

3356-4-22 Digital accessibility standard.

(A) Policy statement. Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990 prohibit discrimination on the basis of disability in programs and activities by public universities receiving financial assistance from the U.S. department of education. Youngstown state university (YSU) is committed to ensuring that all communication with university constituents with disabilities, including students, prospective students, employees, guests and visitors, with hearing, visual and manual impairments, or who otherwise require the use of assistive technology to access information, is as effective as communication with those without disabilities.

The university will ensure that all computer software and systems for public use will permit all persons with disabilities to acquire the same information, engage in the same interactions, and enjoy the same services with substantially equivalent ease of use as those without disabilities.

(B) Purpose. All digital content must be accessible to university constituents and must adhere to the digital accessibility standards referred to in paragraph (E)(2)(e) of this rule.

(C) Scope. This policy applies to all digital content, excluding digital content intended for private use only. Digital content includes:

- (1) UniversityOfficial university web-pages and linked information resources;
- (2) All online learning content, including documents posted in all and materials in the campus learning management systems, (e.g., “Blackboard”); and
- (3) Distance education and e-learning tools and materials.Online instructional material and e-learning content and tools;
- (4) All mobile applications, digital communication channels, social media and videos; and
- (5) All third-party digital tools, software and platforms.

(D) Definitions.

- (1) “Official university web page” – an official university web page is any web page created by the university, its departments, colleges, or other administrative offices for the official business of the university. This

includes Maag library, academics, athletics, student newspaper, and student groups and associations.

- (2) “University-related web page” – a university-related web page is any web page created by or linked from a web page created by faculty, staff, students and/or registered student organizations that are either:
 - (a) Linked from an official university web page;
 - (b) Stored on one of the university-controlled web servers or virtual/cloud systems;
 - (c) Created in support of university businesses and courses; or
 - (d) On servers contracted by the university.
- (3) “Content editors” – authorized university faculty, staff, or student employees trained by the information technology services (ITS), YSU web team, and/or ~~cyberlearning department~~Youngstown state online on the digital accessibility standards and on the approved content management system such that they are approved to maintain a department or office web page.
- (4) “Digital accessibility training” – requiredmandatory training conducted by staff of the ~~ITS~~IT training services, YSU web team, marketing and communication staff and/or ~~cyberlearning and departments~~Youngstown state online for all content editors and faculty prior to having authorization to publish digital content on the university website, web pages, or any university digital platform.
- (5) “Digital accessibility coordinator” – staff member authorized to coordinate and implement the digital accessibility policy.
- (6) “Digital accessibility standards” – YSUs digital accessibility standards are drawn from W3C web accessibility initiative (WAI), ~~and~~ section 508 standards, and the most current web content accessibility guidelines (WCAG).
- (7) “Implementation timeline” – plan for the university to be fully compliant with the digital accessibility standards”Third party” – any vendor provided systems, applications, tools, or content that most adhere to accessibility requirements.

(E) Parameters.

- (1) Each administrative unit, department, or office, through an authorized content editor, is responsible for ensuring that digital content is accessible. In addition, all software and IT systems ~~free or purchased shall produce accessible products and documents and/or~~ shall be compatible with assistive technology.
- (2) Content editors may develop and maintain official university web pages and are responsible for their content subject to the following requirements:
 - (a) Software used to develop official university web pages will be limited to packages approved by ITS.
 - (b) Official university web pages must run on approved ITS servers or servers contracted for by ITS and/or marketing and communications.
 - (c) All official university web pages and related university web pages and all digital content must strictly adhere to the digital accessibility standards.
 - (d) The digital accessibility coordinator shall provide direction and guidance on standards to be followed for accessibility of all digital content. The standards shall be posted on the digital accessibility web page. The digital accessibility coordinator is responsible for developing and implementing a plan to monitor all university digital content for adherence to digital accessibility standards. The digital accessibility coordinator is authorized to disable any digital content found to be in violation of the digital accessibility standards.
 - (e) All official and university-related web pages and all digital content must adhere to:
 - (i) Applicable **copyright laws**.
 - (ii) Applicable state of Ohio and federal laws and rules.
 - (iii) Rule 3356-4-09 of the Administrative Code, “Acceptable use of university technology resources” (where appropriate).

- (iv) Digital accessibility standards.
- (f) The use of university symbols (i.e., YSU word mark, YSU logo, university seal, and Pete the penguin) and related information should adhere to the university's **graphic identity standards** from the office of marketing and communications.
- (g) Registered student organizations use of the university name must adhere to article III, paragraph (D)(17), of "The ~~Code of Student Rights, Responsibilities, and~~Student Code of Conduct."
- (h) The following are examples of content prohibited from display on either official university web pages or university-related web pages, including all digital content communication channels, social media, and mobile applications:
 - (i) Unauthorized solicitation or endorsement for for-profit business ventures.
 - (ii) Activities that involve a conflict of interest (rules 3356-7-01 and 3356-7-19 of the Administrative Code).
 - (iii) Adult content (including banners).
 - (iv) Any content covered by rule 3356-4-13 of the Administrative Code, "Sensitive information/~~Information Security~~information security," such as credit card numbers.
 - (v) Software or media (i.e., photographs, audio, video, etc.) not authorized for distribution, regardless of the purchase price or copyright status.
- (i) All university computer labs shall provide equal access afforded by technology for all users, including users with disabilities. The university shall make assistive technology available at all student computer labs and shall provide a that includes contact information for questions, inquiries, or complaints.

(F) Procedures for creating and posting accessible digital content.

- (1) Authorized content editors and faculty may develop and maintain official university websites or pages and digital content.

- (2) Faculty and staff must complete mandatory accessibility training.
- (3) Administrative units, individuals, and organizations requesting ability to place digital content on the university website or the university course management system must contact the university website manager at YSU web team in order to be trained and become an authorized content editor and/or faculty.
- (3)(4) If any digital content is determined to be in violation of the parameters in this policy, including the digital accessibility standards, an effort will be made beforehand to discuss the violation(s) with the content editor or faculty and to correct any errors. The digital accessibility coordinator has the authority to disable any digital content from the university servers if in his/her discretion such action is necessary.

(G) Purchasing accessible softwareAll software is to be compatible with assistive technology. It is the policy of the university to ensure that all IT software and systems purchased or free meet the digital accessibility standards by producing accessible products and documents of the voluntary product accessibility template (VPAT) or higher education community vendor assessment toolkit (HECVAT) and/or an accessibility improvement roadmap. The software or systems shall permit persons with disabilities to acquire the same information, engage in the same interactions, and enjoy the same services with substantially equivalent ease of use as those without disabilities. See computer software accessibility purchasing standard that will be placed into the terms and conditions and request for proposal documents provided by the office of procurement services.

(H) Reporting violations.

- (1) All accessibility concerns with any university digital content should be directed to the digital accessibility coordinator for prompt resolution. Any person desiring to make an anonymous complaint with regard to a violation of this policy or any federal or state law with regard to digital accessibility may do so by reporting violations through a confidential mailbox.
- (2) In addition, any person desiring to file a formal complaint for digital accessibility issues may contact the Title II/section 504 coordinator for students or the Title II/section 504 coordinator for employees. The can be found at university grievance policy. The contact information for individuals serving in those roles on behalf of the university can be found at the university's web page dedicated to accessibility compliance.