









# Managers

Understanding the fundamental principles behind accessibility and how it can be achieved for your organization isn't rocket science. Based on W3C (The World Wide Web Consortium) recommendations, the following checklist provides a list of things those in management roles should consider doing when undertaking web accessibility efforts.

## Initiate /

-  **Get to Know the Basics**  
Deepening your knowledge of accessibility and why it is important is more vital than ever and much easier than you think. A good way to start is by searching online for introductory articles and videos on the subject to provide a foundation of knowledge to build upon. Why not seek out and talk with colleagues, friends, and family members with disabilities in order to get an insight into their online experience and the challenges they face?
-  **Explore the Current Environment**  
Undertake some basic checks to get an idea of your organization's current level of accessibility and identify any fundamental issues that need to be addressed. It is advisable to perform some easy checks to begin with before going onto complete a more robust assessment.
-  **Set Objectives**  
Set your organization clear objectives designed to address any accessibility issues you have identified and establish a timeline for completion. At this stage, keep in mind that it is important to define how you are going to measure success.
-  **Develop Business Case**  
To ensure that accessibility concerns are prioritized in your organization, you need to develop a business case that clearly outlines its importance and the business benefits it brings. This can be used to persuade stakeholders to provide financial support that may not otherwise be forthcoming.
-  **Raise Awareness**  
Communicate the importance of accessibility throughout your organization. A large number of people, in all kinds of roles, remain unaware of the fact that they too can have a positive impact on accessibility. Why not invite some guest speakers to talk about the subject and raise general awareness?
-  **Gather Support**  
Seek support for accessibility across your entire organization in order to ensure that its importance is understood and efforts to achieve it are sustained. Securing support from key stakeholders and project teams involved in the creation of your website will help ensure that accessibility is prioritized and receives vital resources.

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Learn more about Web Accessibility Standards and why they matter at:  
<https://www.w3.org/WAI/standards-guidelines/wcag/>

## Plan /

- ✔ **Create Accessibility Policy**  
Capture your goals and define your targets by creating an accessibility policy that establishes the web accessibility standards you aim to conform to within a given timeframe.
- ✔ **Assign Responsibilities**  
Identify the key accessibility roles required across your team and assign specific tasks to ensure all areas are covered and relevant standards are met with.
- ✔ **Determine Budget and Resources**  
Determine your budget by identifying what resources will be required to successfully achieve your accessibility goals. Your budget should be supported by estimates of how your proposed changes will impact upon previously set targets and objectives, as well as what return on investment can be expected once they are implemented.
- ✔ **Review Environment**  
Take a look at all of your organization's tools, resources, and processes to understand their potential impact upon your accessibility efforts. E.g. Investigate how well authoring tools support your organization in creating and maintaining accessible content.
- ✔ **Review Websites**  
Perform a review of existing websites to identify a baseline for future work and identify potential issues to be avoided. Where possible, try to perform such an assessment as early as possible to reduce the risk of being hampered by early design decisions that may be expensive and time consuming to change later on in the process.
- ✔ **Establish Monitoring Framework**  
In order to track your progress, it is important to establish a standardized way to monitor and report findings. Define milestones, assign responsibilities, and create clear escalation paths for any issues discovered.
- ✔ **Engage With Stakeholders**  
Increase commitment to accessibility and maintain long term support by regularly communicating your efforts, struggles, and victories to both internal and external stakeholders.

## Implement /

- ✔ **Build Skill and Expertise**  
Provide training for key staff members in order to develop their accessibility skills and identify skills that should be added to your staff recruitment criteria.
- ✔ **Integrate Goals Into Policies**  
Spread responsibility for achieving accessibility throughout your organization and ensure that it is a part of everyday practice by integrating your accessibility goals into your other procedures and policies, such as your recruitment policy and staff training procedure.

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## Implement (Continued)

- ✔ **Assign Tasks and Support Delivery**  
Based on your overall objectives and the individual responsibilities of your team members, assign clear tasks with clear time schedules and ensure that the resources required to meet with them are made available.
- ✔ **Evaluate Early and Regularly**  
To reduce risk and cost, regularly evaluate accessibility throughout the design and development process so that issues can be discovered and fixed as early as possible.
- ✔ **Prioritize Issues**  
Prioritize high impact, easy-to-resolve issues first in order to demonstrate success and help build motivation in the team. It is advisable to involve a variety of different perspectives when considering what should be prioritized.
- ✔ **Track and Communicate Progress**  
Maintain awareness and support by monitoring your progress and sharing the achievements and challenges you have met along the way.

## Sustain /

- ✔ **Monitor Websites**  
Monitor your websites for any changing content that could present accessibility issues and potentially introduce opportunities for improvement. As your website evolves and grows, make sure that regular accessibility reviews are carried out to reduce the risk of issues occurring and to understand what is causing issues to arise.
- ✔ **Engage with Stakeholders**  
Maintain ongoing engagement with stakeholders to ensure that they remain aware of accessibility issues and the benefits that your efforts have brought the organization to date.
- ✔ **Track Standards and Legislation**  
Ensure that you are meeting the latest requirements by keeping up to date with the current standards and regulations that apply to your industry.
- ✔ **Adapt to New Technologies**  
Track functionality changes for every new version of technology you support and take advantage of any additional accessibility support the new version might offer. Note that doing this may involve updating staff training or adding additional training.
- ✔ **Incorporate User Feedback**  
Identify areas that are in the most urgent need of attention and guide your improvement efforts by making it easy for users to submit feedback.

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