



# Improving Digital Accessibility in the Public Sector

TRAINING

Create Inclusive Content That Everyone Can Use



Facilitated by  
CHARMI CHOKSHI

Online  
Monday, November 4 & 11, 2024



PUBLIC  
SECTOR  
NETWORK



Certified  
B  
Corporation

# Learn How to Create Inclusive Content That Everyone Can Use!

Approximately one in five Canadians, roughly 6.2 million individuals, live with a hearing, vision or other disability. They often face daily limitations if goods, services, information, and communications technologies are not accessible.

Accessibility and inclusivity of public sector online and web content is crucial to enable participation. The Web Content Accessibility Guidelines (WCAG) 2.2 provide comprehensive recommendations to make web content more accessible to people with various disabilities. Following these guidelines improves accessibility for those with disabilities, such as blindness, low vision, deafness, hearing loss, limited movement, speech disabilities, and cognitive limitations, while enhancing the overall usability of web content for all users.

This workshop has been developed for content creators, UX specialists and project managers. Our expert trainer will guide you through best practices for creating accessible PDFs and e-books, testing and evaluating WCAG 2.2 compliance, and implementing these practices in the workplace.

The training will equip you with the knowledge and skills needed to create compliant, inclusive content for all users, including those with disabilities. Don't miss out on the opportunity to make your content accessible to everyone and create a more inclusive digital world!

## Learning Outcomes

- **Understand the importance of accessibility of the web and services**
- **Unpack WCAG 2.2 principles and compliance**
- **Design accessible content creatively**
- **Develop empathy for people with disabilities and promote inclusivity**
- **Enhance engagement and satisfaction for all users**

## Who Should Attend

- **Content creators and curators**
- **Project Managers**
- **Web Content Managers and Administrators**
- **Digital marketing specialists**
- **Internal and external communications specialists**
- **UX and CX specialists**

## Why Attend

- **Learn about WCAG 2.2**
- **Accessibility in Government Agency Websites**
- **Understanding Users' Needs**
- **Content Design: Principles and Practices**
- **Designing for Inclusivity**

## Meet Your Facilitator



Facilitated by  
**CHARMI CHOKSHI**

Charmi Chokshi is passionate about tech & community and her journey has led me to become an international speaker, one of the youngest Google Developers Experts in ML and Google Cloud Champion Innovator. To date, she has spoken at 35+ conferences and has trained 25k+ professionals and students in AI and Machine Learning. In the past year, she became an awardee for WeaveSphere Developer 30 Under 30 of Canada, a runner-up in the 'Outstanding in AI - Young AI Role Model of the Year' - North America by Women in AI, and a Rising Star awardee by Womxn in Data Science.

She has worked professionally with early-stage startups and tech giants like AWS and ISRO to solve real-life problems and has a Master's degree in ML from World Recount Mila and the University of Montreal, Canada.

Talk to her about Technology, Art, Travel, and Entrepreneurship!

## Preparation

**This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you face in your organization.**

**To participate you'll need:**

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space



1:00pm Welcome and Course Overview

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1:05pm Introductions, Objectives and Outcomes

## Module 1: Introduction to WCAG 2.2

1:15pm **Understanding Web Content Accessibility Guidelines 2.2 (WCAG 2.2)**

- Introduction to WCAG 2.2 and its importance for usability
  - Differences between general user experience and accessibility
  - Key terms and definitions
  - Discuss the differences between usability and accessibility in small groups and present findings.
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2:00pm **The Importance of Accessibility in Various Sectors**

- Enhancing participation for all users
  - Identifying barriers to WCAG 2.2 compliance
  - Ensuring web content is Perceivable, Operable, Understandable, and Robust (POUR)
  - Identify barriers to compliance and brainstorm solutions.
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2:40pm **Building an Understanding of Disability and Accessibility Challenges**

- Understanding users' disabilities (visual, auditory, physical, mobility, speech, cognitive, language, learning, neurological)
  - Identifying specific accessibility challenges
  - How WCAG 2.2 empowers users
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3:00pm **Break**

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## Module 2: Understanding User Needs

3:15pm **Identifying Your Users**

- User insights and analytics
  - Evaluating user research
  - Identifying different user groups and their needs and preferences
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3:45pm **Group Activities**

- Role-playing activity to understand different user perspectives and challenges.
  - Group exercise to create user personas based on research.
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4:30pm **Q&A and Recap**

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5:00pm **Closing remarks and end of day**

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1:00pm Welcome and Recap of Day 1

## Module 3: Introduction to WCAG 2.2

### 1:15pm Principles and Practices of Content Design

- Mapping the user journey
- Creating user personas
- Testing and refining content to improve usability and user experience
- Interactive session on creating user personas and mapping user journeys.

### 2:00pm Designing for inclusivity

- Creating accessible content for neurodivergent users
- Designing for temporary and contextual disabilities
- Case studies and research
- Small group discussions on designing for inclusivity based on case studies.

3:00pm Break

## Module 4: Embedding Assistive Technologies

### 3:15pm Understanding and Implementing Assistive Technologies

- Exploring different assistive technologies and accommodations
- How they enable accessibility
- Testing to ensure digital content is compatible and functional

### 3:45pm Group Activities

- Hands-on activity with assistive technologies and accessibility testing tools.
- Group discussion

### 4:30pm Q&A and Recap

5:00pm Closing remarks and end of course