



RADIATEWP

WEBSITE ACCESSIBILITY

PRESENTED BY

Carol
Stambaugh

 **RADIATEWP**
SUPPORT + MANAGEMENT + WORDPRESS



PRESENTATION TITLE

Website Accessibility: It Doesn't Have to Be Scary



CAROL STAMBAUGH, PRESENTER

A seasoned professional with over 12 years of experience working with WordPress, she has tenaciously embraced the technology sector. In 2010, Carol created Tech Tools, LLC, next she joined forces to found FreeUp Web Studio in 2013, and then took over the operation of RadiateWP in 2016.

Her work also extends to the nonprofit sector with over 14 years of experience in executive roles. Her volunteer contributions include service on the WordCamp organizing team every year since 2012 and leading the ArizonaWordPress Meetup Group since 2011.

Carol has been recognized over the span of her career as President of AzSAE, AzSAE Association Executive of the year, and was featured in the open.film documentary about the WordPress Open Source project.

Carol's resilience and love for learning have been key in her approach to the dynamic world of technology. She embraces change and harnesses new abilities and tools with ease. Carol lives with her husband, two kids, two dogs, and her hedgehog named Tank.



PRESENTATION DESCRIPTION



While everyone agrees on the importance of having a wheelchair ramp as an option to stairs, many people don't think about the importance of making similar accommodations for your website.

In this presentation, we will explore website accessibility from the perspective of the layperson. We will discuss the importance of making websites accessible to people with disabilities, and how doing so can benefit everyone. You will learn about the most common accessibility issues seen on websites today and will come away with a better understanding of the importance of accessibility and the small, practical steps you can take to make your own websites more accessible. Whether you're a business owner, a website owner, or just someone interested in learning more about accessibility, this presentation is for you. Join us to learn how to make the web a more inclusive place for everyone.

INTENDED AUDIENCE



Business and website owners who are either directly, or indirectly responsible for a website, and want to improve their website presence and reach.

LEARNING OBJECTIVES

- Participants will identify why it is important to have an accessible website.
- Participants will learn three things that will greatly improve the accessibility of a website.
- Participants will receive a list of tools that can help analyze a site's accessibility score and make the appropriate changes to become more accessible.



AUDIENCE ENGAGEMENT

Audience engagement is an important part of every presentation. I use Google Slides for my slide decks and "Audience Tools" which provides a unique link, accessible by phone, tablet, or laptop for the presentation. This link directs attendees to a page where they can submit questions. Attendees can ask questions anonymously if they wish. The presentation has breaks built into the slide deck to address questions that come in from the audience.

CURRENT RELEVANCE

Technology continues to change and evolve at a pace unmatched at any other time in history. The importance of website accessibility became painfully clear during the pandemic when everyone was forced online. Imagine trying to seek services or healthcare on a site that is not accessible to you.

In March of 2022, the Department of Justice released its first-ever clarification regarding website accessibility. With this memo, we now have a more clear picture of how the department views website accessibility in relation to the Americans with Disabilities Act and the expectations of website owners in providing an accessible online place for their users. While this may sound overwhelming at first, small changes to a site can go a long way to making a site more accessible on the web.

PAST PRESENTATIONS



- January 2023 – Five Biggest Website Mistakes – WP CreatorCon by Bluehost
- October 2022 – Website Audits: An Overview
- March 2022 – Website Accessibility: The Basics – Alliance for Arizona Nonprofits
- January 2021 – Top 3 Website Mistakes and How to Fix Them – Webinar for the Alliance of AZ Nonprofits
- Nov 2019 – Integrating WordPress into Your Daily Workflow – Custom presentation created for the International Tennis Association/Tempe, AZ
- October 2019 – WordPress Documentation Tips and Tricks – AZ WordPress Meetup Group/Tempe, AZ
- May 2019 – An Overview of the Features of the Divi Theme – AZ WordPress Meetup Group/Tempe, AZ
- November 2018 – Pluginpalooza: A Look at the Most Popular WordPress Plugins – AZ WordPress Meetup/Tempe, AZ
- March 2017 – Documentation Tips and Tricks – Galvanize Co-working Space/Phoenix, AZ
- April 2017 – Demonstration: Design, Develop and Launch a Website Using Divi – AZ WordPress Meetup/Scottsdale, AZ
- February 2017 – Website Needs Analysis: An Interactive Experimental Session – AZ WordPress Meetup/Chander, AZ
- February 2016 – Plugin-palooza: A Look at the Most Widely Used WordPress Plugins – AZ WordPress Meetup/Chandler, AZ
- December 2016 – WordPress Basic Training for Hopi Nation/AZ
- November 2015 – Using Divi Theme to Design Your WordPress Website, AZ WordPress Meetup/Chandler, AZ
- October 2014 – To Tech or Not to Tech: A Discussion – ProBono Week – CoHoots/Phoenix, AZ
- May 2013 – There's an App for That – Nonprofit Business Summit by Phoenix Biz Journal/Phoenix, AZ



PAST PRESENTATIONS, CONT.

- March 2013 - Tips to Make Every Beginning WordPress User a Star - WordCamp/San Diego, CA
- November 2012 - Setting Up WordPress: A Demo From Genesis Theme Install to Completion - ASU Venture Catalyst presents Techiepalooza 2.0/Scottsdale, AZ
- August 2012 - Introduction to Google Analytics - AZ WordPress Meetup/Chandler, AZ
- August 2012 - Values Auction - An Interactive Session and Discussion on the Importance of Values in Entrepreneurship - Gangplank/Chandler, AZ
- June 2012 - Beginning WordPress Skills - ASU Venture Catalyst presents Techiepalooza/Scottsdale, AZ
- April 2011 - Technology Made Easy for Service Organizations - AZ Zonta Regional Conference Leaders/Chandler, AZ
- December 2010 - Technology Tools for Social Services - Navajo Nation/AZ
- November 2010 - Technology Tips and Tricks for Social Workers - National Association of Social Workers, AZ Chapter Annual Conference
- April 2010 - Technology Tips for Greater Efficiency - National Association of Social Works Annual Leadership Meeting in Washington DC
- January 2007 - December 2010 - Adjunct Professor ASU School of Social Work - SWU291 Human Service Delivery System
- August 2000 - Tips and Tricks for Small Staff Association Professionals - American Society of Association Executives Annual Meeting/ Orlando, FL