

Chapter 10: SCHOOL-COMMUNITY RELATIONS  
Section 5: PUBLIC RELATIONS

**Website Accessibility**

The Dubuque Community School District is committed to ensuring that the content on its website is accessible to everyone, including those with disabilities and users of assistive technology.

The district's community relations office will maintain a Website Accessibility Standards guide that outlines the standards and goals related to website accessibility (see administrative guidelines).

Grievances related to Section 504, Title II or other formal grievances can be filed with the district using the procedure outlined in Board Policy #1005 - Anti-Discrimination.



# Website Accessibility Standards: Plan for New Content

The Dubuque Community School District is committed to making its website content accessible to all members of the public, including those with disabilities.

Our goal is to accommodate parents, students, employees, and all others associated with our district by adopting and conforming to WCAG 1.0 AA Accessibility standards, and WCAG 2.0 A accessibility for video/multimedia captioning.

WCAG 2.0 is a principles-based accessibility system. In other words, even though a site may be compliant, it may not be useful. With that in mind, our goal is to make our site *useful* to all patrons by adopting the four WCAG 2.0 principles: perceivable, operable, understandable, and robust.

1. Perceivable – Presenting our website and its information in a way that anyone can interact with it. In other words, making it accessible to begin with.
2. Operable – Making it so all required actions can be used by anybody.
3. Understandable – Ensuring that our content and interface also makes sense.
4. Robust – Allowing access to our content via screen readers and other assistive technologies.

## Report an Accessibility Issue

Our goal is to ensure that any individual can access information on our website. If a building-level web editor learns of content that an end-user finds inaccessible, please contact the district Webmaster ([webmaster@dbqschools.org](mailto:webmaster@dbqschools.org)) so that we can assist in providing an accessible alternative.

## Our Action Plan

In order to ensure that our websites are as accessible as possible, we will implement the following practices for all new content. Areas being addressed are outlined below using the four WCAG principles:

### Perceivable

Purpose: Present our website in a way so that all patrons can interact with it.

## **Text Alternatives**

Purpose: All image-based media has a text-only alternative.

1. All image types will have an appropriate alternate text.
2. All forms and their elements will be properly labeled and documented.
3. All complex images (charts, graphs, etc.) will be described in context or on a separate, linked page.
4. All frames will be appropriately titled.

## **Time-Based Media**

Purpose: Multimedia is accessible in visual, audible, and textual methods.

1. Captions will be provided for videos. All videos produced by district video staff will be captioned using a professional captioning service.
2. Videos will conform to Time-Based Media Level A standards.

## **Adaptability**

Purpose: Present content in different ways without losing information or structure.

1. Semantic markup (headings, lists, and special texts) will be used appropriately on all pages.
2. The reading and navigation order will be logical and intuitive.
3. Instructions will not solely rely on shape, size, visual location, or sound.

## **Distinguishability**

Purpose: Users can both see and hear content.

1. Color will not be used as the sole way of displaying content and visual elements.
2. All audio that automatically plays on a page for more than 3 seconds will also provide controls to stop, pause, mute, and adjust the volume.
3. Text (under 18 pixels) will have a contrast ratio of at least 4.5:1.
4. Large text (18 pixels or over) will have a contrast ratio of at least 3:1.
5. When magnified to 200%, the content will still be readable and functional.

## **Operable**

Purpose: All required actions can be used by everyone.

## **Keyboard Accessible**

Purpose: All website functionality is accessible using only the keyboard.

1. All page functionality is available using the keyboard, with exception to functionality that cannot under any circumstance be accomplished with it.

2. Keyboard focus is never locked or trapped on one particular page element.

## **Enough Time**

Purpose: Users have enough time to read and use the content.

1. If a page or option has a time limit, the user will be given options to turn off, adjust, or extend that time limit.
2. If content automatically plays, moves, blinks, or scrolls, the user will be given controls to pause, stop, or hide that content.

## **Seizures**

Purpose: Content is not created or designed in a way known to cause seizures.

1. No page content will flash more than 3 times per second.

## **Navigable**

Purpose: Users can navigate, find content, and determine where they are.

1. A skip navigation link is provided.
2. Web pages have descriptive and informative page titles.
3. Navigation is logical and intuitive.
4. Purpose of each link can be determined from the link text alone, or the link text and its surrounding content.
5. Multiple ways are available to find other web pages on the site.
6. Page headings and all labels are informative and not duplicated.
7. It will be visually apparent which page element has the current keyboard focus.

## **Understandable**

Purpose: The website content and interface make sense.

### **Readable**

Purpose: Make text content readable and understandable.

1. A page's language is defined using the HTML lang attribute.
2. When appropriate, content sections are defined by the language attribute.

### **Predictable**

Purpose: The website pages and content behave as expected, without surprises.

1. When an element receives focus, it does not result in a substantive change to the page without previous notification.
2. When a user provides input, no substantial changes are made without previous notification.
3. Navigation links do not change order from page-to-page.
4. Elements with the same functionality are consistently identified.

### **Input Assistance**

Purpose: Help users to avoid and correct mistakes.

1. Required form elements or form elements that require a specific format, value, or length provide that information within the element's label.
2. Instructions, labels, and cues are given for required interactive elements.
3. If input error is detected, suggestions are provided for fixing the input.

### **Robust**

Purpose: Content can be accessed with multiple devices, including assistive technology.

### **Compatibility**

Purpose: Maximize compatibility with user agents.

1. Avoid significant HTML/XHTML validation and parsing errors.
2. Markup (DOM) facilitates accessibility.

## **Training**

The district will annually train all web editors in the district on the philosophies of web accessibility as well as the web editor practices to ensure accessibility of content on the site.