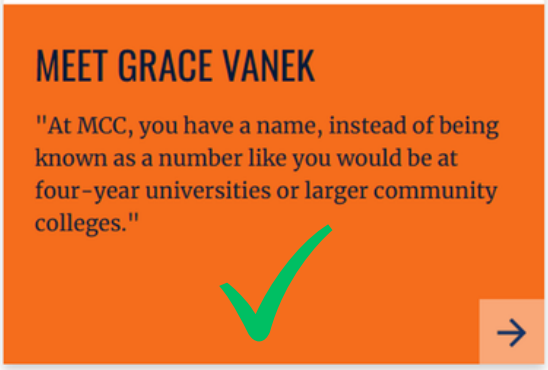
McLennan Community College

Web Accessibility Compliance Guidelines

Web Accessibility
Compliance Guidelines

COLOR CONTRAST

- Low color contrast is an accessibility issue for websites because it creates difficulties for individuals with visual impairments or certain types of color blindness. When the contrast between text and background colors is insufficient, the content becomes harder to perceive and read.
- When designing websites, it's essential to choose color combinations that offer significant contrast. According to Web Content Accessibility Guidelines (WCAG), normal text should meet a ratio of 4.5:1. This means using darker text on a lighter background or vice versa. Use a contrast checker to ensure sufficient color contrast between text and background.
- **The Web Team will handle most color contrast issues, but please be mindful when using colored text and backgrounds.**



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WEBSITE COLOR PALETTE

- McLennan Community College provides specific values for using brand colors in print and digital media. For the college website and other online media, some combinations of these colors may pose difficulties for viewers who have color vision issues.

RGB: 0, 60, 113
Hex/Web: #003366

RGB: 255, 82, 0
Hex/Web: #FF6600

RGB: 0, 27, 59
Hex/Web: #001B3B

RGB: 214, 232, 238
Hex/Web: #D6E8EE

RGB: 0, 141, 167
Hex/Web: #008DA7

RGB: 51, 161, 253
Hex/Web: #33A1FD

RGB: 238, 123, 48
Hex/Web: #EE7B30

RGB: 247, 179, 43
Hex/Web: #F7B32B

- Most color contrast issues we see involve MCC blue text against an MCC orange background, or vice-versa. We love our blue and orange, but they weren't designed to be used together as foreground text against a colored background.
- **Use the approved MCC color combinations, which meet WCAG guidelines. Avoid any unapproved color pairings.**

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COLOR COMBINATIONS

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MCC Blue (#003366) and White (#FFFFFF) may be used interchangeably.

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Use MCC Orange (#FF6600) only as a background color, paired with Black (#000000) for foreground text.

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Navy Blue (#001B3B) and White (#FFFFFF) may be used interchangeably.

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Light Blue (#D6E8EE) and MCC Blue (#003366) may be used interchangeably.

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IMAGE ALT TEXT

- People who rely on the use of screen readers to understand web page content require accessible alt text for images. If there is no alt text added, then the user will be unaware of the image and the context it provides to the written text.
- The alt text of an image should describe the context of the image clearly and concisely. This applies to images, charts, graphs, and other non-text elements.
- **Add alt text for every image on your pages. AI tools such as Microsoft CoPilot or ChatGPT can help write effective descriptions.**

Poor Description:
Campus Resource Guide

Good Description:
Graphic titled “MCC’s Campus Resource Guide” with six icons representing different resource categories: Academic, Financial, Food, Healthcare, Housing, Transit, and Other.

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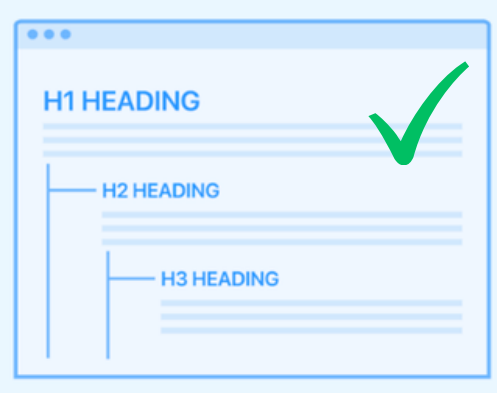
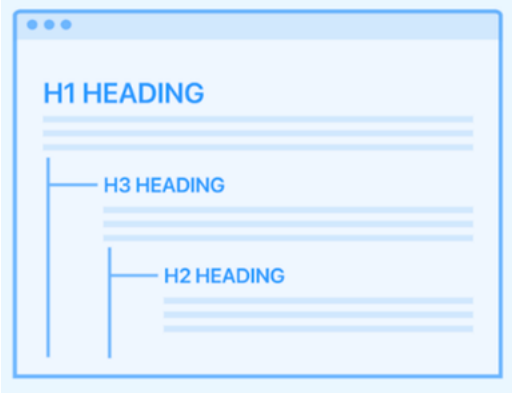
HEADINGS

- Headings provide a clear and hierarchical structure to content, allowing users to navigate through different sections and understand the relationship between them. Screen reader users, in particular, heavily rely on headings to skim or jump to specific sections of a webpage. Without properly structured headings, users may experience confusion, frustration, or difficulties in finding the desired content.
- In general, to conform to WCAG, proper use of headings includes:
  - Use H1 for the page title and avoid using H1 for anything other than the title of specific pages.
  - Use headings to define and organize your content. You may have numerous H2s, and within those H2s, use H3s and H4s for subtopics.
  - Do not skip heading levels (e.g., from H1 to H3), as this can confuse screen readers who might think content is missing.
- **Use proper heading structure when organizing and building your pages, as outlined above.**





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LINKS

- Poorly described links pose an accessibility issue for websites because they hinder the ability of users with disabilities who use screen readers or keyboard navigation to navigate and understand the content. Using generic terms like “click here” or “read more” offers little context or indication of the destination or purpose of the link.
- **When adding a hyperlink, use a clear and relevant snippet of text from the sentence.**

✗ Click here for more information about McLennan Community College.

✓ Find more information about McLennan Community College.

✓ Visit mclennan.edu for more information.

KEYBOARD ACCESSIBILITY

- Users who experience mobility impairments or motor disabilities can find it challenging to use a mouse to navigate a website. It is often more difficult to get the same degree of accuracy with their clicks; for this reason, keyboard accessibility is necessary.
- Users should easily be able to navigate their way through the website without any errors or confusion. To ensure your web pages are navigable by keyboard users, follow the steps outlined in WebAIM’s Keyboard Accessibility Quick Reference to evaluate and improve keyboard functionality. The focus should move logically and predictably through the page.
- **Test your pages for keyboard-only accessibility and report any issues to the Web Team for resolution.**

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TABLES

- Inadequately marked tables can cause accessibility issues for screen readers. Screen readers cannot access data tables with multiple levels of row or column headers, as they require users to associate information in each data cell with the relevant headers.
- To meet WCAG standards, tables should include:
  - Table captions should be in title case
  - Capitalize the first word in each table cell
  - Use table heading tags for column headings
- **To add a table, submit a web project request. The Web Team will work with you to ensure the table is accessible and meets compliance standards.**

FORMS

- Online forms are preferred over fillable PDFs. However, without proper labeling, screen reader users cannot understand form fields. Poor structure and lack of instructions frustrate users who rely on keyboard navigation. Inadequate or unclear error messages leave users confused and unable to fix mistakes. All resulting in a frustrating and unusable experience.
- To meet WCAG standards, forms should include:
  - Explicit labels on all input fields and contact forms
  - Clear instructions throughout the form to help with navigation and data entry
  - Clear text alternatives for buttons and CAPTCHA on post-form completion actions
- **To add an online form, please email marcom@mclennan.edu to request assistance.**

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VIDEOS

- Video content without written transcripts, captions, or subtitles makes it inaccessible for many people. Visually impaired users rely on written screen readers to provide the context provided by non-audio sections of the video, such as actions, setting, and visual details.
- To meet WCAG standards, videos should include:
  - Closed captions
  - Audio descriptions
  - Descriptive transcripts
  - Showcased using a video player that can be operated via a keyboard
- **To add a video, please submit a web project request. The Web Team can provide resources to help you create accessible, compliant videos.**

DOCUMENTS

- Documents like PDFs and presentations must be accessible to ensure equal access to information. Without proper tagging or alt text, screen readers can't convey content to visually impaired users. Poor formatting can confuse those with cognitive disabilities, and a lack of keyboard navigation makes it difficult for users with motor impairments to interact with the content.
- To meet WCAG standards, documents should include:
  - Proper tagging and labeling
  - Alternative text for images
  - Appropriate heading structure
  - Clear and concise language
  - Logical reading order
- **Ensure all documents are compliant before uploading to the CMS. The Web Team can provide resources to help you create accessible, compliant documents.**

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RESOURCES

- **Digital Accessibility Compliance and Resource Information**
  - Refer to the Digital Accessibility section of McLennan's Faculty Accommodation Information page as a key resource for ensuring inclusive and compliant web content.
- **NVDA Screen Reader Software**
  - To test the accessibility of your web pages, download and install the NVDA screen reader software along with the guide Using NVDA to Evaluate Web Accessibility from WebAIM as a practical resource.
    - Contact ISS for assistance with installing this program on your work laptop.

REMEMBER

- **See something, Say something**
  - If you see anything that doesn't follow these accessibility compliance guidelines, please email the Web Team at marcom@mclennan.edu.
- **The Web Team is here to support you!**
  - Reach out if you ever have questions, concerns, or want to learn more.
    - Brittney McAdams, Digital Marketing & Web Specialist
      254-299-8379
      bmcadams@mclennan.edu
    - Gale Kissinger, Marketing & Web Technician
      254-299-8621
      gkissinger@mclennan.edu