



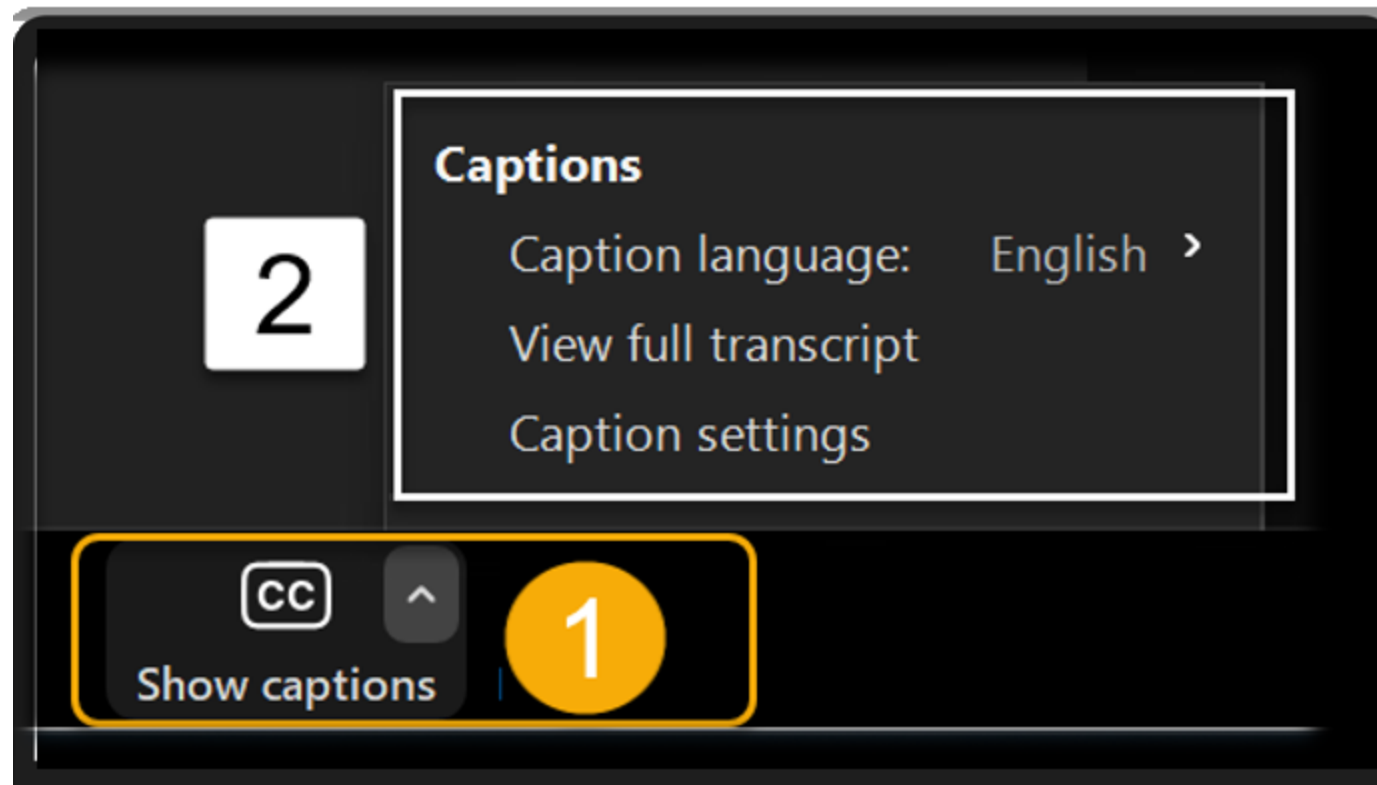
Best Practices in Email Accessibility

Ally Sharp

Langston University

Do you know how to turn on Closed Captions?

Show Captions - More Options Caption Settings



Best Practices in Email Accessibility

Reach your audience, however they get your messages.



Ally Sharp

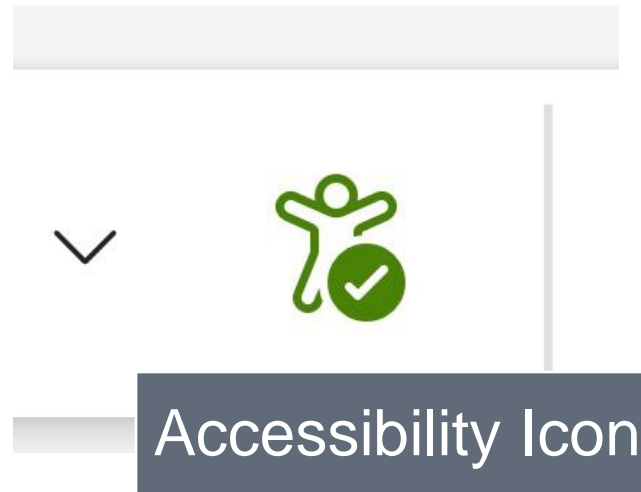
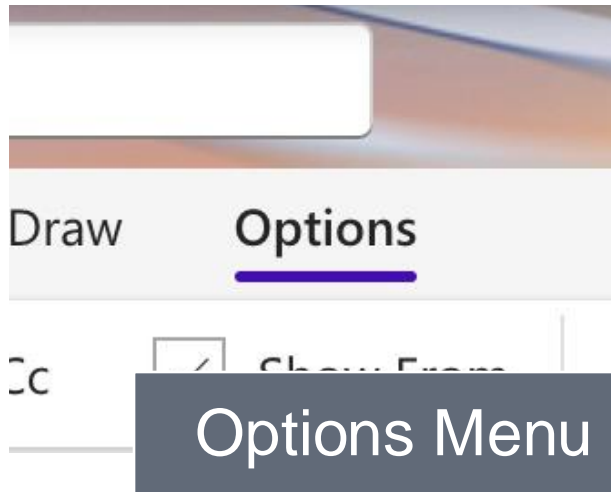
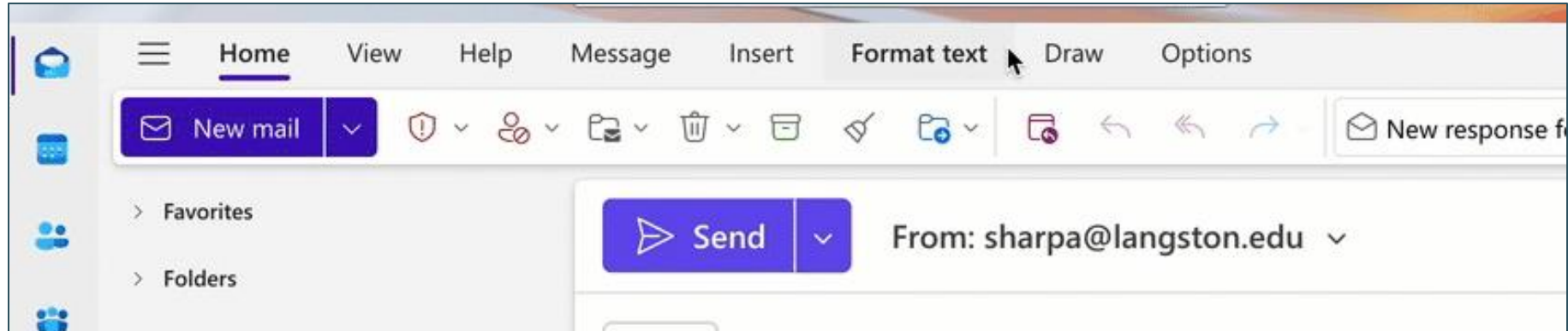
**Langston
University**



LANGSTON
UNIVERSITY

Outlook Accessibility Checker

The Most Important Thing



About Me

Ally Sharp

Langston University

- Director of Faculty Development
- Instructional Designer
- Co-Chair of the COLE Accessibility Sub-Committee

Email: sharpa@langston.edu

Podcast: LU Monday Moment

About My Accessibility Focus

Experience with “Ease of Access” Business & Education Tools

Classroom Teacher & Technology Instructor

- Middle School, High School, College Level Teaching
- Business and Community Technology Trainer
- Public School, Career Tech, & University Level

Technology Background

- Microsoft Innovative Educator and Trainer
- Google Certified Educator and Trainer
- Canvas Certified Educator (in progress)

About Today

Communicate with Accessible Content

ADA Expectations Helps Today and Tomorrow

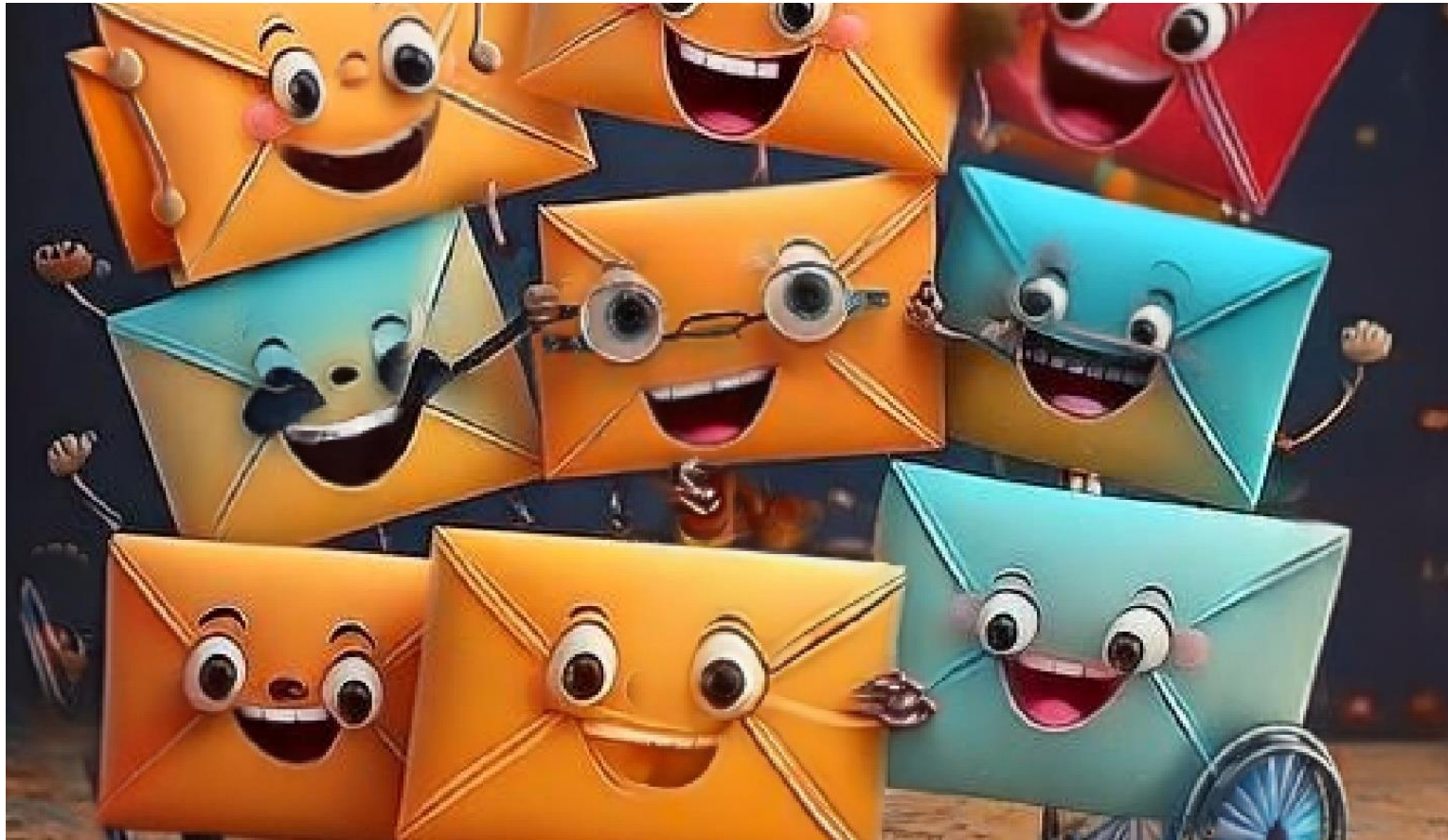
- Communicating successfully is essential to providing services to the public or doing business. People with certain disabilities might communicate in different ways.
- State/local governments, businesses, and nonprofit organizations must make sure they communicate effectively with people who have communication disabilities.
 - [ada.gov](https://www.ada.gov)

The Most Important Thing

Common Scenarios Needing Accessible Content

Why Make Email Accessible

It's designing a party that **can enjoy, not just the people who RSVP'd with special requests.**

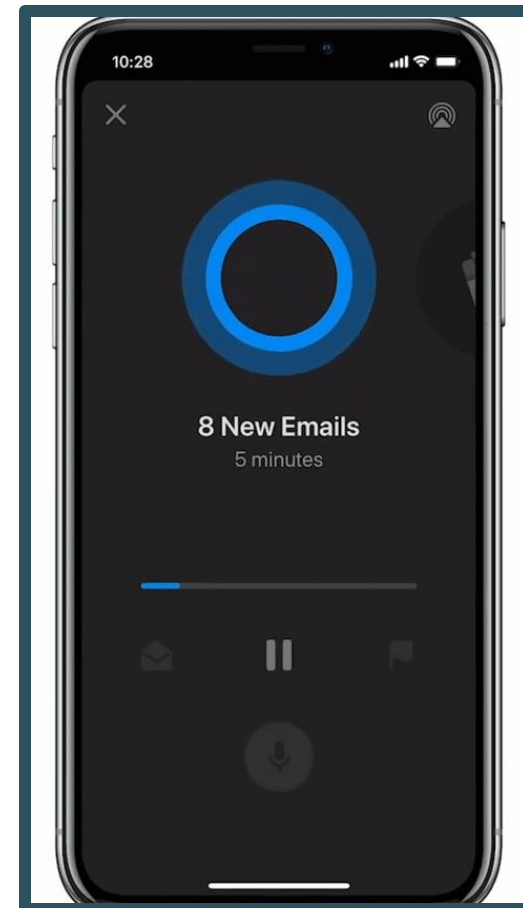
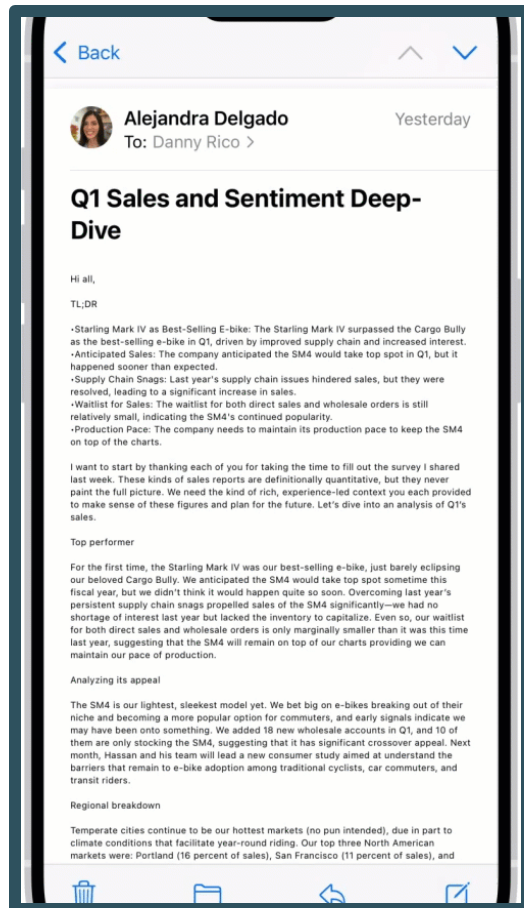


Some of those challenges include:

- **Mobility (may use a different device than yours – not a mouse)**
- **Seeing (needs content that can be read aloud by the device)**
- **Hearing (needs content that can be seen on the device)**

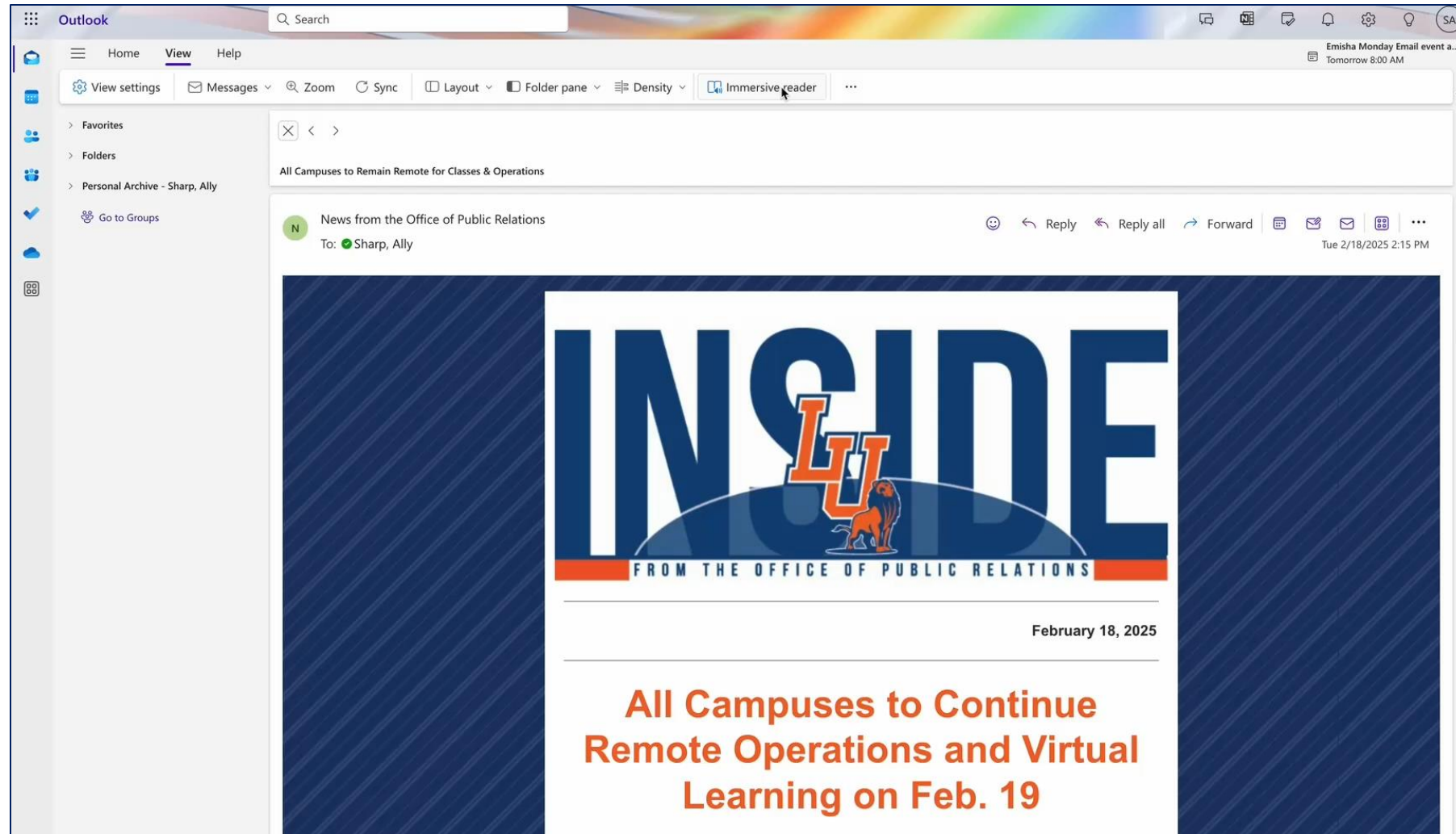
Considerations on Email Design

You don't know what tools people rely on to access your email.



The emails you send may not look the same.

Immersive Reader in Outlook



What To Check before Sending

Test with Immersive Reader and Tab Key

- Check accessibility along with spelling and content
- Correct issues
- Test before sharing with others

Check for Accessibility



- Fonts are standard business fonts
- Color Contrast
- URLs are linked
- Attachments are noted

Easy-to-Read and Follow



- Alt Text or Content describes Images
- Captions or Transcripts for audio and video

Audio, Images, and Videos have Text

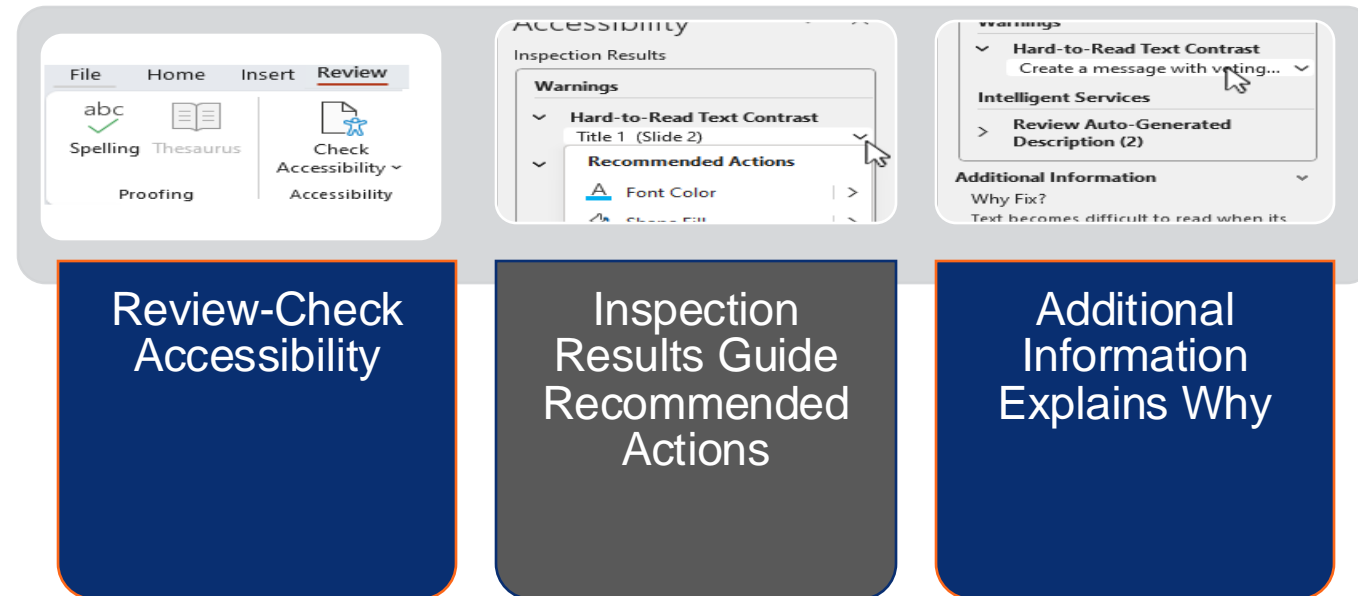


Attachments: Why Send Them If People Can't Use Them?

Microsoft: Review – Accessibility (except Outlook)

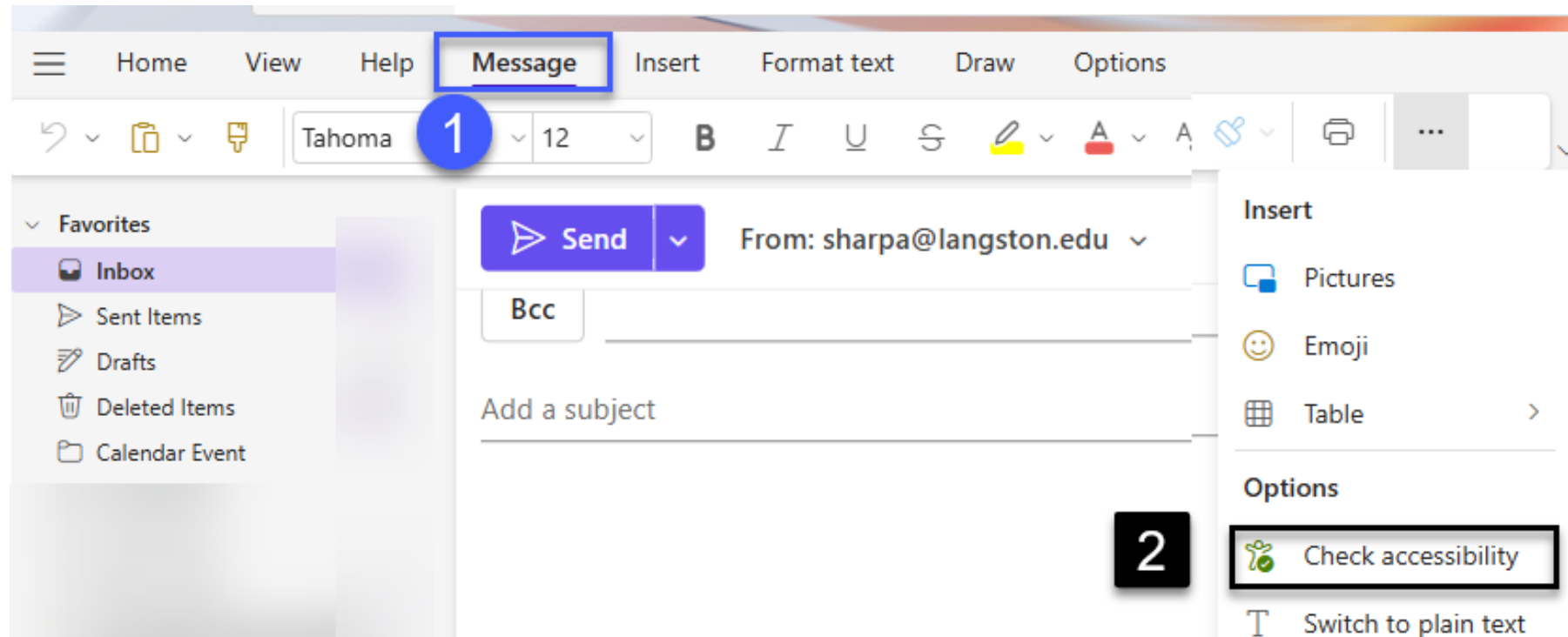
Adobe: All Tools – Prepare for Accessibility – Check & Fix

Google does not have a built-in checker.



Outlook Email has an Accessibility Checker

- Message Tab – Options - Check Accessibility



Commons Issues: Website URLs

Would you say the website address out loud?



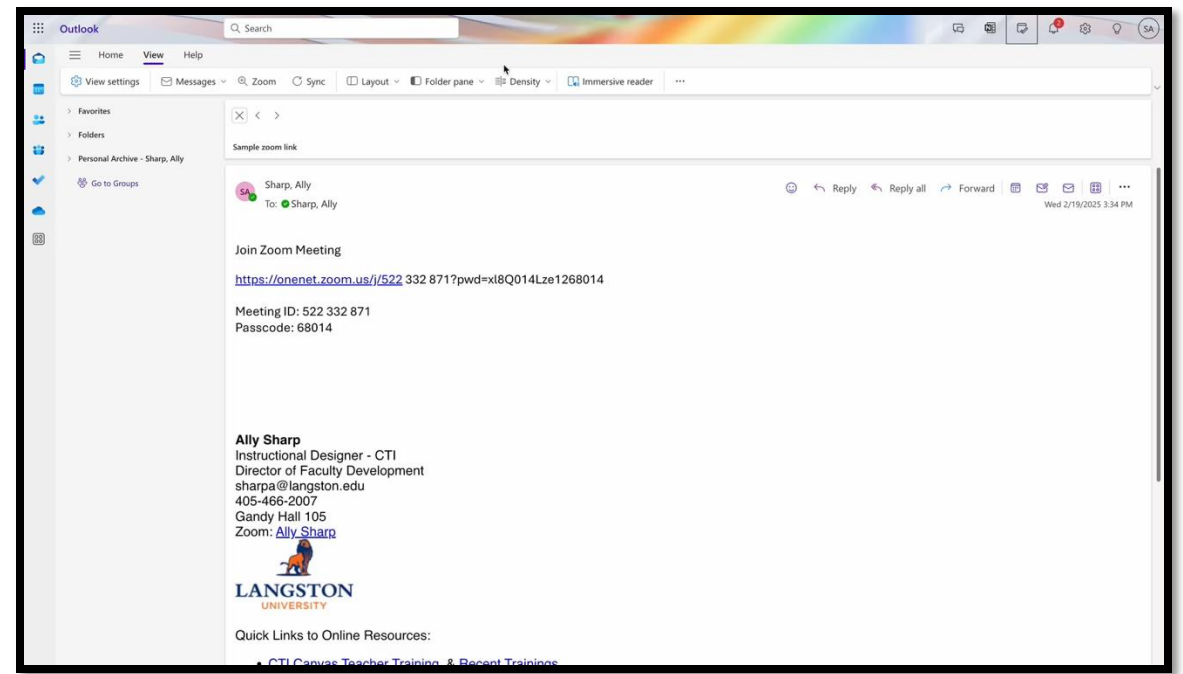
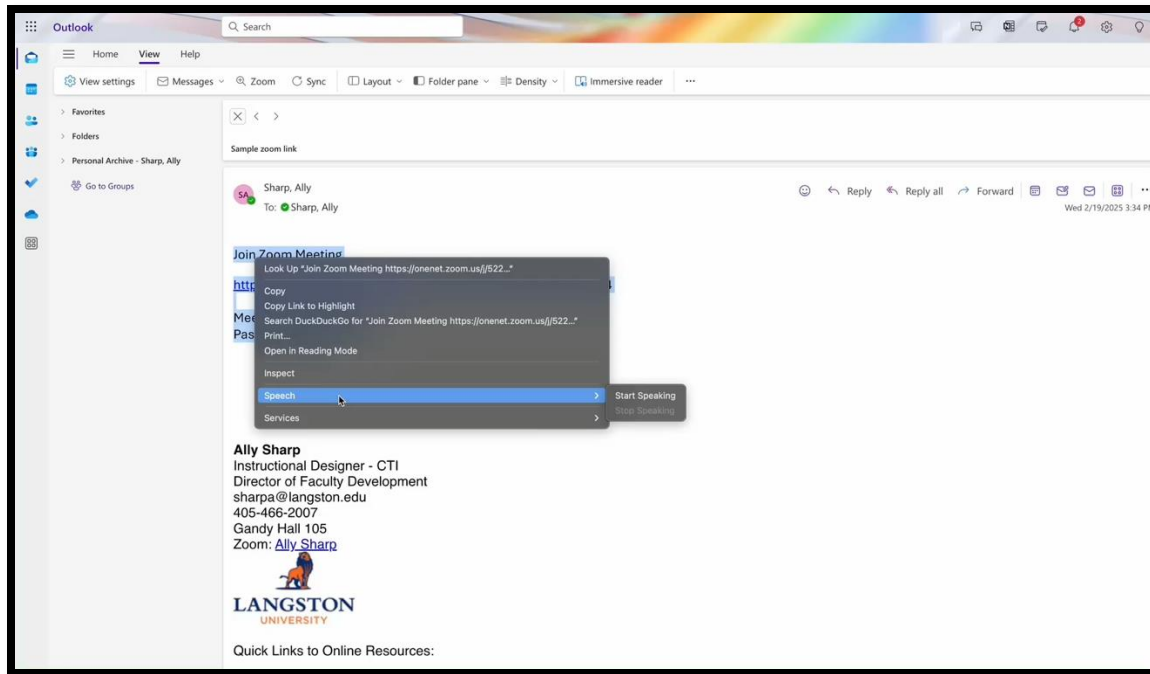
<https://www.ocolearnok.org>



[ocolearnok.org](https://www.ocolearnok.org)

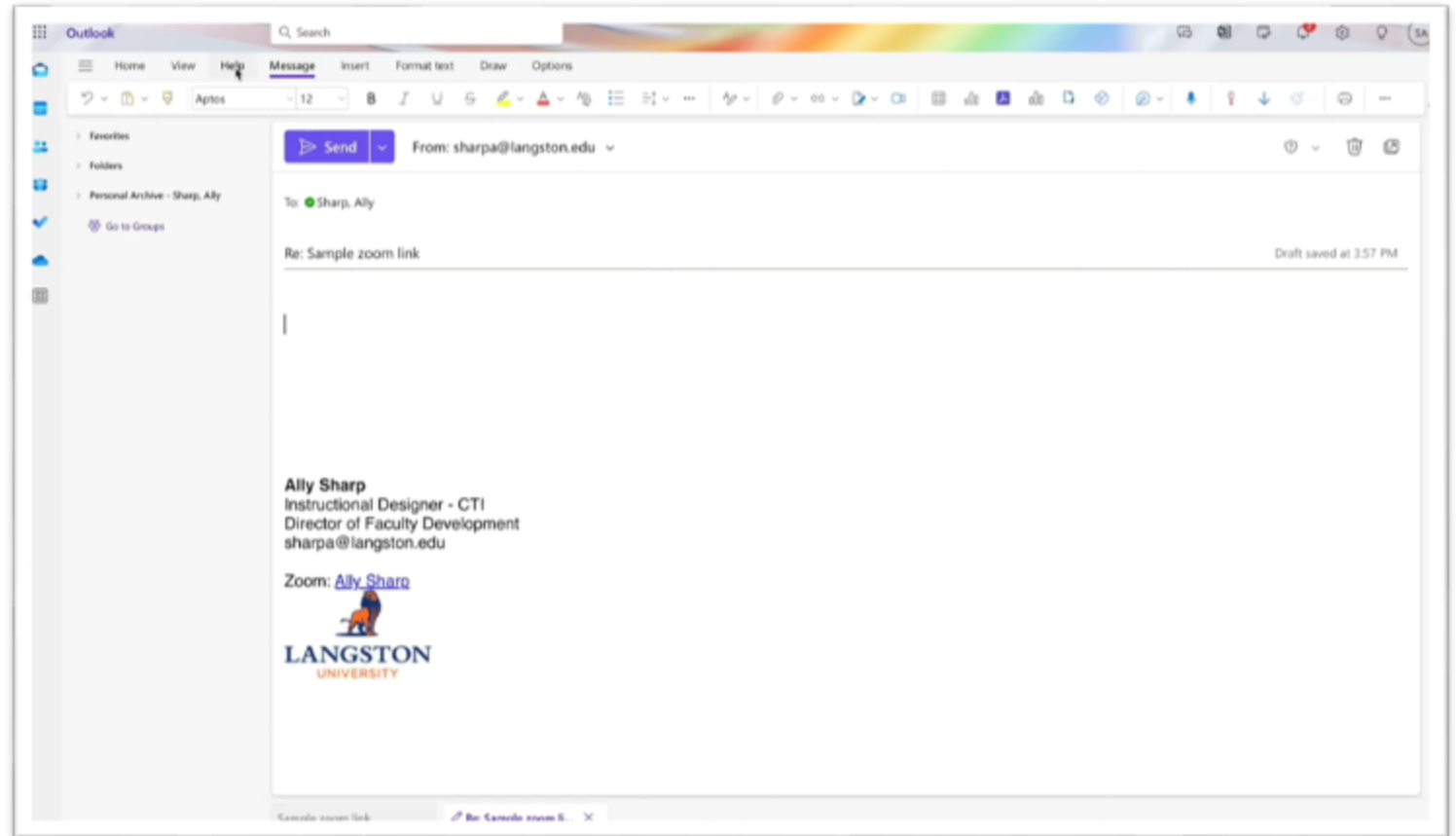
Use The Emojis or In The Chat

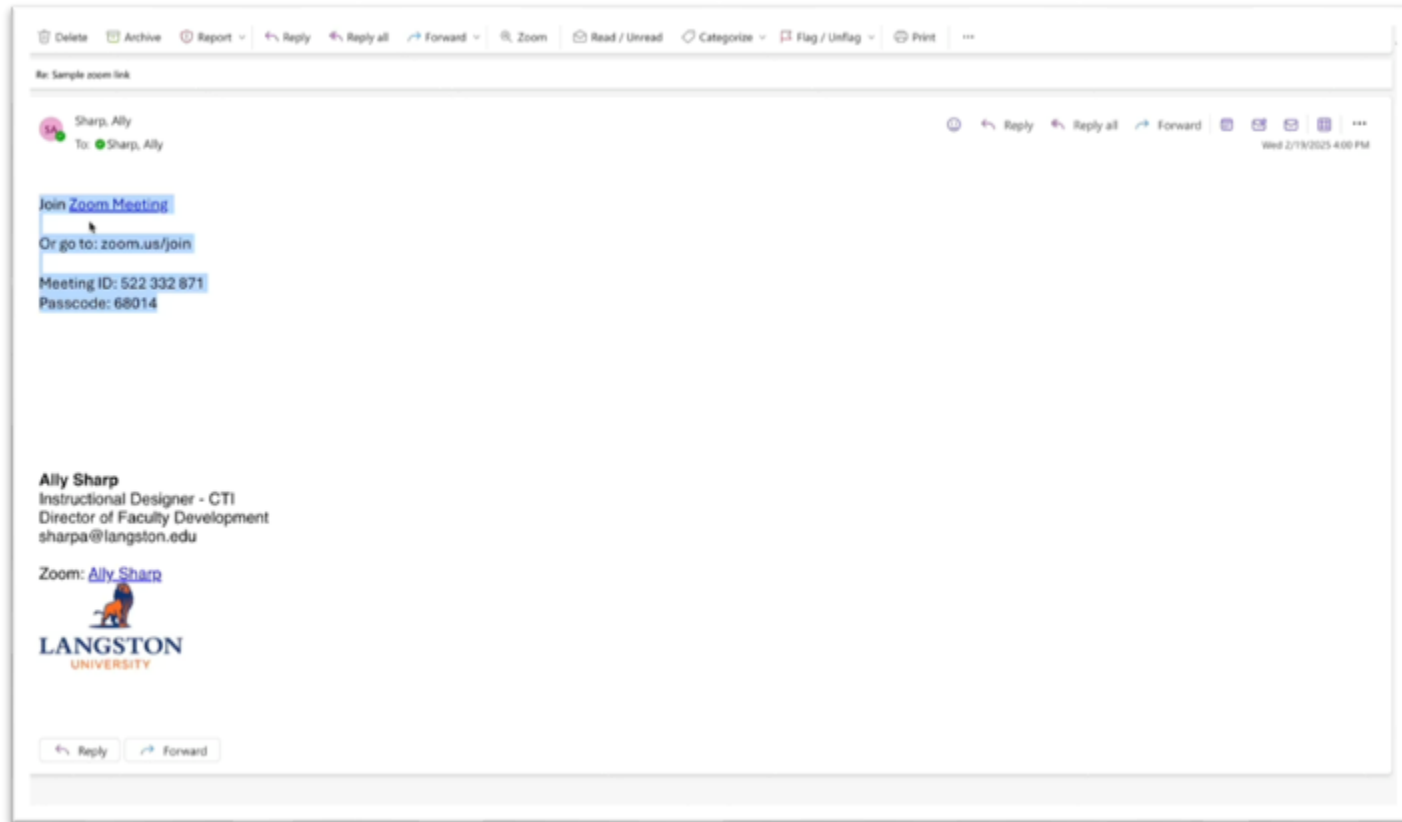
Tell me when you want me to make it stop.



How to Create Hyperlinks

- Select Text – Insert Link
- Pro Tip – Paste as Plain Text to Remove Formatting





Let's Test It

Right Click – Read
Aloud (or Speech)

Commons Issues: Fonts and Colors

Is this as easy to read as a street sign ?

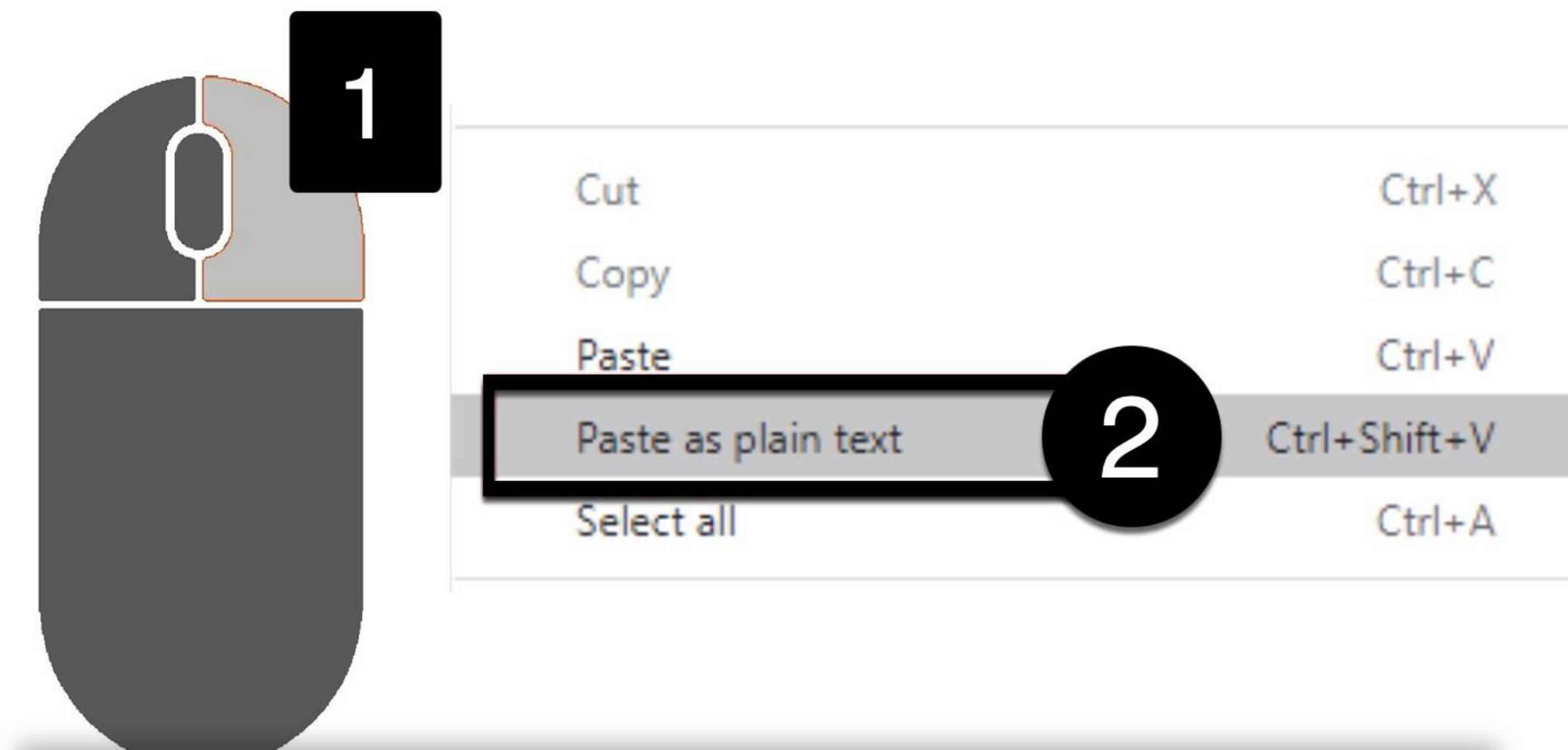
Is this as easy to read as a street sign ?



OKLlS

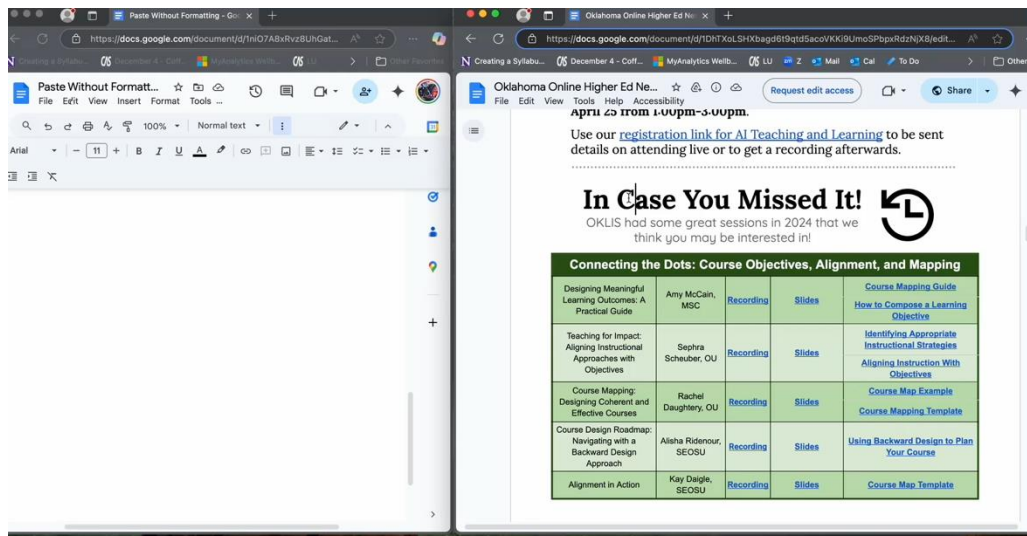


OKLIS

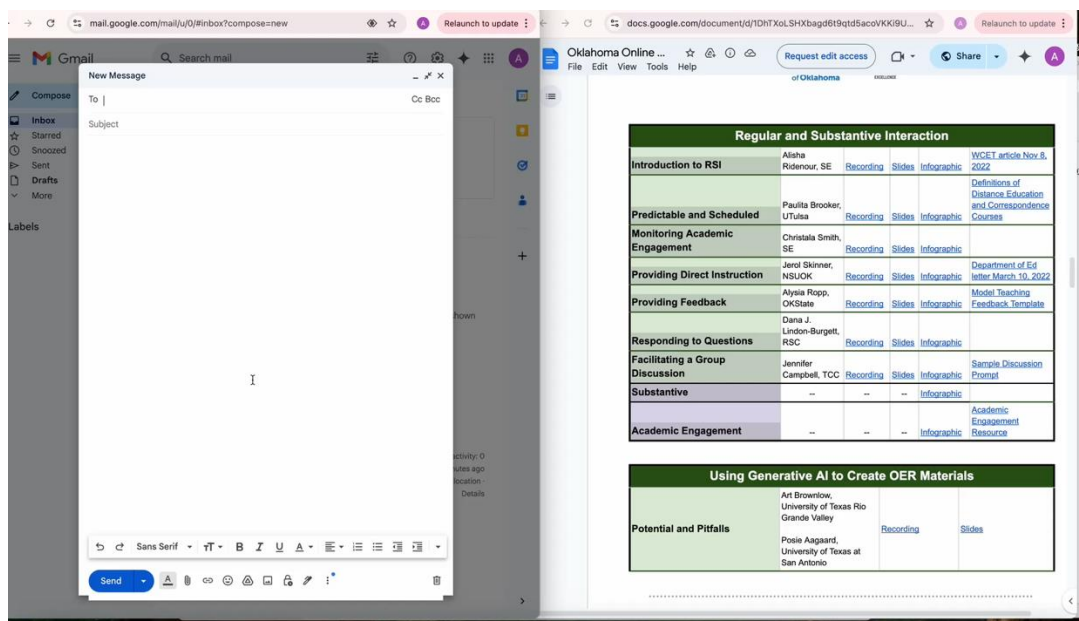


**Paste As Plain Text
Without Formatting so You Can Format**

Paste as Plain Text Tools



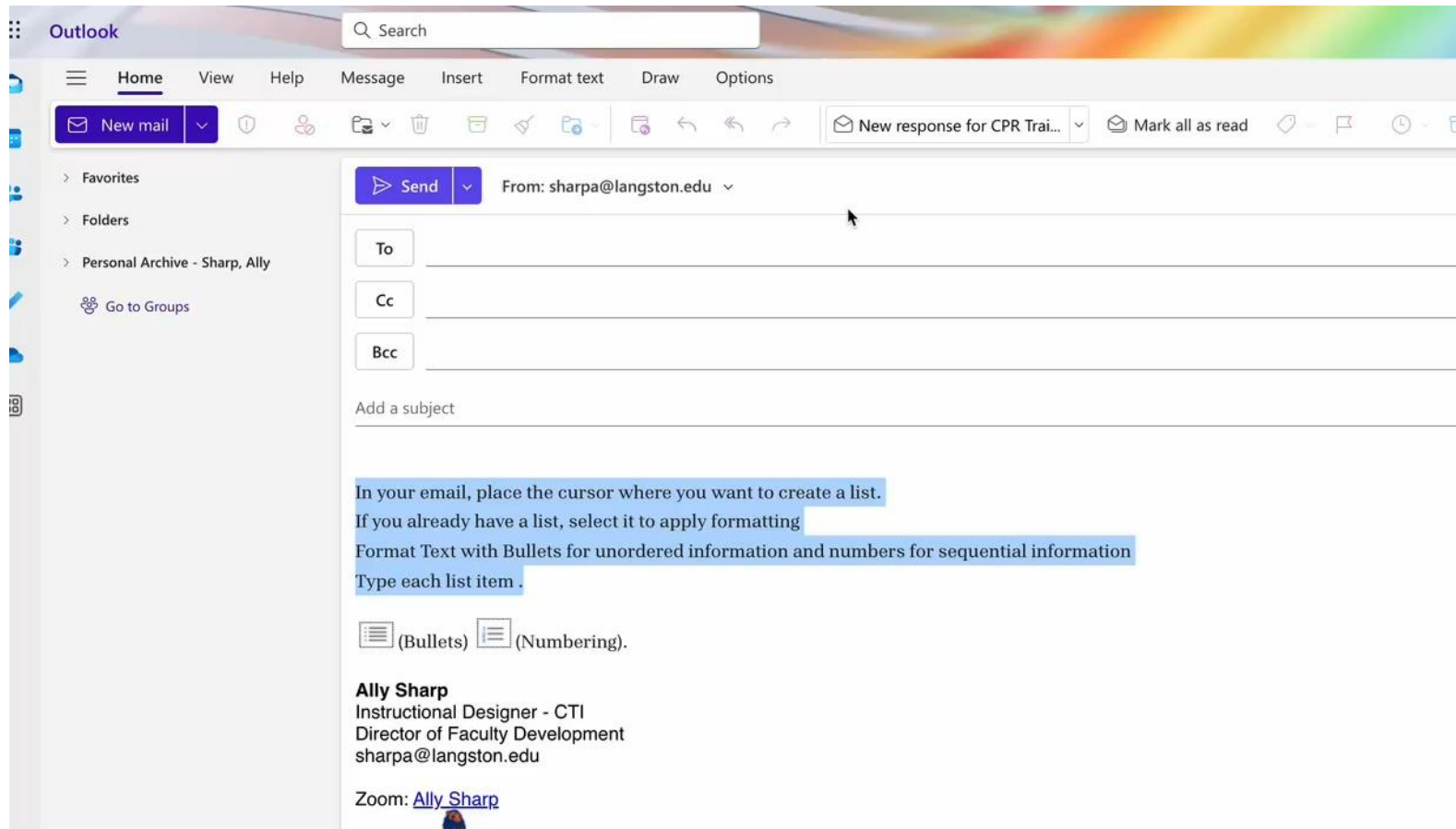
Let's Test It!

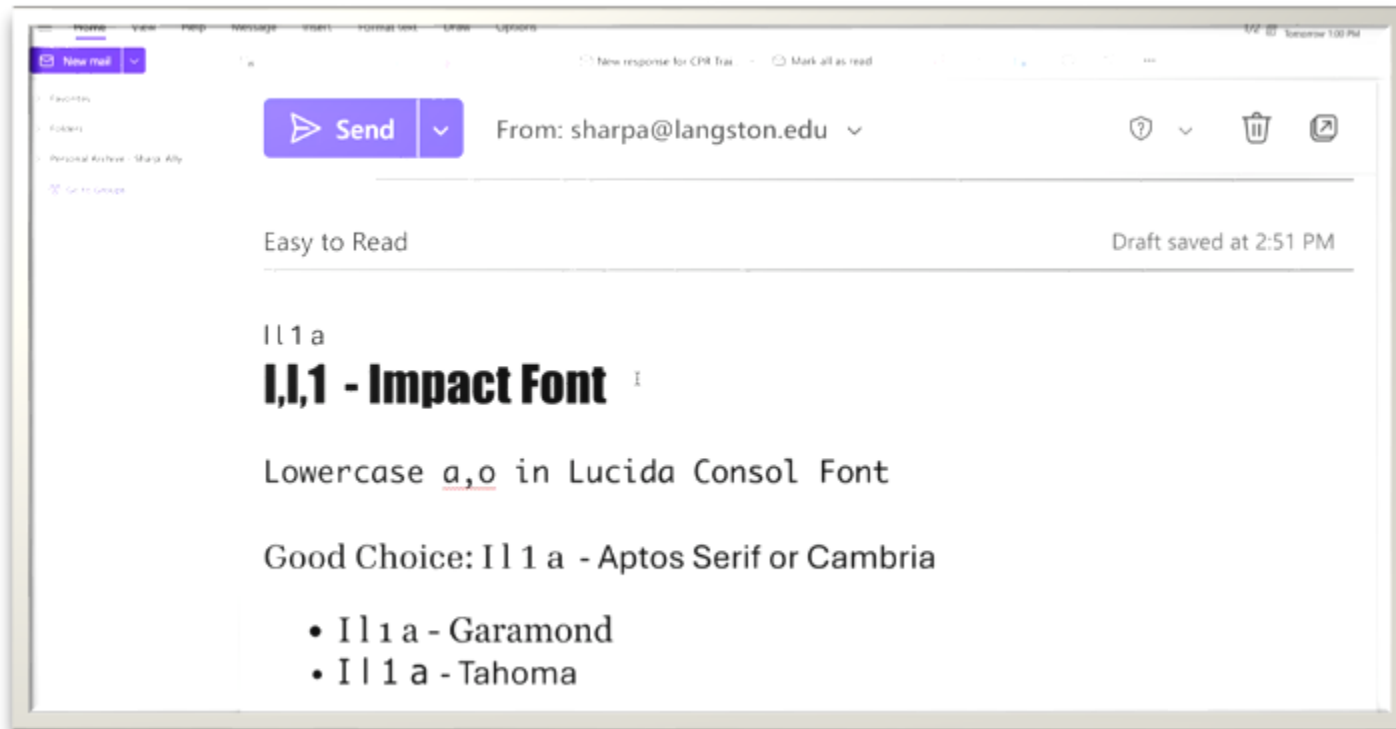


Paste without
Formatting In
Google Docs & Gmail

Create Accessible Lists with Format Text

Bullet Points and Numbered Lists are Our Friends



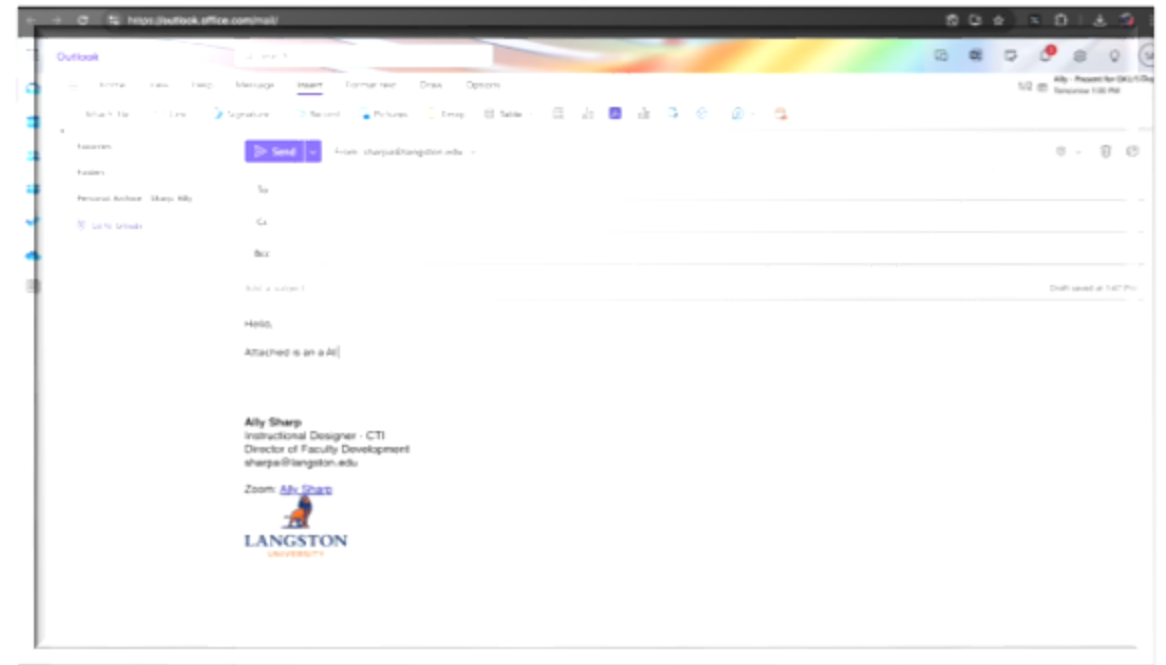
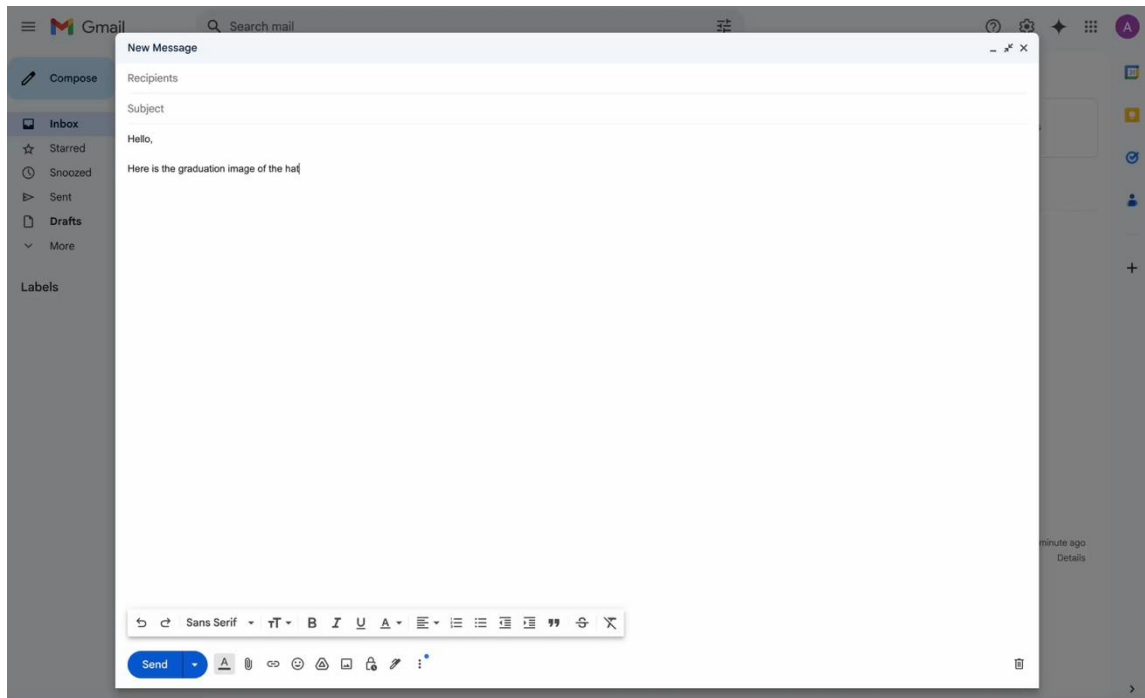


Use Fonts with Clear l, l , 1, and a

Aptos Serif, Tahoma,
Times New Roman

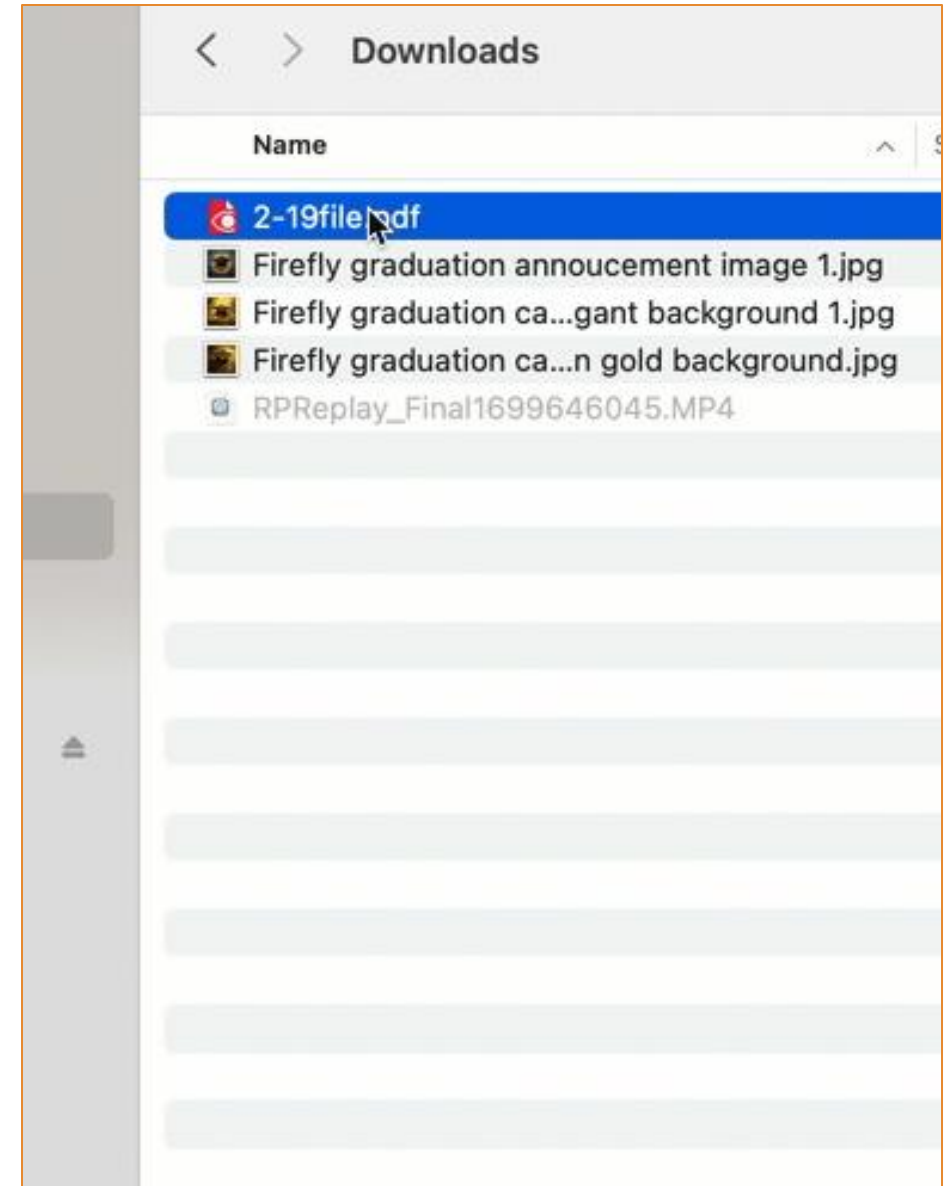
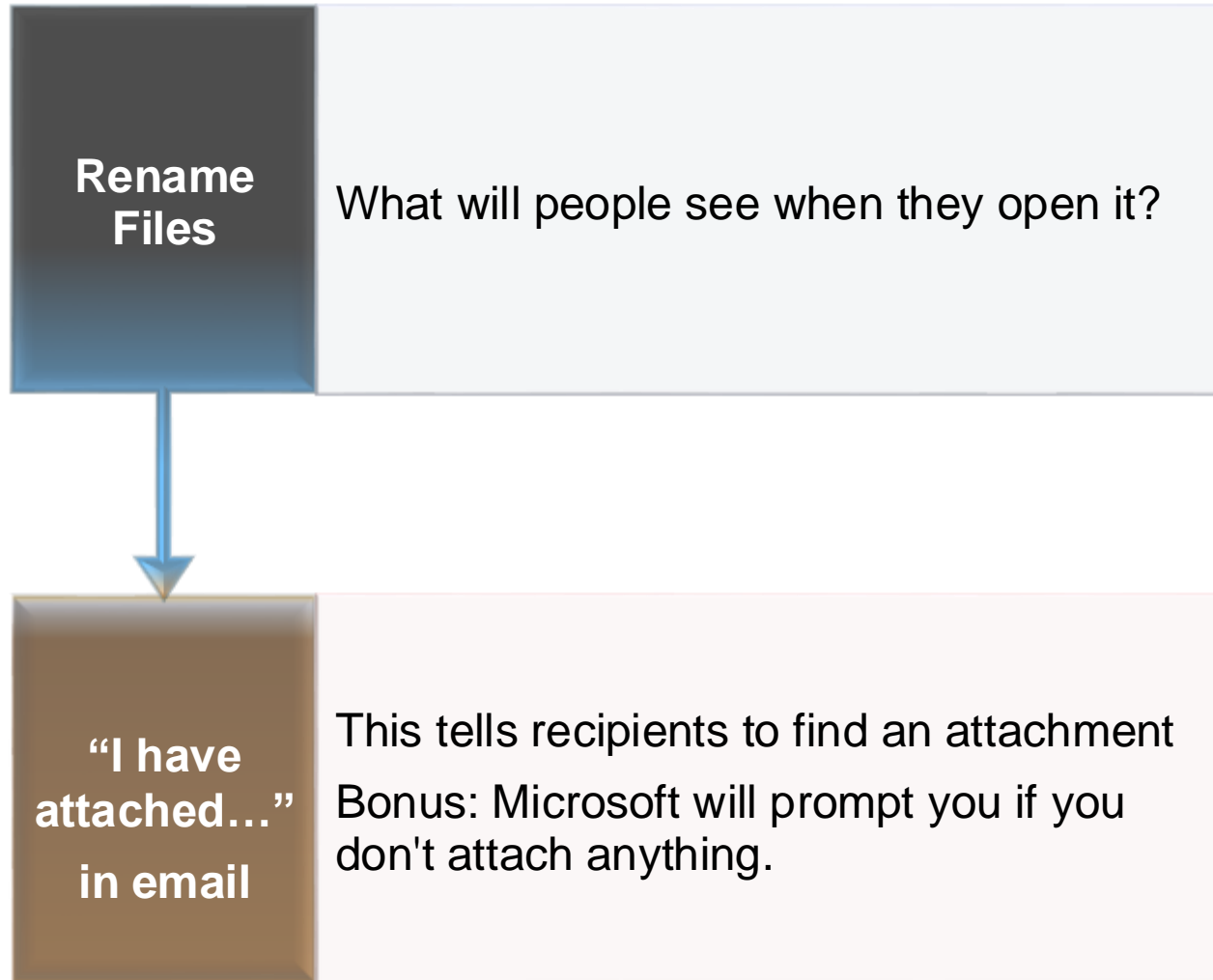
Commons Issues & Corrections – Images

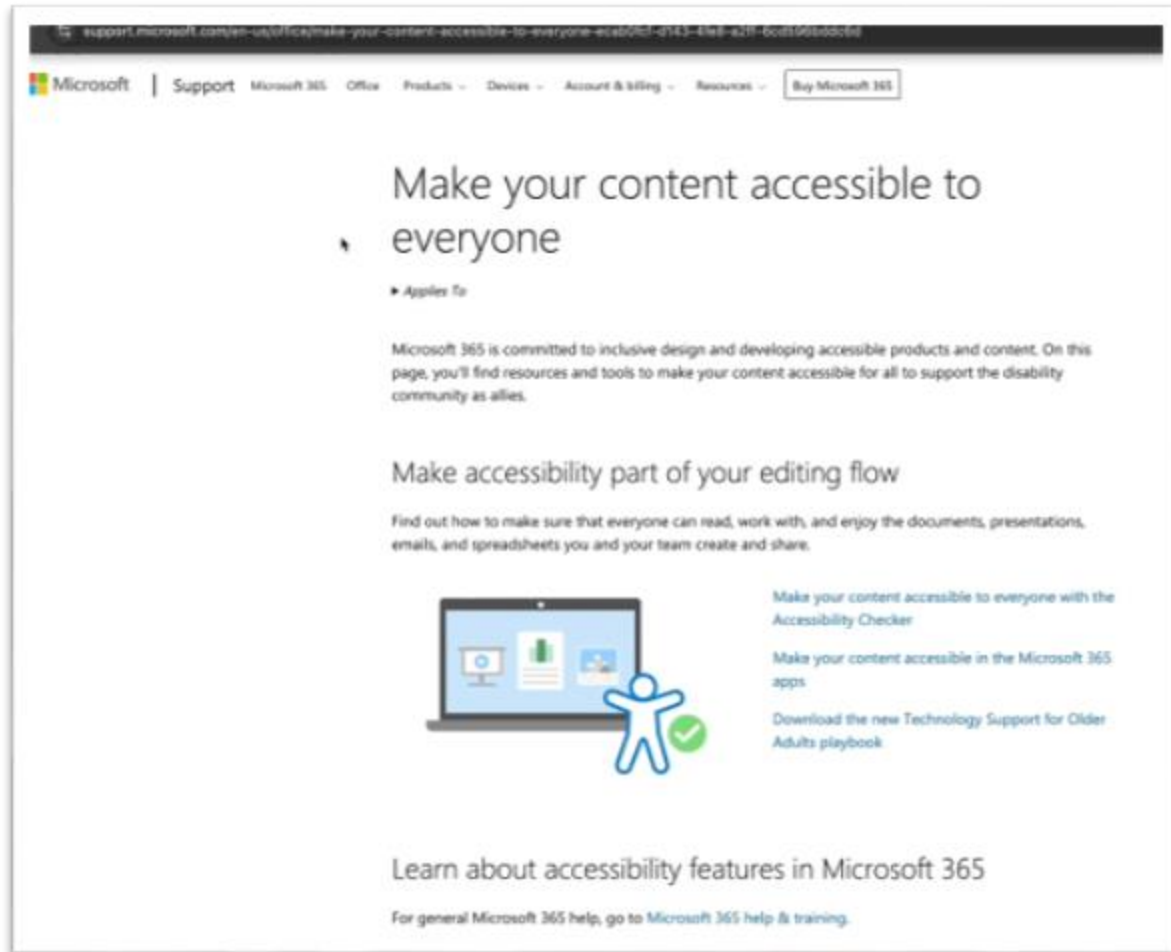
- Add Alt Text for Clear, Readable Information
- What would you tell a friend on the phone?
- Insert – Picture
- Picture Format – Alt Text
 - In Google – click on the picture and see the tools below
- Options – Check Accessibility



A Note on Attachments

Ensure File Names Make Sense





Support for Your Email Version

**Microsoft Support – Search
"Outlook Accessibility"**

Ease of Use and Accessible Learning Tools Helps Us be Good Neighbors.

“Dear Mister Rogers,
Please say when you are
feeding your fish, because
I worry about them.

I can't see if you are
feeding them, so please
say you are feeding them
out loud.

Katie, age 5.”





Teaching the Student to Create Accessible Content

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