Kent ISD
Audit and Report - Digital Accessibility Compliance

With the size of our site, Sitemorse accessibility testing makes what once was a **daunting task** into something far **more manageable**. The whole web team has benefited.

INDEX

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Welcome to our first report covering the accessibility of Kent ISD public school district websites. The results are based on an assessment of the top 125 pages of each website.
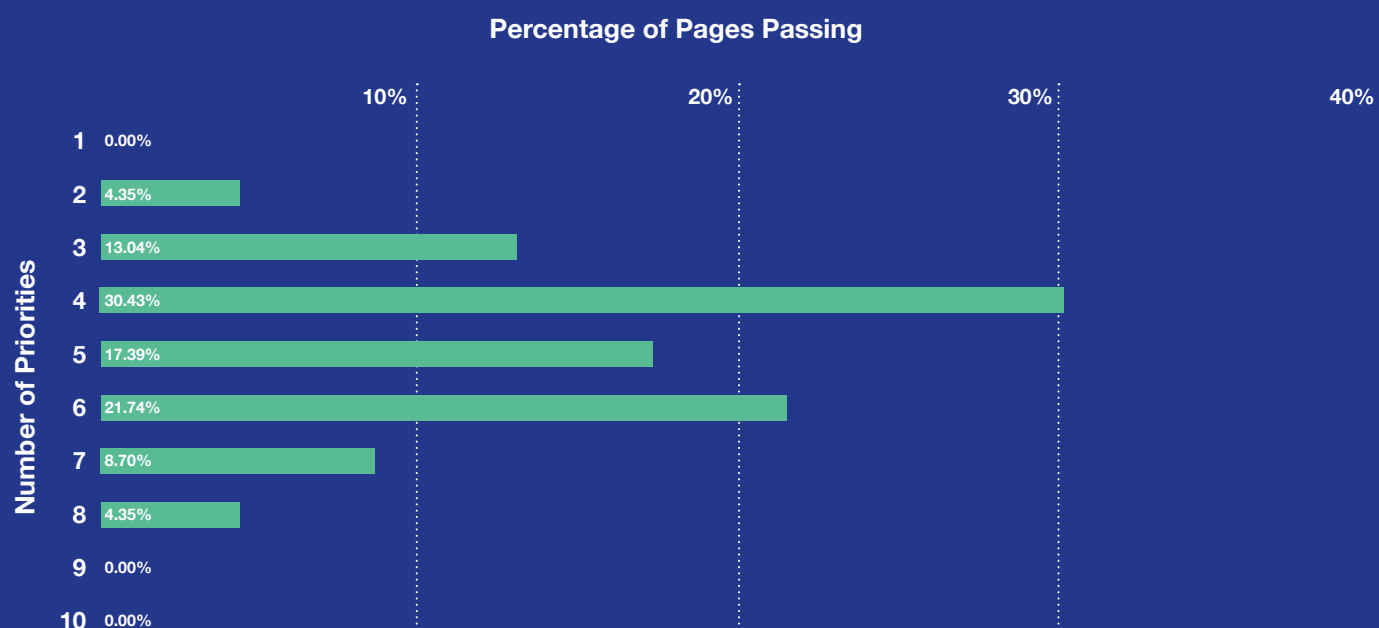
This initial report provides your baseline, which can be used as a benchmark to drive continuous improvement. None of the websites tested achieved full WCAG 2.0 A or AA compliance, the most recognised global standard for compliance. The complexity of the standard is likely to be the reason, but perhaps it would be more pragmatic to target an initial level of compliance, achieved by concentrating on 10 priorities.

Accessibility Findings

We believe the Accessibility Priorities from Sitemorse are understandable, measurable and achievable.
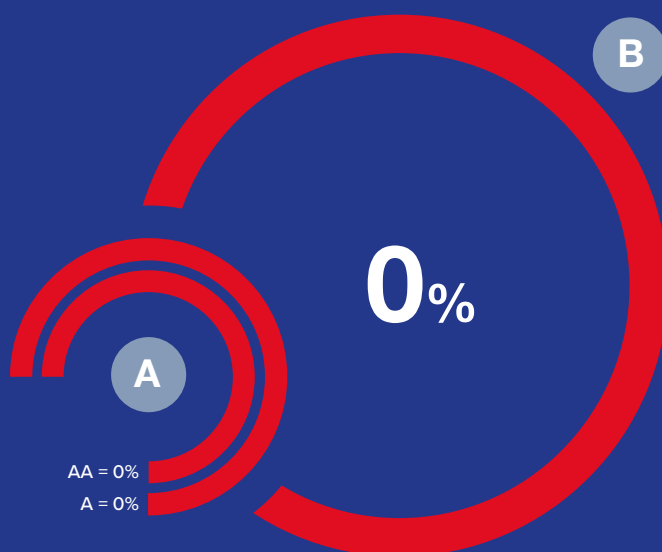
Digital asset owners need to be able to realistically achieve something in terms of accessibility compliance. The priorities are a starting point.

By making corrections to achieve these priorities, authoritative bodies will be able to see that progress is being made to become compliant and that a plan is in place.

Percentage of Pages Passing

Number of Priorities	Percentage
1	0.00%
2	4.35%
3	13.04%
4	30.43%
5	17.39%
6	21.74%
7	8.70%
8	4.35%
9	0.00%
10	0.00%

A Pages passing WCAG 2.0

B % of pages without priority issues

0%

AA = 0%
A = 0%

Top 10 Sites for Accessibility

Byron Center Public Schools currently has the best performing website based on our accessibility analysis. Full accessibility results are listed on page 7 of this report.

Top Site:

Byron Center Public Schools
http://www.bcpsk12.net/

1. Byron Center Public Schools
   http://www.bcpsk12.net/

2. Caledonia Community Schools
   http://www.calschools.org/

3. Grand Rapids Public Schools
   http://www.grps.org/

4. Kent ISD
   http://www.kentisd.org/

5. Sparta Area Schools
   http://www.spartaschools.org/

6. Grandville Public Schools
   http://www.gpsbulldogs.org/

7. Thornapple Kellogg Schools
   http://www.tkschools.org/

8. Godwin Heights Public Schools
   http://www.godwinschools.org/

9. Kent City Community Schools
   http://www.kentcityschools.org/

10. Grand Rapids Christian Schools
    http://www.grcs.org/

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Accessibility Results

The results below are listed in alphabetical order; the percentage indicates the pass total achieved.

Our results show that very few websites achieve the most recognised global standard, WCAG 2.0 A / AA compliance. The complexity of the standard has made it both difficult to adhere to and enforce.

As most sites are not close to adherence, we consider the introduction of accessibility priorities to be the first pragmatic step. It helps create an initial level of compliance, one that improves online experience and reduces your compliance risk.

URL	Organisation	A	AA
http://www.bcpsk12.net/	Byron Center Public Schools	60.27%	97.45%
http://www.calschools.org/	Caledonia Community Schools	17.48%	93.98%
http://www.gosquires.org/	Calvin Christian Schools	0.00%	91.95%
http://www.dioceseofgrandrapids.org/	Catholic Diocese of Grand Rapids	2.46%	70.94%
http://www.csredhawks.org/	Cedar Springs Public Schools	0.00%	96.00%
http://www.cppschools.com/	Comstock Park Public Schools	4.77%	87.29%
http://www.egrps.org/	East Grand Rapids Public	5.99%	25.75%
https://www.fhps.net/	Forest Hills Public Schools	0.00%	92.80%
http://www.godfrey-lee.org/	Godfrey Lee Public Schools	1.46%	95.62%
http://www.godwinschools.org/	Godwin Heights Public Schools	7.83%	64.06%
http://www.grcs.org/	Grand Rapids Christian Schools	6.15%	62.30%
http://www.grps.org/	Grand Rapids Public Schools	13.92%	59.49%
http://www.gpsbulldogs.org/	Grandville Public Schools	10.00%	85.56%
http://www.kvilleps.org/	Kelloggsville Public Schools	0.00%	38.40%
http://www.khps.org/	Kenowa Hills Public Schools	3.86%	64.34%
http://www.kentcityschools.org/	Kent City Community Schools	6.70%	93.47%
http://www.kentisd.org/	Kent ISD	13.77%	90.97%
http://www.kentwoodps.org/	Kentwood Public Schools	1.60%	95.61%
http://www.lowell.k12.mi.us/	Lowell Area Schools	Excluded	Excluded
http://nvps.net/	Northview Public School	3.85%	88.44%
http://www.rockfordschools.org/	Rockford Public Schools	5.37%	95.61%
http://www.spartaschools.org/	Sparta Area Schools	13.23%	60.70%
http://www.tkschools.org/	Thornapple Kellogg Schools	8.80%	60.27%
http://www.wyoming.k12.mi.us/	Wyoming Public Schools	2.65%	86.09%

Time for a More Pragmatic Approach

Is WCAG 2.0 an impossible standard that provides the basis for excuses?

WCAG 1.0 was published and became a W3C recommendation in May 1999. It consisted of 14 guidelines describing general principles of accessible design. Each guideline covered a basic theme of web accessibility and was associated with one or more checkpoints. These checkpoints provide further detail about the guideline and techniques for how they can be applied.

The standard was superseded by WCAG 2.0, which was published as a W3C Recommendation in December 2008. This comprises of twelve guidelines that are separated into four principles: perceivable, operable, understandable and robust. Each of the guidelines is further divided into Success Criteria that, in theory, are intended to be testable.

The inception and launch of WCAG 2.0 (**https://www.w3.org/ TR/WCAG20/**) has been difficult. Several organisations claim compliance and a desire to adopt the standard, however its complexity, time requirements and the level of training/support required have challenged them. In some instances, we have found that the matter is seemingly becoming less important and is regarded as an unachievable goal.

In addition, the actual results for sites are also showing a downward trend. Just 1.5% of the 200 Government Sites in the Central Gov. INDEX (**https://sitemorse.com/index/uk-central-government/2016-q2**) are anywhere near WCAG 2.0 AA complaint (the government requirement), yet many claim accessibility.

Before the release of WCAG 2.0 it appeared that a considerable number of organisations were at least heading towards WCAG 1.0, even though some considered it onerous and not all understood its importance.

However, WCAG 2.0 is being considered overbearing and the sheer level of understanding and site work required to even start to embrace, let alone achieve it, is seen as difficult to manage.

As we are all aware there are many benefits to an accessible site, but if the standard itself is the reason the need is negated then the value is considerably diminished.

To improve this situation, we have created a top 10 list of priorities which can be executed to improve accessibility. The priorities list is based on the data we have collected after checking millions of pages, as well as feedback from industry experts and our clients. We have considered each of the checkpoints of WCAG 2.0 to compile priorities that we feel are understandable, manageable, measurable and achievable.

By dealing with this list first, the experience for all users will be improved regardless of their access. This isn't a perfect solution, but the list can help site owners improve their accessibility by 65-70%, which is considerably better than no improvement at all. These techniques provide a starting point for getting to grips with the complete WCAG 2.0 standard.

Our Suggested 10 Priorities

The results contained within this report show accessibility compliance isn't where it should be or where most would like it to be. Claims of AA compliance could be well intentioned but are not commercially, or technically realistic. We have considered the checkpoints of WCAG 2.0 and come up with 10 achievable points, offering an initial stage of measurable compliance to benefit all.

Percentage of Pages Passing

F17	Unique identifiers must exist once and once only (1.3.1)	30.43%
F2	Headings must use the appropriate markup (1.3.1)	0.00%
F89	Links must contain textual content (2.4.4, 2.4.9, 4.1.2)	8.70%
H44	Form controls must have explicitly-associated labels (1.1.1, 1.3.1)	52.17%
H64	\<frame\> and \<iframe\> elements must have title attributes (2.4.1)	95.65%
F65	Images and image-map areas must have appropriate text alternatives (1.1.1)	17.39%
F30	Text alternatives must be genuine alternatives not placeholders (1.1.1)	73.91%
F40	Do not use meta redirects (2.2.1, 2.2.4)	95.65%
F41	Do not use meta refresh (2.2.1, 2.2.4, 3.2.5)	100%
H25	Every page must have a meaningful title (2.4.2)	43.48%

The listed 10 above are not in an order of priority – each has equal significance

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Priorities   **Report**   Inventory   Accessibility   Brand   Code   Email   Function   SEO   Trademarks / IP   Performance   Privacy   Spelling

Report for https://www.ed.gov/

Download Report

Completed
02 Mar 2017 at 08:02

Reviewed (partial site check)
HTML   250 pages
PDF   None found
Word   None found
Excel   None found
PowerPoint   None found

2.1 /10

2.1

This   Previous

6 /10
Accessibility
Checking content against the W3C WCAG 2.0 & Digital ADA accessibility standards.

0 /10
Brand
Reviewing content and alerting against your own brand rules.

1 /10
Code quality
Does the code of the page meet W3C and IETF technical standards?

10 /10
Email
Testing that email addresses and infrastructure work and can receive mail.

0 /10
Function/Links
Reviews page content and links to check they are functioning correctly.

4 /10
SEO and Metadata
Reporting improvements relating to Search Engine Optimisation.

opt
Trademarks / IP
Auditing of sites for misuse of Trademarks and Intellectual Property.

4 /10
Performance
Reporting of the web server response time and download speed.

opt
Privacy / DP
Audit data protection, PII, and privacy compliance, including cookies.

opt
Spelling
Check the spelling of site content against standard and custom dictionaries.

One of England's original universities

King's has a claim to being the third oldest university in England, having been founded by King George IV and the Duke of Wellington in 1829. It received its royal charter in 1836, and in the same year became one of the two founding colleges of the University of London.

The number one communications tool

King's website is their number one tool for communicating with most of their stakeholders. It is also the main way they target international students. The site is busy. It receives an average of 12 million hits per month. It is also deep and complex: there are currently around 9,000 sections and 60,000 pages.

A new CMS

King's were looking to replace their existing CMS. They needed something to handle both the external and internal content for kcl.ac.uk, and a variety of microsites (including the College's internal portal: "OneSpace.") Contensis was awarded the contract after a long and comprehensive selection process.

From the King's side, the project is looked after by their Information Services and Systems (ISS) department. They provide both IT and information services to support a huge range of research and teaching resources.

Our professional services team were also hired to implement Contensis, design the information architecture, and to carry out a phased migration of the existing content.

In the previous site, all pages and articles used just one page template. But, with Contensis, KCL could easily increase the number of standard templates to make the site much more flexible.

Contensis has been integral to the success of the website because it enabled a devolved publishing model. This makes sure that the website can be developed and updated through wide participation. Content is currently updated by about 500 editors and this number is expected to grow.

Recent work

We recently implemented new course search for KCL. We used structured content to create a more modular approach to managing course data – such as modules, testimonials, and entry requirements – using a combination of taxonomies and relationships. The project also involved migrating thousands of courses, course modules, and testimonials from KCL's existing PHP and MySQL prospectus application. Prospective students can now find all of the information they need in one place.

Replacing Hope with Confidence

Too often, we hear clients describe that they *'hope'* the people who create and manage their content using CMS systems and other software are thorough and diligent with their manual processes, and 100% accurate at all times. They *'hope'* their brand is consistent, error-free and risk-reduced as a result. They *'hope'* that online visitors and customers accessing their digital channels have the best possible user experience, in every moment of their interaction.
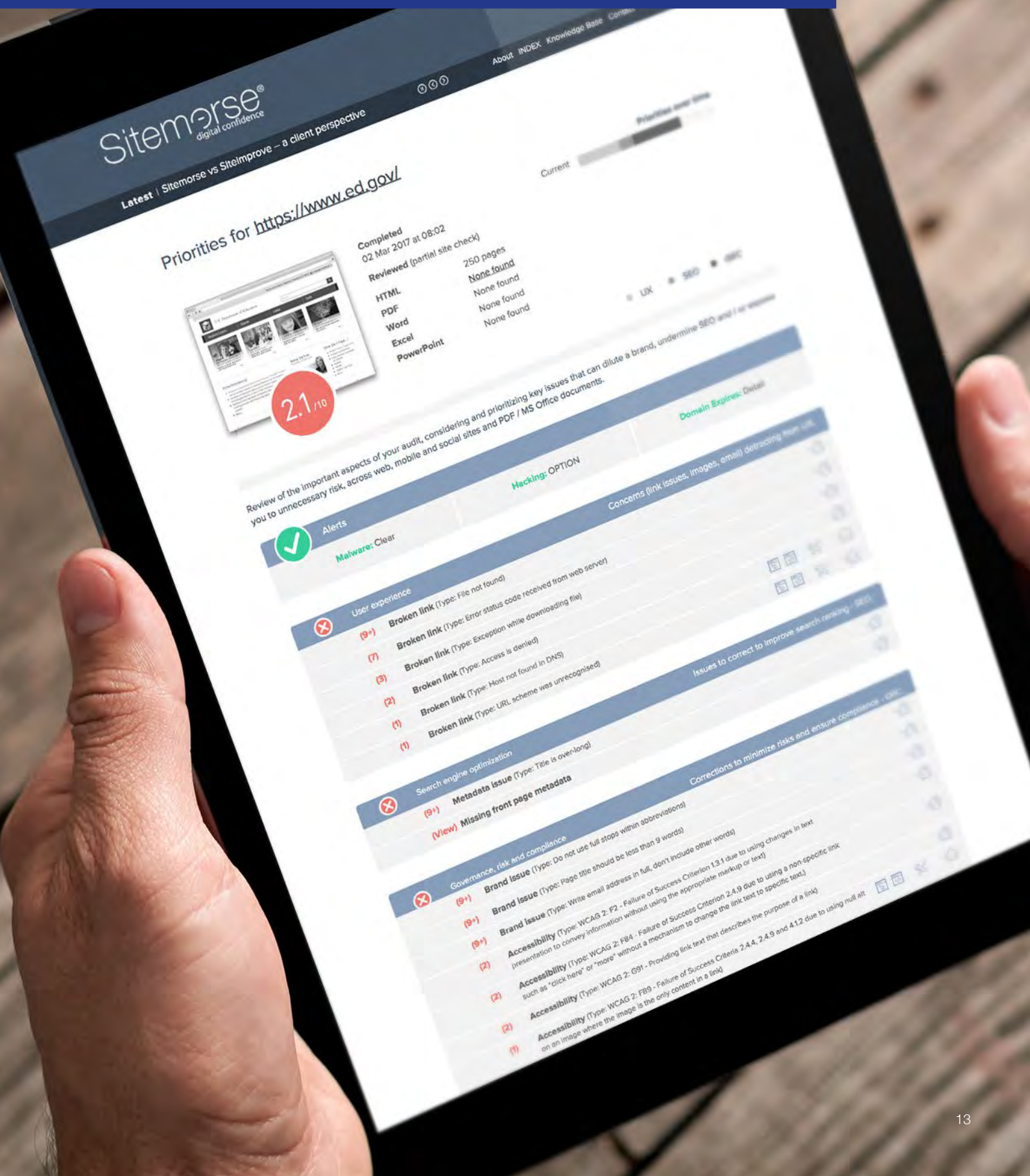
But *'hope'* isn't enough.

Businesses need to 'know' that any new digital content requirements have been catered for, and are available across all channels. It's not about hoping they deliver, it's having the confidence that they do, as well as detail and insight into any shortcomings and issues.

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85% improvement in publishing efficiency.

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