

University of Wisconsin – Stevens Point GUIDELINES FOR ACCESSIBILITY OF UWSP WEB PAGES ON THE INTERNET

The Reasonable Accommodations Policy: The Americans with Disabilities Act

The Americans with Disabilities Act (ADA) requires State and local governments and places of public accommodation to furnish appropriate auxiliary aids and services where necessary to ensure effective communication with individuals with disabilities, unless doing so would result in a fundamental alteration to the program or service or in an undue burden. (*Accessibility of Web pages on the Internet*, Deval L. Patrick, Assistant Attorney, General, Civil Rights Division, United States Department of Justice Policy Ruling #204 September 9, 1996) The actual text from the *Reasonable Accommodations Policy* of The Americans with Disabilities Act Title II Technical Assistance Manual follows:

II-7.0000 COMMUNICATIONS Regulatory references: 28 CFR 35.160-35.164. II-7.1000 Equally Effective Communication. A public entity must ensure that its communications with individuals with disabilities are as effective as communications with others. This obligation, however, does not require a public entity to take any action that it can demonstrate would result in a fundamental alteration in the nature of its services, programs, or activities, or in undue financial and administrative burdens.

In response to the need to ensure that University of Wisconsin-Stevens Point Web pages are accessible to persons with disabilities navigating at our web site, we will make every attempt to provide reasonable accommodations for qualified individuals with disabilities. The features that provide power and elegance for some users present potential barriers for users with sensory impairments. For example, the indiscriminate use of graphic images and video restrict access for users with visual impairments, and the use of audio and non-captioned video may restrict access for users with hearing impairments.

Essential Information: In order not to create an undue burden on UWSP Web authors, the University of Wisconsin-Stevens Point requires that the “essential information” in *official* (not UWSP *personal* or *class-generated pages*) campus Web pages be in text format, so that the material can be read intelligently by screen readers. *Essential information may include, but not be limited to:*

- Contact, address information (name, phone, address, e-mail, etc.)
- Date and Calendar information (class syllabus, calendar of events, due dates, etc.)
- Admissions, degree or course requirements
- Grading policies
- Navigational elements

However, it is understood that much content will be offered only in multimedia formats, such as simulations, or graphics and photos, or sound files, *where it is not reasonable or possible to provide a text equivalent*. In such cases, each multimedia element will have an “Alt” tag with a brief description of that element.

**Approved March 23, 1999: Technology Coordinating Council
Approved May 10, 1999: UWSP Chancellor’s Cabinet**