

The background is a monochromatic blue image. In the center-right, a smartphone is shown from a top-down perspective, lying on a dark surface. To the left of the phone, a pair of white earbuds with a white cable is visible. On the far left, a hand is partially visible, with the index finger pointing towards the text. The overall lighting is soft, creating a professional and tech-oriented atmosphere.

Digital Accessibility

**The University of Sheffield
Our Institution Story**

**It all started
a bit...**



**Then it turned
a bit...**





It's all a bit basic

What we've done so far...

- **We've responded to the legislation**
 - Driven by our Web Project and Corporate Comms
 - Supported and funded by IT
 - Senior stakeholders – mainly us
- **We've set up a User Group**
 - Cross Institution – Marketing, Student Services, Disability Support, IT, Digital Education and beyond
 - Put in Blackboard Ally and are assessing other tools for further impact
 - Updating templates
 - Talking to Procurement
 - Regularly meeting and agreeing tasks

**We're on track
to meet the
legislative
needs**

**Cracking on
with being
compliant**



**WE COULD JUST
CARRY ON
LIKE THIS**

...but that wouldn't be the whole story



**What we're going to do
is very different...**

...and a whole lot bigger

Why are we here?

- To improve accessibility and usability for all of our customers
- Requires leadership and cross departmental working (we can then talk about ourselves and how working in collaboration)
- **It's not just about being compliant**
 - It's about having the best possible products for our diverse range of customers
 - Its about creating the right products and services and starting with good design, usability and accessibility

One of our most important users...

Lord Blunkett

- **Professor of Politics in Practice**
- **Doesn't hold back with his criticism of our services**



So what is truly different about what we plan do in future?

- To ensure that everyone knows why this is so important
- Co-design
- Collaboration across key departments
- Embedding usability, accessibility and good service design by default
- Not a legislative afterthought
- Encouraging everyone that creates content, products and services across the University to consider the full range of their users

How else are we going to do this?

- To make this as easy as possible for staff to do
- To actually do what we've planned rather than to lose interest when we run out of impetus
- Thinking beyond Digital (or IT) and considering the physical and digital experience our community has with us

**We want to learn from
today as well**

**So please ask us any questions you like
and offer any advice you have about what
we are planning to do**



**Then it turned
a bit...**