

**TITLE:** Digital Accessibility Policy

**DATE ADOPTED:** February 18, 2020

**EFFECTIVE DATE:** February 19, 2020

**SUPERSEDES:** New

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**PURPOSE:**

Rowan College at Burlington County (RCBC) is committed to ensuring that digital materials are accessible to all users as a matter of both institutional value and support of the Americans with Disabilities Act (ADA). By means of this policy, the RCBC Board of Trustees empowers the college president and cabinet with establishing procedures and allocating resources to ensure equal access to digital resources to the widest possible audience.

**DEFINITIONS:**

Digital materials, as referenced in this policy include, but are not limited to, Microsoft Office (Word, Excel, PowerPoint etc.) documents, Adobe Acrobat (PDF) documents, presentations, publications, spreadsheets or videos that are distributed electronically as well as the software and services necessary to access these materials, which are selected by and/or under the control of the college. This policy applies to all publically available or student facing college digital materials – including but not limited to the public website, online videos, learning management systems, vendor provided course materials, digital library content and any other similar software, materials or formats that may emerge. Materials, which may not be fully compliant but are included in as part of a larger, predominantly compliant library collection, may be exempt.

**TIMELINE:**

This policy shall be effective immediately upon the Board of Trustees' approval. All created, acquired, adopted or licensed digital materials after the effective date of this policy must meet current standards for places of public accommodations under the ADA and the latest Web Content Accessibility Guidelines (WCAG) issued by the Worldwide Web Consortium. These materials must remain in conformance with these standards for as long as they are in use by the college.

Within 12 months of the passage of this policy, all digital resources currently in use by RCBC must meet these standards.

**GUIDANCE:**

College administration shall provide resources to faculty and staff so that all are aware of this policy and can ensure that all digital materials, including those distributed to students, meets or exceeds the referenced standards.

The Provost's Office shall be responsible for disseminating information to faculty members to ensure they understand the policy and comply with it.

The Office of Strategic Marketing and Communications shall be responsible for keeping public facing resources compliant.

Outside vendors and consultants must be able to meet the Web Content Accessibility Guidelines, whether providing information technology services, or a written work product that would be posted online. College employees who select or adopt digital materials are required to verify that materials meet with established standards and maintain records, such as Voluntary Product Accessibility Templates, for as long as the materials are in use at the college.

This policy shall be reviewed periodically to make sure it remains relevant as technology evolves.