

Blackboard



Creating an accessible learning environment



Student challenges



Explicit alternative
format requests



Long delays
on receiving
requested formats



Excludes
many students



Closely related
to quality and
usability



Instructor challenges



Lack of awareness
of what to do

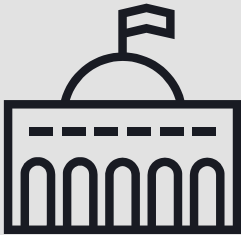


Lack of understanding
on how it can affect students



Lack of guidance
on how to improve accessibility

Institutional challenges



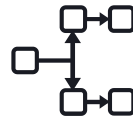
No insight
into how institution
is doing



Multiple
stakeholders



Manual
remediation
workflow



Increased
expectation and
legal requirements

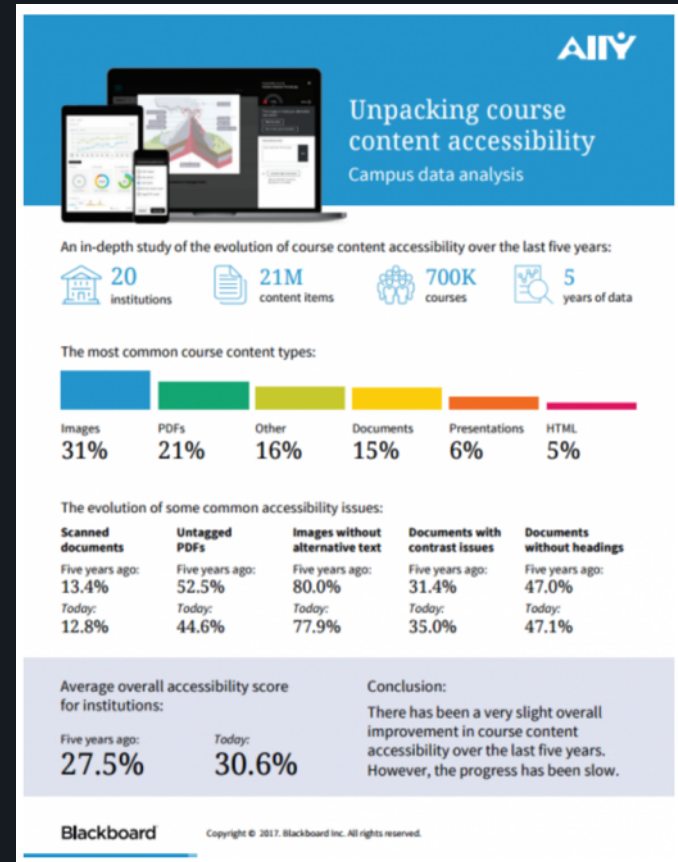


Data Study

- Large scale data study
 - 20 Higher Education institutions
 - Up to 5 years of data per institution
 - 21+ million content items
 - 700,000+ courses
- Looks at all courses in institution

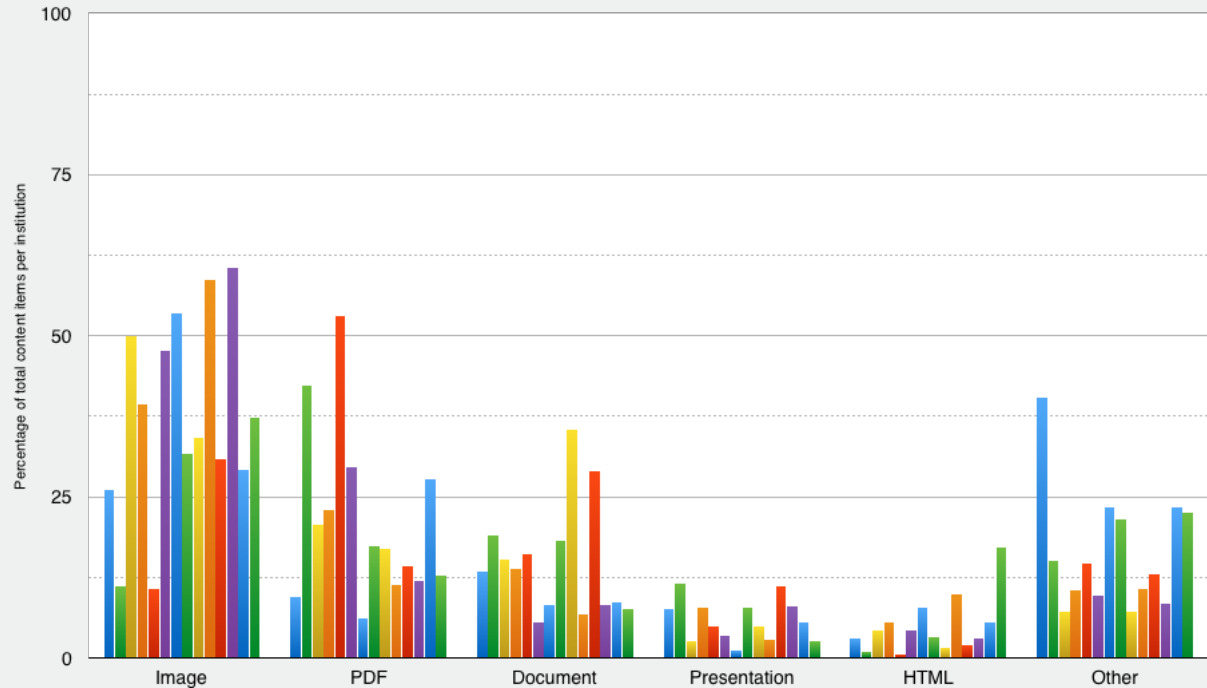
<http://blog.blackboard.com/accessibility-of-digital-course-content-insights-and-trends-from-blackboard-ally/>

<https://www.insidehighered.com/news/2017/05/18/data-show-small-improvements-accessibility-course-materials>



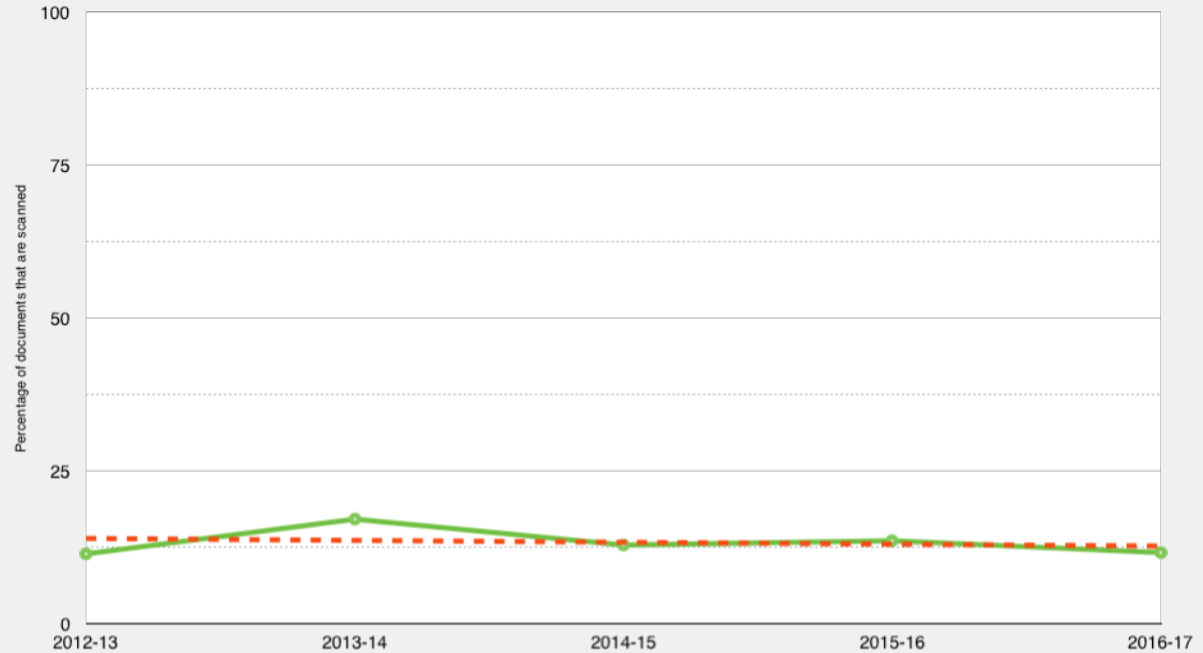
Content Type Distribution

- Most common content types are Image and PDF
 - Not a great starting point for accessibility
- Uploaded files still outweigh WYSIWYG content
- Significant institutional differences



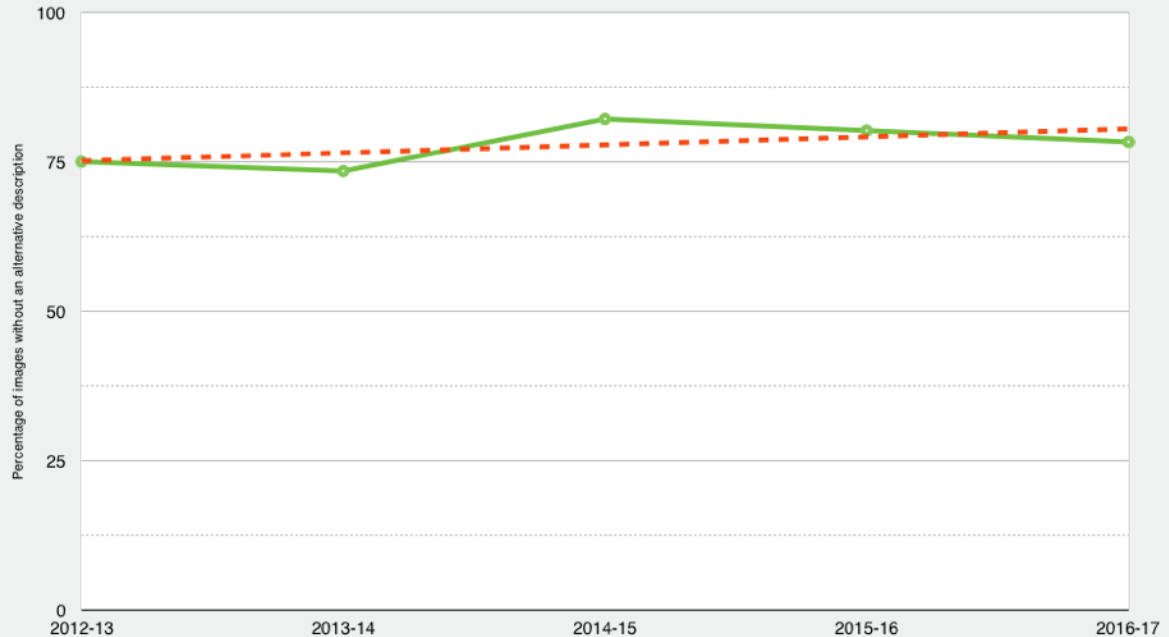
Scanned Documents

- Very minor overall downward trend
- Some institution are improving significantly
 - Strong connection with institutional initiatives



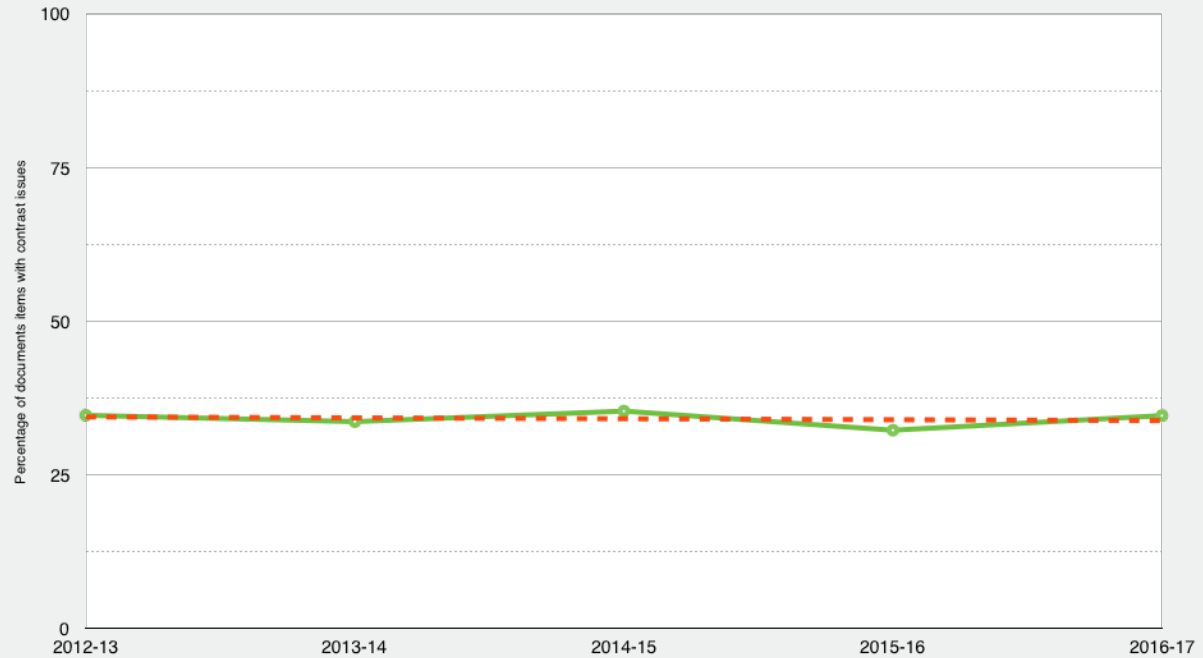
Images Without An Alternative Description

- Over 75% of images don't have an alternative description
- Deteriorating slightly over time
 - Many systems now set file name as default alt text



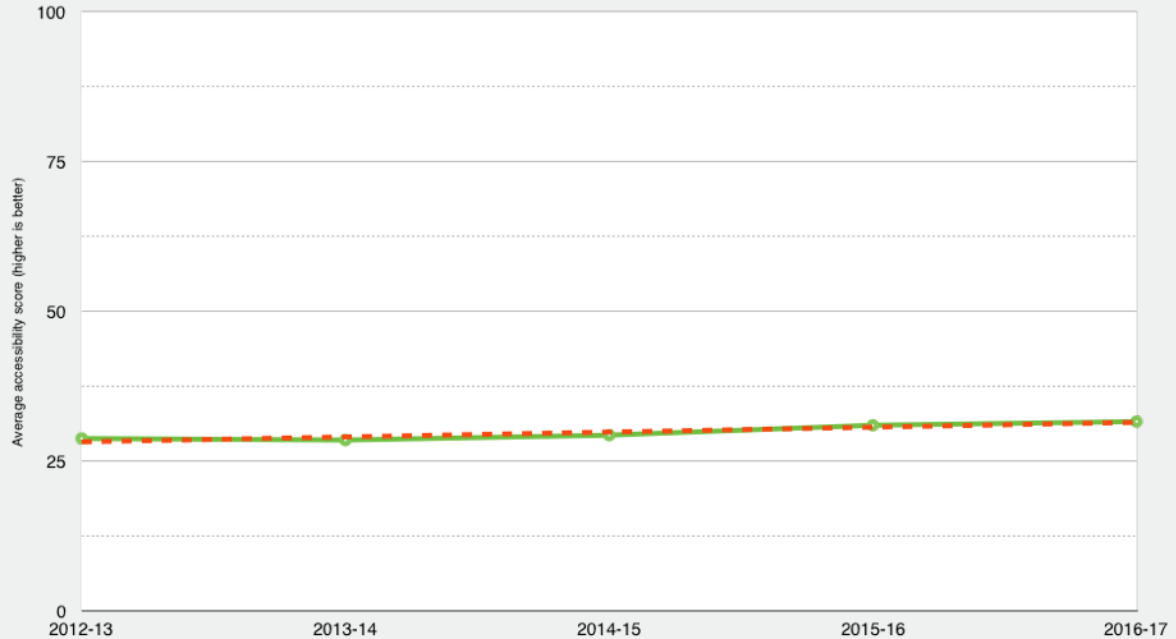
Documents With Contrast Issues

- Roughly 1 in 3 documents is flagged as having contrast issues
- Consistent across institutions with no noticeable improvement



Overall Accessibility Score

- Minor overall improvement in last 5 years
- Some institution have clear upward trend. Others are flat or even declining
 - Strong connection with institutional initiatives
- At the current pace, it will take another 20 years to get to 50%



Blackboard®



Making course content accessible

Accessibility in the LMS

The Learning
Management System is
an important player in
this.

Committed to providing
Ally to everyone,
including non-
Blackboard products



Demo

The image shows three devices displaying content from Blackboard:

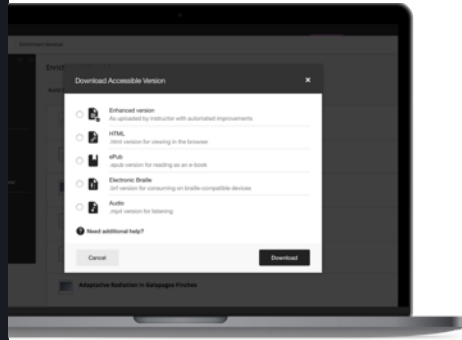
- Desktop Monitor:** Displays a course page for "Art History 101" with the file "Starry night.jpg". An accessibility score overlay is visible on the right, showing a score of 25% and a message: "This image is missing an alternative description". Below the message are buttons for "Why this matters" and "How to write a good description". At the bottom of the overlay, there is a section for "Add alternative text" with an input field and an "Add" button, and a checkbox for "Indicate image is decorative".
- Laptop:** Displays a dashboard for "Fall 2016" with three metrics: "Total courses" (6,948), "Total files uploaded" (253,896), and "Overall accessibility score" (56% Without A11y). A line chart above the metrics shows trends from Fall 2014 to Spring 2017.
- Tablet:** Displays a line chart with two data series (green and blue) from Fall 2014 to Spring 2017.

Term	Green Series	Blue Series
Fal 2014	70	10
Spring 2015	65	15
Summer 2015	70	20
Fal 2015	75	45
Spring 2016	70	35
Summer 2016	75	45
Fal 2016	75	60
Spring 2017	75	65

Metric	Value
Total courses	6,948
Total files uploaded	253,896
Overall accessibility score (Without A11y)	56%

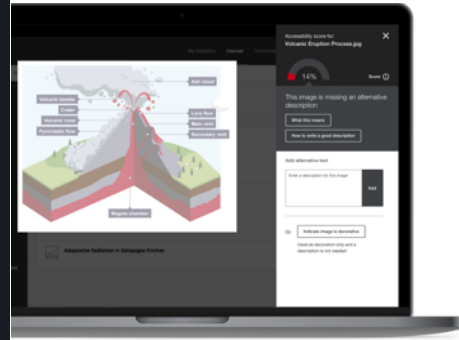
Alternative accessible versions

Automatically checks for accessibility issues and generates alternative accessible formats.



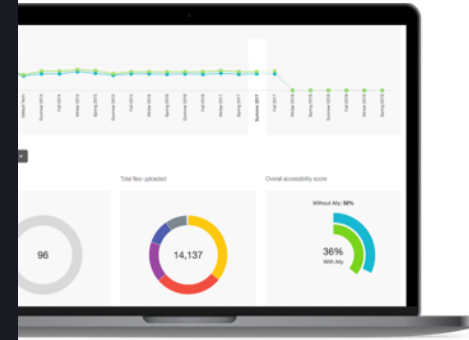
Instructor feedback

Guides instructors on how to improve the accessibility of their course content and alters future behavior.



Institutional report

Provides detailed data and insights to help further improve course content accessibility at the institution.



Included in Ally license

LMS integration



Technical integration support



Report orientation and admin training



SLA & Support



Use of 3rd party services (OCR, Audio)



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Blackboard



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