1. What is alt text?
   a. Text used to describe images
2. Creating alt text - See picture examples
   a. Keep brief as possible
      i. Concisely express image
   b. Consider context in which image appears
      i. Don’t need to repeat caption
   c. Don’t include “photo of” or “image of” unless no doing so creates confusion
   d. Use period at end of alt text, so screen reader will pause.

***Specialty equipment located on the bridge if you want to test out***

Jaws is likely the most used on campus
Mac has Voice Over
Windows has Narrator

1. Alt text for images
   a. All images must have image description
   b. Written replacement for an image
   c. Avoid using images as text overlays
      i. Don’t use an image when you can use text
   d. Do not use decorative imagery

2. Logos
   a. If image is company logo, name works for alt text
   b. Name of company home
   c. Don’t need to use work logo unless omission causes confusion

3. Spotlights - see example
   a. Relevant components - Title, Alt text, Title

4. Slides - see examples
   a. Main fields
      i. Slide title
      ii. Caption
      iii. Link title
      iv. Alt text

5. Complex images
   a. 2 descriptions
      i. Short description
      ii. Long description
         1. Link to separate resource or anchor to further on the page
   b. Graphs/charts (like flow or org)

6. Tool and link
   a. Siteimprove
   b. Long descr.
   c. More guidance
      i. WC G94 (short text)
      ii. WC G73 & G74 - Long descr

7. Questions?

Q: No logos or text in slideshow images?
A: Strongly discouraged - Double loading the work of alt text - No way to add emphasis or distinguish differences in headings; (also responsive site - need to test on devices)

Q: is the clock ticking?
A: Early Nov.

Q: Training?
A: Sending communications - hopefully this week; get people added to siteimprov (open to all wmich users) -BroncoNet ID sites still working on them

Q: Charts/graphs/maps? Map thats an image of countries students - go to long desc on another page?
A: Disconnect between standards and browsers - best way to go at the moment, working to resolve
Cara - maps showing the countries has study abroad programs, below that make a link with same text, that links to a page with just a brief listings of the countries?
Dan - Consider create a separate basic page; or put the content on that page to improve search

There will be more benefits than you can see, get into the spirit

Next month - Pdfs and accessibility

Roundtable:
- Brad (UR)- go through pages checking headers for sequential headers, H1 h2 h3, go through pages to actually describe the image that is there
  - Cara-Double check your H2 headers, that they aren’t in all caps, sentence case
  - Dan-Check sections menus also
  - CMS beta test group - contact Dan, will move to a more consistent release schedule
- John Scott (CASP) - working on making an interactive pdf accessible, getting ready for veterans week
- Mike (IT) - not too much
- Courtney (FA) - published fine arts events listing;
- Tammi (rec) - turkey trot
- Liz (HCOB) - talking CMS, social media, and analytics
- Corrie (HIGE) - Marketing, learn as much as they can
- Joe (sindecuse) - subtitling
- Jen (A&S) - figuring it out
- ***Dis - figuring it out
- Jason (Lib) - publishing
- William (IR) - learning long desc
- Jen (honors) - fixing up akt tex
- Kelly (precoll) - change pics
- Dan (UR) - duh...this
- Cara (UR) - working on
- Scott (IT Lib) - content stratagist hiring, they will do all web strategy, CMS focused position
- Mehdi (lib) - CMS publishing, managing, re-organize for Lib, finding broken links
- Mike (A&S) - Downtime, learning and be on top of compliance, looking at how it impacts other media
  - Dan- work on captioning videos if you have time now
- Nancy (OIT)- moved jobs, but still doing web - survey all fac, staff, students etc, to develop market
- Bill (EUP) - addressing issues with marketing and inquiry forms, create unorthodox content
- Lou (LIB) - marketing, pitching in working together - blogs apply? Yes
  - Dan- bear in mind, if it affects academic career in any way….must make accessible
● Nicole (Cert) - overhaul our pages to remove excess/unkept pages
● Rachel (CEHD) - Taking down bad pages
● Brandi (SA) - Videos