



Managing up and setting priorities

Jay Wyant | Chief Information Accessibility Officer

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The Office of Accessibility

Why Accessibility Matters

Have you ever thought about how digital barriers affect us?

Ensuring that the information we receive is accessible benefits everyone. Here you will find information on how the State of Minnesota ensures our information is accessible. The accessibility tips and resources in this section will help make your content and your organization more accessible.



What type of organization do you represent?



[Org question link](#)

How mature is your organization's accessibility program?



[Mature link](#)

Clarify roles



Publish a policy

- Requires leadership buy-in
 - May have to develop a “business case”
- Not the same as an accessibility statement
 - (You may need that, too)
- Sets stage for processes and procedures



Getting buy-in

- Accessibility is a journey; play the long game.
- Collect allies.
- Set up and support communities of practice.
- Leverage ERGs
- Be consistent with your case



The Case for Accessibility

- It's a civil right
- Reduces waste, increases efficiency
- Helps ensure everyone can access your services
- Reduces organizational risk

...what else?



What's the biggest challenge facing your accessibility program?



[Challenge q](#)

What are your resources?

A11ys + \$\$\$\$

- Lots of dependencies
 - Where the accessibility program sits
 - External pressures
 - Tie-in opportunities
- What worked for us
 - Documents was a common need
 - Passionate early adopters
 - Tie-in with branding initiatives



Discuss challenge comments



Overcoming objections

- I don't have time to do this
- I don't know anyone who needs this
- We don't have enough resources
- We have other priorities (like cyber)
- You go right ahead, dear
- Government: it's our job to be available to everyone
- Schools: Who are our students?
- Business: who are we selling to?
- Non-profit: is exclusion our mission?
- All: future-proofing your tech.

- Brown bags/ free training
- Free licenses to key tools
- Step-by-step instructions
- Network of resources
- Templates, templates, templates!
- Communicate, communicate, communicate

(I didn't say easy for you!)





Procurement (it's a government word)

- Require accessible tech and content.
- Don't forget reports and other non-tech deliverables.
- Have an exceptions process.
- Coalition with others in your field: vendors should get the same message from everyone.
- Accessibility is like cybersecurity: it's a risk-management program

What else?



Move from:

**How do I make this
ADA-compliant?**

To:

**How do I make this
work for everyone?**

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Or: text to # 468311: MNIT A11y

(You will receive our welcome message back.)

- Tips on digital accessibility
- Announcement of new resources
- Stories about current projects (all types)
- Upcoming events and trainings

I'd really appreciate your feedback!



[Feedback](#)

Thank You!

Jay Wyant

MNITAccessibility@state.mn.us