summary
- Logical column headers
- Consistent formatting
- No abbreviations
- Clear trend interpretation

# Agenda

- What is digital accessibility?
- How does it Support Data Mobilization
- Why is digital accessibility important?
- The Flip Side of Data & Accessibility?

# **What is Digital Accessibility?**

# **How does it Support Data Mobilization?**

**Answer:**

**They both provide greater access to data and content.**

# What is Digital Accessibility?

# What is Digital Accessibility?

**Equal Access to digital content and functionality for all users.**

- Websites
- Documents
- Desktop
- Tablet
- Phone
- Kiosk (Enclosed Systems)



# What is Digital Accessibility?

## Who are the users?



- Users who are Blind
  - Screen Readers
  - Zooming technology
  - Keyboard Only
- Users with hearing impairments
  - Transcripts
  - Captions
  - Sign Language
- Users with Mobility Impairments
  - Keyboard Only
  - Speech
  - More Time
- Users with Cognitive/Learning/Neurological Disabilities
  - Screen readers
  - Constant and Predictable layout
  - Simple language
  - Fewer distractions
  - More Time

# The Guidelines



**“The power of the Web is in its universality. Access by everyone, regardless of disability, is an essential aspect.”**

**-Tim Berners Lee**



- World Wide Web Consortium (W3C)
  - Tim Berners Lee
  - HTML Standard
  - WCAG
- WCAG
  - International standards created by the W3C to make websites, apps, and digital content accessible to people with disabilities
  - Current level 2.2
  - 3 Conformance Levels A, AA, AAA
  - POUR Principles:
    - Perceivable
    - Operable
    - Understandable
    - Robust
  - Success Criteria

# Why is Digital Accessibility Important?

# Why is Digital Accessibility Important?

**Moral**



**Legal**



**User  
Impact**



# Why is Digital Accessibility Important?



## Moral

- Business is by people for people
- Everyone deserves equal access
- Increases employee morale
- People aren't disabled if the environment doesn't disable them.

# Why is Digital Accessibility Important?



## Legal

- ADA – US Federal
  - Title II – State and local
    - WCAG 2.1
    - Population of 50,000 or more persons, April 24, 2026
    - > 50,000 persons April 26, 2027
  - Title III – Places of Public Accommodation
    - WCAG through case precedent
- Section 508 – US Federal
  - WCAG 2.0
- EEA – Public Facing in Europe
  - EN 301 549
    - WCAG 2.1
- AODA - public, private, and non-profit sectors in Ontario
  - WCAG 2.0

# Why is Digital Accessibility Important?

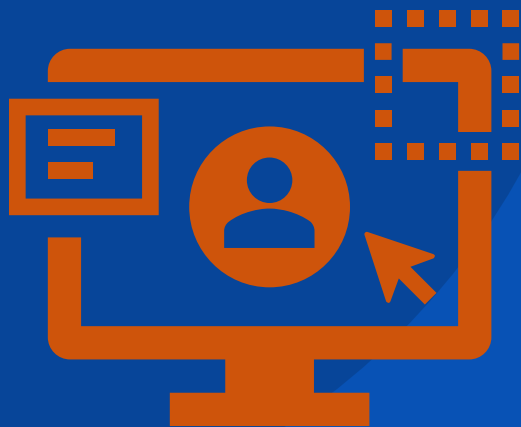


## User Impact

- According to the WHO, 16% of people worldwide have a disability (1.3 Billion People)
- Increasing because the global population is aging
- The total after-tax disposable income for working-age people with disabilities in the U.S. is approximately \$490 billion.
- The senior population has \$8 trillion in disposable income.
- One of the largest and most underserved consumer segments in the country.
- People with disabilities and their families and friends are outspoken and powerful advocates.

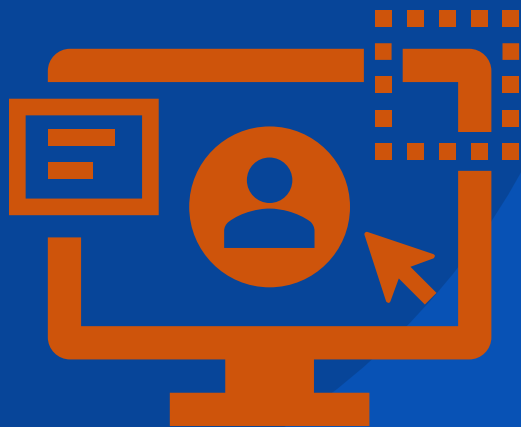
# **How does Accessibility Support Data Mobilization?**

# When Data is mobilized more people can access it.



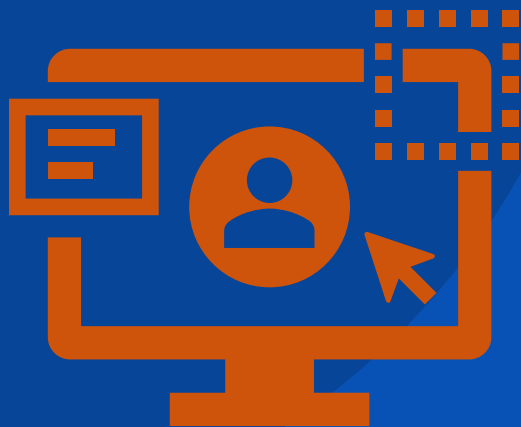
- The wider your audience, the more diverse
- The wider your audience, the greater your risk
- Accessibility supports both the data & the platform
- Accessibility directly support the goal of mobilization.

# Diversity In Higher Ed



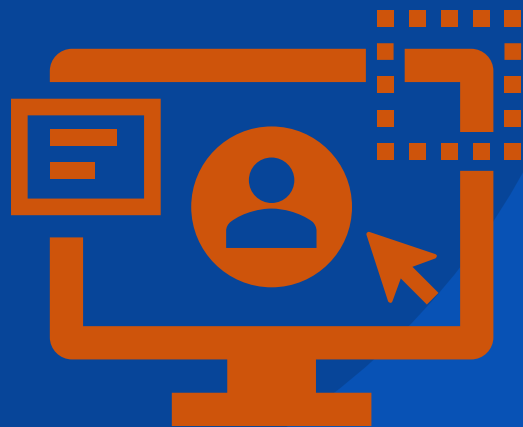
- If leadership can't access the data, the data is effectively wrong — because it cannot influence decisions.
- **20.5% of undergraduates** report a disability
- **Only 8%** register with Disability Services
- **Only 37%** of disabled students disclose to their institution
- If students underreport at this scale, it is statistically inevitable that **faculty and administrators also underreport**, especially in high-visibility leadership roles.

# Data and the platform



- Precision Campus has been focused on accessibility for 8 years
- Data in an accessible platform is accessible.
- When data leaves the platform, the data needs to be accessible. (I.e. Distributable PDF.)

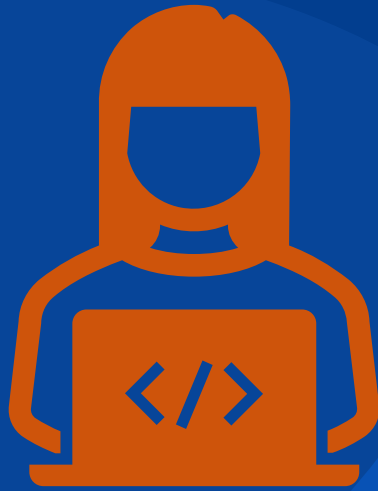
# What is mobilized data, really?



- If data excludes an audience because it is not accessible, it's not truly mobile.

# The Flipside of Data & Accessibility

# Accessibility in Data Systems.



We don't know how many college deans have disabilities — not because they aren't there, but because our data systems were never designed to see them.

Data mobilization starts with designing data collection that is accessible, inclusive, and safe to disclose.



- [www.Inclusionimpact.co](http://www.Inclusionimpact.co)
- **Inclusion Impact Accessibility** is a full-service digital accessibility consultancy with a strategic approach that impacts return and conformance.
- Web, Mobile & Application Audits
- Remediation Assistance
- Education
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# Questions

