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How to Prepare for ADA Title II

A digital accessibility roadmap for higher education

February 18, 2025

Agenda

1. About Level Access and Concept3D
2. Understanding the ADA Title II digital accessibility requirements
3. Roadmap to Title II compliance in higher education
4. Beyond compliance: The impact of accessible learning
5. Q&A

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Speakers

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About Level Access

- Market-leading provider of digital accessibility solutions
- More than 25 years of experience
- Holistic approach combines an integrated platform with a deep bench of accessibility expertise

Trusted by the world's leading brands

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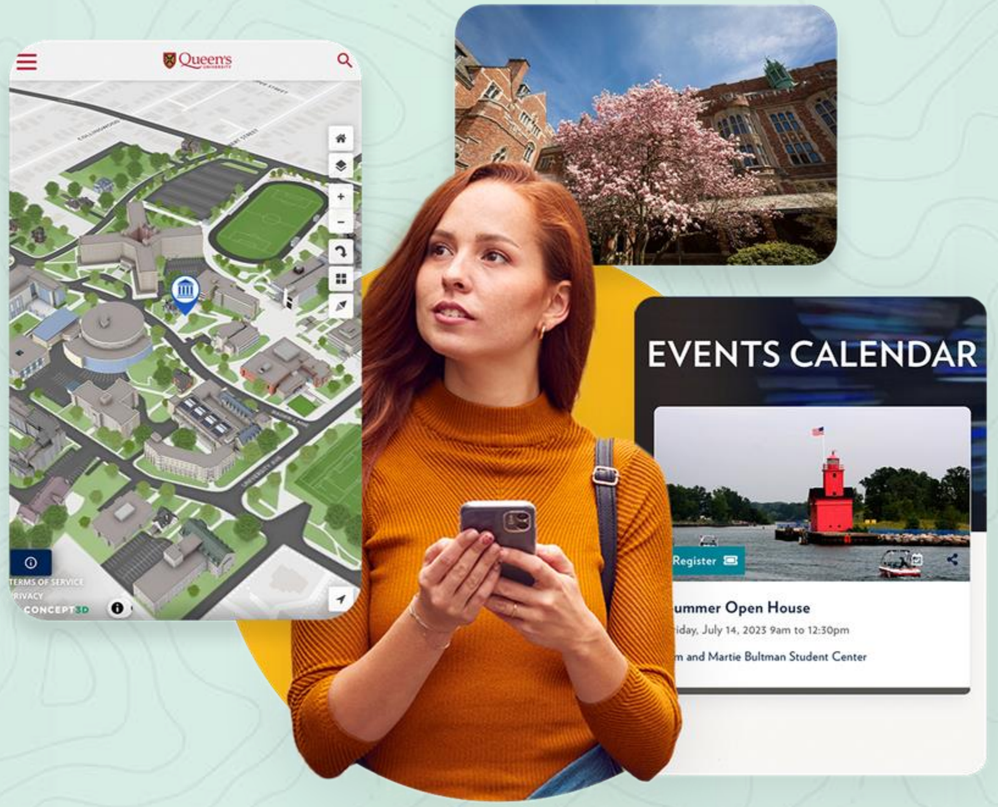
CONCEPT3D

Empowering Higher Ed with Digital-First Solutions

Enhance Campus Navigation, Communication, Recruitment and Event Management

WHO WE SUPPORT

- Marketing
- Admissions
- Student Engagement



OUR SOLUTIONS

- Interactive Maps
- Localist Events
- 360° Virtual Tours
- Room Reservations

*We champion **accessibility** best practices and advocate for **inclusive** marketing and recruitment*

Understanding the ADA Title II digital accessibility requirements

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Digital accessibility is now a Title II compliance requirement.

- April 2024 rule from the DOJ establishes specific technical requirements for web, document, and mobile accessibility under ADA Title II
- Applies to all Title II covered entities, including public colleges and universities
- Deadline (based on population size):
  - **April 2026:** Population greater than or equal to 50,000
  - **April 2027:** Population less than 50,000
- Compliance standard: WCAG 2.1 AA

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Web Content Accessibility Guidelines (WCAG)

P.O.U.R.

Perceivable	Operable	Understandable	Robust
Text alternatives for non-text content	Keyboard operable	Text is readable and understandable	Content is compatible with current and future user tools
Captions and other alternatives for multimedia	Time affordances	Content appears and operates in predictable ways	
Content can be presented in different ways	Easy to navigate, find content, and know where you are	Users are helped to avoid and correct mistakes	
Content is easier to see and hear	Allows for different input modalities beyond keyboard		

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What digital assets are covered by the new Title II rulemaking?

- Websites
- Mobile apps
- Social media content
- Electronic documents (e.g. office formats)
- Web content and apps from third-party organizations
- Live and pre-recorded videos

Exceptions: ADA Title II provides exceptions for certain types of content, including archived content, pre-existing social media posts, and password-protected documents.

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How will the new requirements be enforced?

Two primary enforcement channels:

- Private litigation (individuals / organizations)
- Public enforcement (DOJ)

While public enforcement may be light under the current administration, the risk of private litigation is high for non-compliant entities.

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To meet compliance deadlines, learning institutions must act now.

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Roadmap to ADA Title II compliance for higher education

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Five steps to Title II compliance in higher education

1. Assemble a working group to establish processes for accessibility.
2. Inventory your digital assets and identify critical gaps in accessibility.
3. Develop a plan to address accessibility gaps.
4. Implement your plan.
5. Sustain accessibility over time.

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STEP 1

Assemble a working group to establish processes for digital accessibility.

Working group objectives:

- Establish policies and statement
- Assign accountability (roles and responsibilities

Parties included:

- ADA / disability / compliance office
- Procurement teams
- IT / digital experience owners
- Internal education teams
- People with disabilities

Securing buy-in from organizational leaders is essential at this stage.

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STEP 2

Inventory your digital assets and identify critical gaps in accessibility.

Prioritize critical assets:

- Primary websites (main site, athletics, student services, admissions)
- Virtual tour
- Campus map
- Social media

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STEP 2

Website: Common issues

Images missing alternative text

Missing heading structure

Insufficient contrast

Links without descriptive names

Form fields missing labels, instructions, or error messages

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STEP 2

Virtual tour: Common issues

Inaccessible third-party technology

Missing audio track for descriptions

Missing captions for video

Alternatives that do not provide an equivalent experience

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STEP 2

Campus map: Common issues

Lack of compatibility with assistive technology and keyboard

Only providing an alternative non-interactive experience (e.g., a PDF)

Maps that do not communicate accessible routes

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STEP 2

Social media: Common issues

Images missing alternative text

Missing captions for video

Images of text

Insufficient contrast of text

Not providing information in multiple formats (e.g., audio-described)

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STEP 3

Develop a plan to address accessibility gaps.

What resources do you need?

- Evaluation
- Remediation
- Tools to build accessibly from the start
- Training
- Budget

How will you prioritize?

- Traffic / exposure to public
- Critical user impact
- Widely used components / functionality

Make sure you understand what exceptions do—or do not—apply.

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STEP 3 (continued)

Develop a plan to address accessibility gaps.

How will you evaluate third-party vendors for accessibility?

- Procurement language
- Vendor questionnaires
- Review of VPAT® reports
- Demonstrations of products with assistive technology
- Inclusion of accessibility questions in RFPs
- Procurement contracts that address accessibility
- Report back to the vendor
- Validation of vendor's updates

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STEP 4

Implement your plan.

- Provide accessibility training.
- Audit and test.
- Implement tools and resources.
  - Designer tools
  - Tools for content authors
- Design and build with accessibility in mind.
- Track your progress.
- Enforce procurement policies.

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STEP 5

Sustain accessibility over time.

- Collect feedback from users with disabilities.
- Validate adherence to policies and processes.
- Demonstrate progress and show the value of accessibility.
- Track new content / technology and changes in standards and regulations.

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Beyond compliance: The impact of accessible learning

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Digital accessibility is more than a compliance check box.

Improve student experience.

- One in five students in the U.S. has some type of disability.

Expand your applicant pool.

- Reach a broader community of students (and faculty).

Enhance your reputation.

- Demonstrate social responsibility and uphold organizational values.

Create a more inclusive campus experience for all students.

- Digital accessibility can also improve physical accessibility.

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“Accessible maps with route information help me effectively plan routes to my classes so I can prepare a schedule that works for me.”

— Student at George Mason University with low vision

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Key takeaways

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Takeaways

- For public colleges and universities, digital accessibility is both a legal requirement and an institutional best practice.
- Title II requires that organizations ensure a wide range of assets are accessible—not just their primary website.
- Working with accessible third-party vendors is critical to compliance.
- To meet the 2026 Title II compliance deadline, organizations must take action now.
- Strategic planning, prioritization, and support from experts will streamline the accessibility process.

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Q&A

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Get in touch

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Thank you

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