

DIGITAL CONTENT ACCESSIBILITY

I. Purpose

The purpose of this policy is to promote equal access to Digital Content for individuals with disabilities who seek to use Western Dakota Technical College's (WDTC) Digital Content to participate in College programs and activities or to conduct College business. This policy ensures WDTC's compliance with the Americans with Disabilities Act (ADA), Section 504 of the Rehabilitation Act, and the Department of Justice's Web and Mobile Accessibility Rule.

II. General Statement of Policy

- A. WDTC is committed to ensuring Digital Content is readily accessible and usable by individuals with disabilities by conforming to the Accessibility Standards, absent the presence of an applicable exception.
- B. Accessibility is a shared responsibility across the institution. All employees who engage in the procurement, creation, production, or revision of Digital Content are responsible to abide by this policy, accompanying procedures, and departmental-level guidelines. WDTC will maintain processes to evaluate accessibility during procurement, content creation, and periodic review.

III. Definitions

- A. Accessibility Standards means the Worldwide Web Consortium's Guidelines (WCAG) that is required by the Department of Justice's regulations as stated in [Subpart H of 28 CFR Part 35](#). *(On the approval date of this policy, the standard was Level A and Level AA success criteria and conformance requirements specified in [WCAG 2.1](#).)*
- B. Digital Content means all electronic information and communication technology (ICT) procured, created, produced, or revised by the College, which includes, but is not limited to:
 - Websites hosted on the College domain;
 - Course sites and learning management system (LMS) content;
 - WDTC-created and third-party software, applications, mobile applications, domains, and websites utilized by the College;
 - Official College social media accounts and digital marketing materials;
 - Audiovisual materials, such as videos, podcasts, and live-streamed events;

- Downloadable and shareable documents made available through College websites, course sites, email communications, and social media (e.g., PDFs, Word documents, spreadsheets, and presentations); and
 - Electronic communications distributed by the College
- C. Digital Content Owner means an individual responsible for College Digital Content.
- D. Equally effective means a method that communicates the same information and provides equivalent functionality and privacy as Digital Content that is not fully accessible.
- E. Exception means a documented determination that specific Digital Content cannot practicably meet WCAG standards, and for which an equally effective alternative will be provided.
- F. Procurement means the process by which Western Dakota Technical College acquires goods, services, software, digital tools, or other resources from external suppliers, vendors, or providers. Procurement includes all activities such as identifying needs, evaluating options, reviewing accessibility and compliance requirements, negotiating terms, ensuring contract language meets institutional standards, and finalizing agreements with suppliers, vendors, or providers.

IV. Reporting Procedures

- A. Digital Content accessibility concerns or barriers are reported to the VP for Institutional Effectiveness and Student Success.
- B. Upon receiving a report, WDTC will review the concern, assess the accessibility barrier, and work with the appropriate Digital Content Owner and/or appropriate Department Leader to remediate the issue or provide an equally effective alternative.

V. Dissemination of Policy and Training

- A. This policy shall appear on the WDTC website.
- B. WDTC will provide training and maintain guidance, tools, and resources to support employees in designing accessible Digital Content. Employees responsible for developing, publishing, procuring, or maintaining Digital Content must complete accessibility training as outlined in the procedure.

Legal References:

[Subpart H – Web and Mobile Accessibility \(CFR 35.200 – 35.209\)](#) of Title 28 Chapter 1 Part 35 -
Nondiscrimination on the Basis of Disability in State and Local Government Services;
[Americans with Disabilities Act, 42 U.S.C. § 12101, et seq;](#)
[Section 504 of the rehabilitation Act of 1973, 29 U.S.C. § 794](#)

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