

Policy on Digital Accessibility

1. Purpose

This policy sets out the principles, responsibilities and obligations for managing digital accessibility within the University. The policy is designed to ensure compliance with the [Public Sector Bodies \(Websites and Mobile Applications\) \(No. 2\) Accessibility Regulations 2018](#) and to support the University's strategic aim to secure the highest standards of equality, diversity and inclusion.

The policy defines expectations for staff who create, purchase and publish digital materials and the support available to them.

2. Scope

The policy applies to all digital materials created or hosted by the University.

The policy applies to all members of the University Court; all members of staff employed by the University, and to individuals with honorary staff status given access to University IT facilities ('staff').

3. Roles and responsibilities

The roles that carry responsibilities under this policy are as follows:

- The University is legally responsible for digital accessibility.
- The University Senior Management Team is responsible for promoting digital accessibility and ensuring there is adequate support for staff to meet their commitments under this policy.
- Heads of Schools and Directors of Professional Services are responsible for the operation of this policy within their respective areas of responsibility and for promoting compliant digital accessibility practices. Heads of School and Directors are supported in their schools / directorates by nominated digital accessibility champions.
- Staff and members of the University Court are responsible for acting in accordance with this policy and with any instructions they are given by the University for creating, purchasing or hosting digital materials.
- Various teams within the University have specific responsibility to provide support, training and guidance to Heads of School, Directors, staff and Court members; further information is provided in [Appendix 1](#).
- The Equality Diversity and Inclusion Committee has executive responsibility for digital accessibility compliance and for addressing risks and issues of concern.

4. Standards and procedures for creating, purchasing or hosting digital materials

The *Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018* oblige the University to ensure its digital materials meet the [Web Content Accessibility Guidelines version 2.1 \(WCAG\) AA](#) standard. The University provides detailed explanation of its obligations in the [institutional Accessibility Statement](#).

4.1 Creating & Publishing Digital Materials

Staff and members of the University Court responsible for creating and/or publishing digital materials must observe the following standards:

- Web content and page structure must be fully compatible with screen readers and navigable by keyboard and speech recognition software.

- Images which convey information and are not purely decorative must have alternative content.
- Video materials must have accurate captions, or accessible alternatives such as transcripts or audio descriptions.
- Documents (PDF, PowerPoint, Word and others) must be fully accessible to screen reader software.
- Forms must be labelled and be keyboard accessible.
- Social media posts must follow best practice guidance, as recommended by the Digital Marketing Team.
- Digital materials produced in support of teaching & learning and/or professional services must only be published on University-approved platforms.

4.2 Purchasing Digital Materials

Staff responsible for purchasing digital materials (including but not limited to software, applications, websites, documents, videos and online training materials) must ensure that these comply with the *Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018*. Any procurement of software, applications or websites must be discussed with the Directorate of Digital & Information Services prior to purchase.

4.3 Support and Guidance

The University is responsible for providing detailed, timely and accurate support and advice to staff regarding the above obligations, as noted in [section 3 above](#).

5.0 Related policies

[The Equality, Diversity and Inclusion Policy](#) outlines the University's commitments to promoting equality, diversity and inclusion across all its places of work and study.

6.0 Review and Development

This policy shall be reviewed on an annual basis by the Equality Diversity and Inclusion Committee or in response to relevant legislative or technological changes.

Appendix 1 – Sources of Support

Staff and members of the University Court who are unsure who to contact for support may email servicedesk@abdn.ac.uk for advice.

Various teams within the University have specific responsibility to provide support, training and guidance; including, but not limited to:

- The Directorate of Digital & Information Services teams:
 - Training & Documentation provide training materials, courses and ad hoc advice on making accessible documents and PowerPoint files
 - Assistive Technology provide advice and training on Assistive Technology software and hardware, and can ensure digital materials work with these
 - Media Services ensure digital materials produced by the Directorate on behalf of other teams are accessible
 - Applications Management Division teams ensure the technical aspects of websites and web applications are accessible.
- The Directorate of External Relations and Marketing teams:
 - Digital Communications ensure website content is accessible

- Digital Marketing ensure social media and digital marketing materials (including audio and video) are accessible.
- The Directorate of Academic Services & Online Education's Centre for Academic Development provide training, guidance and support on teaching and learning materials, including MyAberdeen.
- The Directorate of Finance's Procurement team will ensure suppliers meet accessibility requirements.
- The Directorate of People's Student Advice & Support will ensure (non-teaching and learning) material for students is accessible.

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Audience	The policy defines expectations for staff who create, purchase and publish digital materials and the support available to them
Related	Accessibility Statement
Subject / Description	This policy sets out the principles, responsibilities and obligations for managing digital accessibility within the University. The policy is designed to ensure compliance with the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018 and to support the University's strategic aim to secure the highest standards of equality, diversity and inclusion.
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