

SALISBURY UNIVERSITY

X-25.00 Web Accessibility Policy for New Web Content

I. POLICY

This policy establishes standards for the accessibility and usability of web-based information and services to ensure compliance with applicable local, state and federal laws and regulations. All University web pages newly created, modified or updated by the University or any of its units on or after the establishment of this policy must be in compliance with the latest version of the World Wide Web Consortium's standard: [Web Content Accessibility Guidelines \(WCAG\) Version 2.0AA](#).

II. PURPOSE

Salisbury University is committed to ensuring equal access to information, programs, and activities through its technologies, web pages, services and resources of all its constituencies.

III. PROCEDURES

- A. This policy will be implemented through the following procedures in order to ensure the compliance of new, newly-added and modified content functionality:
 - i. The University will enable accessibility compliance checking within its Web Content Management System (CMS). This process will ensure that each new, newly-added or modified web page is automatically scanned in order to alert content contributors to compliance issues prior to publication.
 - ii. The University will implement an enterprise scanning tool which will generate weekly reports in order to alert site administrators (the Campus Webmaster and Web Developer) and Web Work Group members to compliance issues within the site. Global reports will be delivered to site administrators and sub-site reports will be delivered to their respective Web Work Group members on a weekly basis.

- iii. The Web Work Group members who are responsible for maintaining each sub-site will be responsible for correcting any issues within the editable regions of their web pages that are identified by either the CMS scanning tool or the enterprise scanning tool.
 - iv. Accessibility issues that have been identified outside the editable regions of web pages will be escalated to site administrators.
 - v. The Web Work Group will meet regularly and will receive training on web accessibility annually. Any new hires who sit on the Web Work Group will also be trained on web accessibility prior to sitting on the Web Work Group.
 - vi. Where compliance with this policy would result in an undue administrative or financial burden or a fundamental alteration in the nature of a University service, program, or activity, a request for exception from this policy may be made as follows:
 - a. Any unit seeking an exception from the policy must submit a written request to the Chief Information Officer with final approval by the President or the President's designee after considering all resources available for use in the funding and operation of the service, program, or activity.
 - b. The unit's written request shall detail why compliance is not feasible and how the unit will make information from its web page(s) available to individuals with a disability in an equally effective manner.
 - c. If a determination is made to make an exception to this policy, the President or designee will provide a written statement that sets forth the reasons for reaching that conclusion.
 - d. The written statement will also include a description of how the University will provide equally effective alternate access, *i.e.*, how the University will ensure that, to the maximum extent possible, individuals with disabilities receive the same benefits or services as their nondisabled peers.
- B. Status reports of progress related to this policy will be received and reviewed at least annually to the Web Work Group.
- C. Individual web pages published by students, faculty, staff or non-university organizations that are hosted by the University and do not conduct

University-related business are encouraged to adopt this policy and standards, but fall outside the jurisdiction of this policy.

- D. These procedures will be promptly posted and disseminated to all University units and content contributors.

IV. RESPONSIBLE OFFICE

The University's Chief Information Officer in the department of Information Technology is responsible for implementation of this policy and may be contacted regarding questions at (410) 543-6043.

Effective June 1, 2018.