



**POLICY TITLE**  
*Web Accessibility*

**POLICY NUMBER**  
*13-1003*

<b>Responsible Office:</b> <i>Public Relations &amp; Marketing</i>	<b>Effective Date:</b> <i>03/30/2026</i>
<b>Responsible Official:</b> <i>Assistant Vice Chancellor of Public Relations &amp; Marketing</i>	<b>Last Reviewed Date:</b> <i>03/30/2026</i>
<b>Policy Classification:</b> <i>Public Relations &amp; Marketing</i>	<b>Origination Date:</b> <i>03/30/2026</i>

**I. POLICY STATEMENT**

Baton Rouge Community College (BRCC) is committed to providing an accessible digital experience for all students, employees, and members of the public, including individuals with disabilities. This policy establishes standards, responsibilities, and procedures to ensure that BRCC websites, web applications, and digital content are accessible and compliant with applicable federal and state accessibility laws and standards.

**II. POLICY RATIONALE AND SCOPE**

This policy provides direction regarding all BRCC digital properties and online content, including but not limited to:

- The official BRCC website and subdomains
- Web pages managed through the BRCC Content Management System
- Online services and web applications
- Web-based forms
- Digital documents published on BRCC websites
- Video and multimedia content
- Social media content posted on behalf of the institution
- Mobile applications and web-based systems used to provide public services

**III. POLICY AUDIENCE**

This policy applies to all BRCC employees who create or publish web content (on behalf of the College), contractors and vendors providing digital services, departments managing web pages or digital content, and third-party systems integrated into BRCC websites.

**IV. POLICY COMPLIANCE**

BRCC will conduct periodic accessibility evaluations of its digital properties.

Evaluations may include:

- Automated website scans
- Manual accessibility audits
- User testing with assistive technologies

Departments responsible for inaccessible content may be required to remediate identified issues. Failure to comply with accessibility requirements may result in removal of non-compliant content.

## V. POLICY DEFINITIONS

- **Accessibility Bookmarklets (a11y):** Java Script links saved as browser bookmarks that reveal hidden accessibility features on any webpage.
- **Content Management System (CMS):** a platform used to create, manage, and publish digital content. It provides a centralized environment for maintaining content and supporting collaboration among users.
- **Digital Properties:** the various points of presence on the web that BRCC uses to represent itself. This may include websites, mobile applications, and social media accounts that serve different purposes or audiences.
- **Equally Effective Alternate Access Plan (EEAAP):** the plan to provide alternate access to services or information when services cannot be made fully accessible.
- **Voluntary Product Accessibility Template (VPAT):** a standardized document used to evaluate and report the accessibility of a digital product or service.
- **Web Content:** the information and sensory experience communicated to the user of a website or mobile application. This may be achieved through the use of text, images, sound, videos, linked documents, and social media posts.
- **Web Content Accessibility Guidelines (WCAG):** a set of technical standards for web content and mobile applications so that they are accessible by people with disabilities.

## VI. POLICY IMPLEMENTATION PROCEDURES

All BRCC web content and digital services must conform to **Web Content Accessibility Guidelines (WCAG) 2.2 Level AA** or the most current version adopted by federal accessibility regulations.

Accessibility requirements apply to:

- Website design
- HTML content
- PDFs and other digital documents
- Multimedia
- Interactive components
- Mobile applications
- Email and other electronic communication

Accessibility must be considered throughout the entire lifecycle of digital content, including design, development, procurement, publishing, and maintenance.

### A. Web Accessibility Coordinator

BRCC will designate a Web Accessibility Coordinator responsible for overseeing compliance with this policy.

Responsibilities include:

- Coordinating accessibility initiatives across the institution

- Monitoring compliance with accessibility standards
- Providing guidance and training to staff
- Coordinating accessibility testing and remediation
- Serving as the primary contact for accessibility concerns
- Managing communication related to accessibility complaints or requests

The Web Accessibility Coordinator must have sufficient authority to ensure that accessibility requirements are followed prior to publication of web content.

## **B. Roles and Responsibilities**

Ensuring digital accessibility is a shared responsibility across the institution.

### **1. IT and PR/Marketing Staff**

Responsible for:

- Implementing accessible website templates and components
- Ensuring CMS (Content Management System) functionality supports accessibility
- Maintaining accessible navigation, structure, and code
- Conducting accessibility testing during development
- Addressing technical accessibility barriers

### **2. Content Editors and Department Staff**

Responsible for:

- Creating accessible web content
- Using proper heading structures
- Providing alternative text for images
- Ensuring links and buttons are descriptive
- Publishing accessible documents
- Ensuring multimedia content includes captions or transcripts when required

### **3. Procurement and Technology Teams**

Responsible for ensuring that purchased or licensed technology meets accessibility standards.

Accessibility requirements must be considered during:

- Vendor selection
- Software procurement
- Contract negotiations

Vendors may be required to provide:

- VPATs (Voluntary Product Accessibility Templates)
- Accessibility documentation
- Remediation plans when issues are identified

When products or services are not fully accessible, the managing department must provide an EEAAP.

### **4. Vendors and Contractors**

Vendors responsible for developing or maintaining BRCC digital systems must ensure their products conform to accessibility standards. Use of automated accessibility overlay tools that claim to provide full compliance without remediation is discouraged.

## **C. Content Creation and Publishing Controls**

Each functional area (Academic and Workforce Development, Information Technology, PR & Marketing, Finance, Purchasing, Human Resources, Nursing & Allied Health, etc.) is responsible for reviewing all web content for accessibility compliance prior to publication.

Content creators should utilize available accessibility tools including:

- CMS accessibility checkers
- Microsoft Office accessibility checkers
- Adobe Acrobat accessibility tools
- Automated website scanning tools

Automated accessibility tools and integrated checkers cannot identify all issues; manual accessibility testing must also be performed when digital materials are created. Content that does not meet accessibility requirements must be corrected before publication.

#### **D. Accessibility Testing**

BRCC will use a combination of:

##### **1. Automated testing**

Examples may include tools such as:

- Siteimprove
- Accessible Name & Description Inspector (ANDI)
- Other approved scanning tools

Automated tools cannot fully determine accessibility and must be supplemented with manual review.

##### **2. Manual testing**

Manual testing may include:

- Keyboard navigation testing
- Screen reader compatibility checks
- Color contrast verification
- Semantic structure evaluation
- Accessibility testing of forms and other interactive components
- A11y Bookmarklets to assist with manual testing

#### **E. Remediation and Continuous Improvement**

BRCC will periodically evaluate its digital content to identify accessibility barriers.

Remediation efforts may include:

- Updating website templates and components
- Correcting inaccessible content
- Replacing inaccessible technologies
- Removing obsolete content
- Archiving outdated materials

Accessibility improvements will prioritize:

- High-traffic pages
- Critical services
- Student-facing resources
- Content required for participation in programs and services

#### **F. Training**

Training will be provided to employees responsible for creating or managing web content.

Training may include:

- Web accessibility fundamentals
- Accessible document creation

- CMS accessibility practices
- Multimedia accessibility
- Testing methods

Accessibility training should be completed within 10 days of assignment for staff responsible for web accessibility roles. Ongoing professional development is encouraged to ensure staff remain current with accessibility standards and tools.

### **G. Accessibility Statement**

BRCC will maintain a public Accessibility Statement linked from the website homepage.

The statement will:

- Affirm BRCC’s commitment to digital accessibility
- Identify the Web Accessibility Coordinator
- Provide contact information for reporting accessibility issues
- Explain how users may request accessible formats

Accessibility concerns will receive a response within a reasonable timeframe.

## **VII. POLICY RELATED INFORMATION**

- [Title II of the Americans with Disabilities Act \(ADA\)](#)
- [Section 504 of the Rehabilitation Act](#)
- [The U.S. Department of Justice Final Rule on Accessibility of Web Content and Mobile Applications for State and Local Government Entities](#)
- [Louisiana Policy and Procedure Memorandum \(PPM 74\)](#)
- [Web Content Accessibility Guidelines \(WCAG\) 2.2](#)
- [BRCC Accessibility Statement](#)
- [BRCC Website Accessibility Procedures](#)

## **VIII. POLICY EXCEPTION**

Some existing content may qualify for limited exceptions as defined by federal accessibility rules.

Potential exceptions include:

- Archived web content that is maintained solely for historical purposes
- Preexisting documents published before compliance deadlines that are no longer actively used
- Content posted by members of the public
- Individualized password-protected documents relating to specific individuals

BRCC will make a good-faith effort to ensure that all content is compliant prior to publication or distribution. When accessible versions of content are requested by users, BRCC will provide accessible alternatives upon request within a reasonable timeframe.

## **IX. POLICY HISTORY AND REVIEW CYCLE**

This policy is a new policy with an origination date of March 30, 2026. This policy is to be reviewed and revised, when needed, within three years of the effective date or as necessary to reflect changes to accessibility laws, updates to WCAG Standards, institutional technology changes, and/or best practices in digital accessibility.

## **X. POLICY URL**

This policy may be accessed on the BRCC website at [www.mybrcc.edu](http://www.mybrcc.edu).

**XI. POLICY APPROVAL - SIGNATURE, NAME, TITLE, AND DATE OF OFFICIAL**



---

Willie E. Smith, Sr., Ed.D.  
Chancellor

03/30/2026

---

Date  
Effective Date of Policy