

EQUAL ACCESS TO ONLINE INFORMATION FOR DISABLED: COMPANY'S COMMITMENT TO ITS EMPLOYEES AND CUSTOMERS

Training Seminar Offered by IDET Communication Inc. and Georgia Tech's CATEA

DESCRIPTION

According to the 2000 Census Bureau statistics, there are about 54 million Americans, who endure with some kind of a physical or learning disability. People with disabilities are often physically as well as socially isolated, unable to have the same access to employment opportunities, consumer goods, social interaction, and cultural activities as the rest of the population. Even while employed, they usually have more difficulties in advancing their careers than other employees because most training programs do not address specific needs of disabled. This is particularly true today, when the ever-increasing amount of information, including that for career training and development, is being disseminated via the Internet. That is why the advocacy groups for disabled, along with the U.S. Government, urge American companies and other entities to make every effort to assure that their online information is fully accessible to people with disabilities. However, accessibility to online information for users with disabilities, both as employees and customers, remains a huge problem, which can be primarily attributed to a lack of leadership in the business community in addressing this issue. Thus the purpose of this seminar is to provide business professionals with a better understanding of the issues related to equal access to online information for disabled and ultimately help them solve this problem within their respective companies.

WHO SHOULD ATTEND

- Marketing and sales professionals
- Training and development specialists (employees or customers)
- Company's Strategy specialists
- HR managers
- IT/Web specialists

BENEFITS OF ATTENDING

- Learn how to incorporate equal access to online information into company's strategic planning
- Learn how equal access helps improve company's marketing/sales position
- Learn how to incorporate equal access to online information into company's employees' and clients' training programs
- Learn how equal access to online information helps improve company's public image and community relations
- Learn the legal implications of non-compliance

- Learn how online information based on equal access principles improves overall technical quality of company's web sites

EQUAL ACCESS ASSESSMENT AND COACHING

Following the seminar, each company will have an option to have a confidential, one-hour coaching session with the instructors. During that session, the instructors will help identify the necessary steps to improve equal access to company's online information. Additional on-site seminars can be scheduled at a later date that convenient for each participating company. Among other things, those seminars will provide with:

- A detail and confidential review that includes company's possible legal vulnerabilities in terms of equal access to online information to both employees and customers
- Valuable insights and perspectives about the role of various professionals with in the company in providing equal access to online information to its employees and customers
- Guidance how to create and sustain on-going and coordinated efforts to implement, improve, and maintain equal access to online information for employees and customers

CATEA

The Center for Assistive Technology & Environmental Access (CATEA) at Georgia Institute of Technology has been in existence for over 20 years. CATEA is one of ten regional resource centers on the Americans with Disabilities Act (ADA) and Accessible Information Technology funded by the National Institute on Disability and Rehabilitation Research (NIDRR) of the U.S. Department of Education. CATEA has spearheaded an effort in establishing a regional infrastructure capable of facilitating voluntary ADA compliance and promoting adoption of accessible IT policies and practices vital to the full inclusion of people with disabilities in all aspects of our society. CATEA has accumulated extensive expertise in public policy and disability-related legislation and professional experience in developing effective systems for the delivery of information, technical assistance, and training. CATEA has developed a premier eight-state regional Network that is operated by people with and without disabilities. This decentralized Network offers extensive expertise and resources that expand CATEA's capacity to promote the full participation of people with disabilities in all areas of society by increasing access to assistive and universally designed technologies, expanding educational and employment opportunities, and promoting increased access into daily community life.

IDET COMMUNICATION INC.

IDET Communication Inc is a Marietta, Georgia-based company that specializes in providing technical services to private and public entities in making their online information better accessible to people with disabilities. Those services include:

- Retrofitting the existing online materials. IDET can make any online information compliant either with the section 508 of Rehabilitation Act and/or with the WAI Standards.
- Designing and developing new online materials. IDET helps design and develop new and fully accessible online materials, while fully preserving the original content material.
- Monitoring compliance for newly developed or updated online materials. IDET would install on the client's server IDET's own hardware and software that would continually monitor the level of compliance, or provide regularly scheduled inspections of the new and updated online materials.