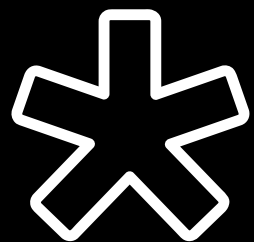




# Implementing Accessibility

(with no dedicated resources!)





# Hello!



## I'm Lily Bond (she/her)



VP of Marketing @ 3Play Media



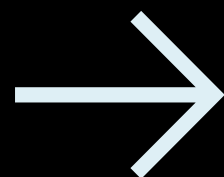
I run our marketing team & strategy



Passionate about accessibility & DEI!



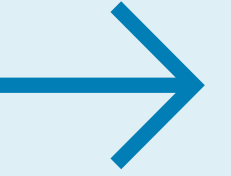
Fun fact: I love musical theater! Ask about my fav show.



# A bit of background

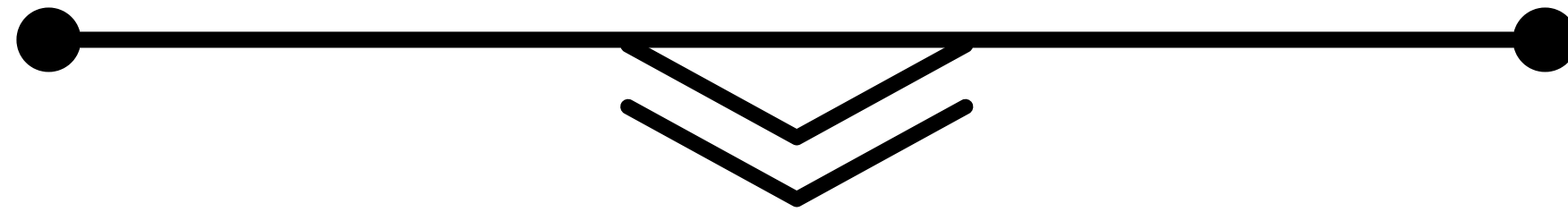
## AND A CAVEAT

- Who's 3Play?
- Why accessibility matters to us
- How we got started with internal accessibility initiatives
- Looking more broadly at DEI





# ACCESSIBILITY



## A11Y

# Sometimes, progress is slow.

**Pre-2015**

Remediation

**2016**

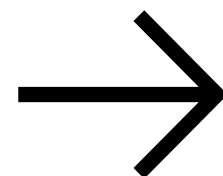
Community

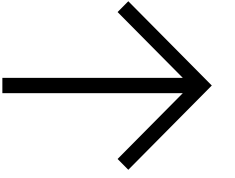
**2017**

Public website + marketing

**2018**

Onboarding





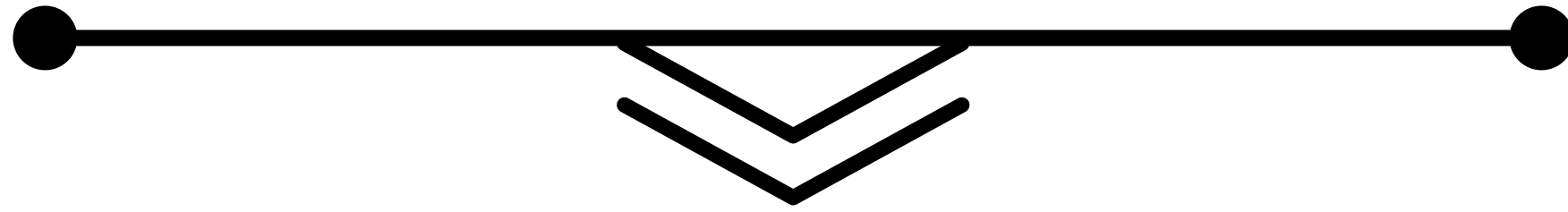
## 2019-2021 Progress

- Started an accessibility committee
- Built internal accessibility guidelines
- Accessibility audit of user application
- Accessibility training & company rollout
- Redesign and development of user application
- Audit & iteration of accessibility
- ACCESS at Home

**But sometimes it's fast!**



# 5 TIPS



**from our experience  
with accessibility**

TIP #1:

# Make it SHARED



Making accessibility a shared responsibility is  
the best advice we can give.



 3PlayMedia



## 3PLA11Y

Create an a11y committee so no one person is responsible for everything!

## SUB-COMMITTEES

Divide and conquer tasks with smaller groups.

## EXPERTS

Give everyone an area of expertise to be point person on.

# ***Make it shared.***



# How we built 3Play11y:

## Be Passionate

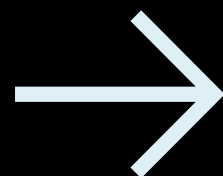
Without a couple of people who were passionate about accessibility driving the initiative forward and getting buy-in, we would have gone nowhere. Your passion will inspire others.

## Find People By Department

No dedicated team, resources, or time? No problem! Make accessibility a shared responsibility with departmental reps.

## Designate Experts

You can't learn accessibility best practices overnight. Choose specific experts to point people to!



## Lanya - Development

Our expert on dev requirements & the 3Play Standard (and our VPAT!).



## Derek - Product

Our expert on all things UX, usability, & accessibility.



## Lily - Marketing

Our expert on accessibility law, accessibility standards, and best practices for communication.



## Amy - HR

Our expert on employee training, DEI in hiring, and on best practices for technology procurement.



## Guidelines Subcommittee

Our internal guidelines subcommittee was made up of 5 people from marketing, UX, and dev.

*Make sure every sub-committee has a decision maker.*

## Social Sub-Committee

Our social sub-committee was made up of 4 people across marketing, dev, and HR.

*Keeping employees engaged with a 1 1y has been key.*

# Divide & Conquer



TIP #2:

# Make it UNIVERSAL



Make accessibility a priority from the beginning - with everyone.



 3PlayMedia



## ONBOARDING

Educate employees early!

## #A11Y

Let everyone be an advocate.

## GIVE BACK

Commit to annual charitable donations.

***Make it  
universal.***



# Make accessibility part of onboarding.

## Build It First

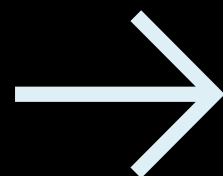
Don't just ask to make an a11y onboarding section - build it! Having something to show helps with buy-in. You can even add it to another section (like marketing, product, or UX)!

## Build Awareness

Make this section engaging with hands on activities that will open new employees' eyes to accessibility. Pro tip: have them use a screen reader!

## Make It Required

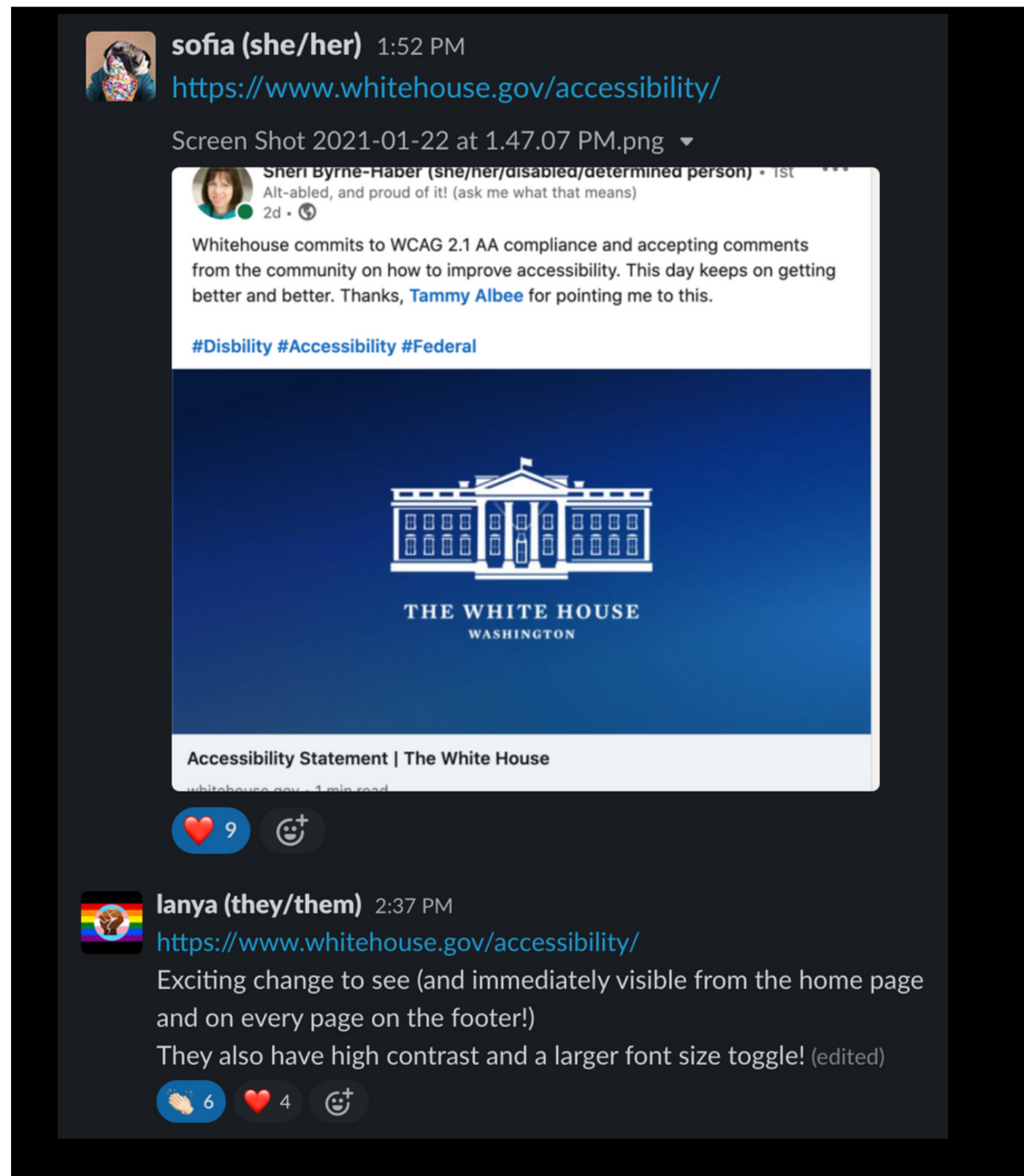
We have several first day presentations for new hires, and one of them is an intro to accessibility. It means that every person at 3Play has the same baseline knowledge.



# Use Slack! (or similar)

Our #a11y channel is very active with legal updates, assistive tech news, and incredible stories related to accessibility.

*Pro Tip: It's also a great way to create a dedicated space for people to ask questions about a11y!*



## Create a Campaign

Every year on Giving Tuesday, we run a campaign that rallies our employees and customers around submitting files for a charitable cause.

## Focused on Charity

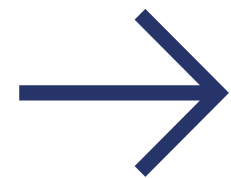
For every file submitted, we donated \$1 to a charity that benefits the disability community. Since we started this campaign, we've donated to the Hearing Loss Association of America (HLAA), the American Society for Deaf Children (ASDC), and the Theatre Development Fund (TDF).

# 3Play It Forward



TIP #3:

# Make it FUN



Make accessibility personal and fulfilling for the company  
- and make them care.



 3PlayMedia



## SOCIAL

Have social events that have to do with accessibility!

## WORKSHOPS

Use workshops to train and educate employees on assistive technology and web accessibility.

## TELL STORIES

Use video, news, and marketing campaigns to tell and share stories.

# ***Make it fun.***





# GAAD

Do something as a company for Global Accessibility Awareness Day (GAAD)! We had a blast making wheelchairs for individuals in need in MA. We've also participated in the Walk for Hearing!



## NOTE:

These workshops are not meant to simulate or exploit the experience of people with disabilities. The goal is to expose employees to different types of accommodations and begin to recognize the impact of an inaccessible web. We've found that exposing employees like developers to elements like inaccessible forms using a keyboard only or a screen reader makes them more likely to proactively code accessible experiences in the future.



# Workshop Ideas

## Assistive Technology

Give the group a task to complete, like registering for a webinar, responding to an email, or checking the weather, using only their keyboard. Then have them try using a screen reader. Then have them try using a mouth stick.

## Braille

UNO released braille decks in the last year. Have your team play a game of UNO and learn colors and numbers in braille.

## ASL

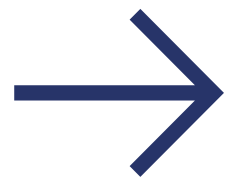
Play a game of ASL telephone. The first person signs a phrase in ASL, and they have to pass it down the line. Learn common phrases and practice them with the team.

# Storytelling.



TIP #4:

# Make it USABLE



Don't scare your team away with massive checklists!



## CONTEXT CLUES

Don't give them a checklist & expect them to use it. Give them scenarios & expect them to apply guidelines.

## BE RELEVANT

Separate guidelines by department.

## HUMANIZE

Build empathy by adding user stories to each guideline.

# ***Make it usable.***



# Apply guidelines to scenarios they *know*.

## Sales

For example, a sales rep may be writing an email. What guidelines & best practices are important for them to know, and why?

## Marketing

A marketer may be writing a blog. Who could interact with that blog, and what guidelines do they need to follow to support that user?

## Support

A support rep gets a ticket with an accessibility complaint. How should they respond, and what is important for them to know?



## Segment Guidelines

We tagged each guideline with which department(s) it was applicable to. That way different teams can view only what is relevant to them.

## Segment Training

We didn't want to overwhelm employees with information overload. We developed team-specific trainings to cover what's important.

# Segment training for employees!



## Colors

### Never Rely Solely on Color to Distinguish Information.

Information and instructions should not be given by referring to only a single sense, such as color.

#### Why

Users with visual impairment need help when you use color on your website. As many as 1 in 12 men have some degree of color blindness. That means that somewhere around 8% of your male users will struggle with your website if you don't use color correctly.

#### Best Practices

Never rely solely on color to distinguish information (ie: Do not say "Fill out the questions in red.")

- Instructions must not rely on color alone.
- Other information (like charts and graphs) must not rely on color alone.

# Humanize it.

Add *why* it's important to follow each guideline. Tie the requirements back to real users & stories.



#### Read Bryan and Brad's Story

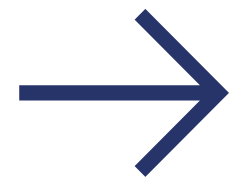
**"BRAD:** When you're young with Stargardt's disease, you still have a lot of functional vision. You don't really realize there are things you're not seeing.

One of the first moments of struggling was in first grade. My mum had told me that if I couldn't see something on the

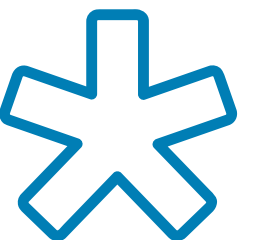


TIP #5:

# Make it SUSTAINABLE



Pair process changes with culture changes to solidify the importance of accessibility with the whole company.



## INVOLVEMENT

As a 11y initiatives evolve, get more and different people involved to continue permeating culture.

## TRAINING

Conduct personalized departmental trainings on an ongoing basis and for new hires.

## CHECK IN

Have consistent check in points over time on accessibility.

# ***Make it sustainable.***



# Where are we now?

## Momentum & Broad Involvement

We have a lot of momentum in terms of company culture, awareness, and effort. At this point, 1/4 of the company is part of the a11y committee. Dev & marketing are leading the way.

## Accountability & Sustainability

Now that we've launched accessibility initiatives, we need to continue to hold people accountable for incorporating it. This will be a learning experience for us, since we have newly built these programs.

## Accessible UI

We've launched our redesigned user application and continue to go through audits to improve and maintain accessibility.





# Future 11y goals:

- Updating our VPAT to reflect our accessible redesign
- Creating check ins & annual goals around accessibility
- Systematic processes to maintain accessibility
- Continuing to create a culture that cares about accessibility

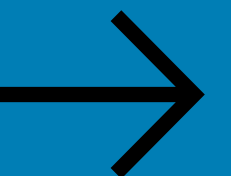
# How our efforts are expanding

## DEI

In 2020, we used the same structure outlined here to put an increased focus on DEI at 3Play. We formed a committee and sub-committees, developed targeted goals and trainings, held discussion groups and educational/charitable social events, and rolled out updated processes for interviews & hiring. We modeled these efforts off of our a11y processes and lessons learned to make DEI permeate leadership & company culture.

## Access For All

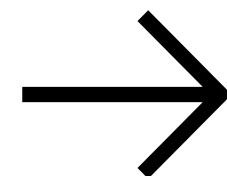
In collaboration with DEI & accessibility committees, we launched a charitable transcription program called Access For All. This effort provides free transcription & captioning to social justice initiatives producing media content to help make their critically important narratives accessible to the d/Deaf and hard of hearing community. We're looking to increase these efforts - please send any ideas to [accessforall@3playmedia.com](mailto:accessforall@3playmedia.com)!





# To get a little meta ...

# HOT TIPS:



## Just Do It!

Build it first, so you have a concrete example to present. Don't ask permission for the big picture; do something small and ask permission after. Little things add up!

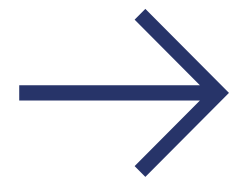
## Get Good at Volunteering

Don't be afraid to directly call out individuals who you think will be a good fit for a project. Get people involved over time by asking for help with specific tasks.

## Divide. And. Conquer.

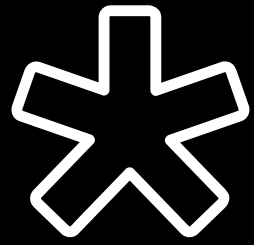
This is *\*so\** key when you don't have a dedicated function for accessibility or DEI. Have everyone involved be responsible for a different piece of the puzzle. This adds some work for everyone, but eases the overall commitment. Set goals and check ins.

\*\*\*WE'RE NOT PERFECT\*\*\*



But we're moving in a positive direction, and we care a lot! We've learned that it's okay for changes to be small, and that together they can make a big difference.





# Thank you!

You can reach me at:  
[lily@3playmedia.com](mailto:lily@3playmedia.com)  
[@lilybbond](#), [@3playmedia](#)

Accessibility feedback:  
[a11y@3playmedia.com](mailto:a11y@3playmedia.com)

Access For All suggestions:  
[accessforall@3playmedia.com](mailto:accessforall@3playmedia.com)

