

RIA Website Accessibility  
Presented by RIA Compliance Consultants and  
Outlook Business Solutions  
July 22, 2021

# Strategic Alliance Members



## **Bridge Financial Technology**

Automation-focused software designed to streamline back office functions.



## **Lockton Affinity, LLC**

Insurance Solutions for member based organizations



## **Unitifi – Financial Behavior Defined**

Unitifi's tools provide a modern solution for financial professionals to fulfill their fiduciary responsibility to know and understand their client.

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# RIA Compliance Connection



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# Today's Presenters



**Natalie Hadley**  
Vice President  
Outlook Business Solutions



**Greg Rogers**  
Accessibility Testing Manager  
Outlook Business Solutions



**Grant Parr**  
Marketing Director  
RIA Compliance Consultants, Inc.

## Today's Agenda

- What does accessibility mean?
- Market risk of not being accessible
- Legal risk of not being accessible
- How screen reader software works
- Quick tips for better accessibility
- How to add accessibility expertise to your development team
- Questions: Please ask in the chat as we go!

**We see  
your  
success.**

# outlook

## BUSINESS SOLUTIONS

- Business growth agency based in Omaha
- Specializing in marketing, customer care and digital accessibility
- Network of more than 30 talented professionals, most of whom happen to be visually impaired
- Part of a family of companies focused on providing earning and enrichment opportunities to people with vision impairment

# What is Digital Accessibility?

Digital accessibility means all users have access to the same information, regardless of any disability they may have or the technology they may use to access that information.

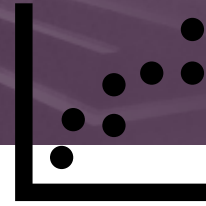
The United Nations Convention on the Rights of Persons with Disabilities recognizes access to information and communications technologies, including the Web, as a basic human right.

(Source: W3C)





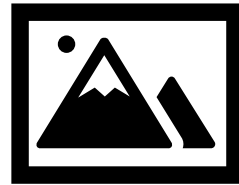
Forms



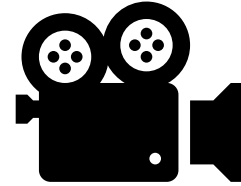
Graphs



Guides & Manuals



Picture



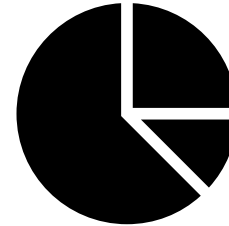
Videos



Trainings



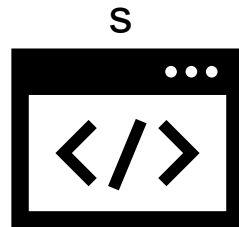
Document



Charts



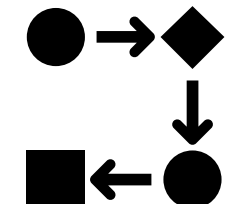
Meetings



Web Pages



Podcasts



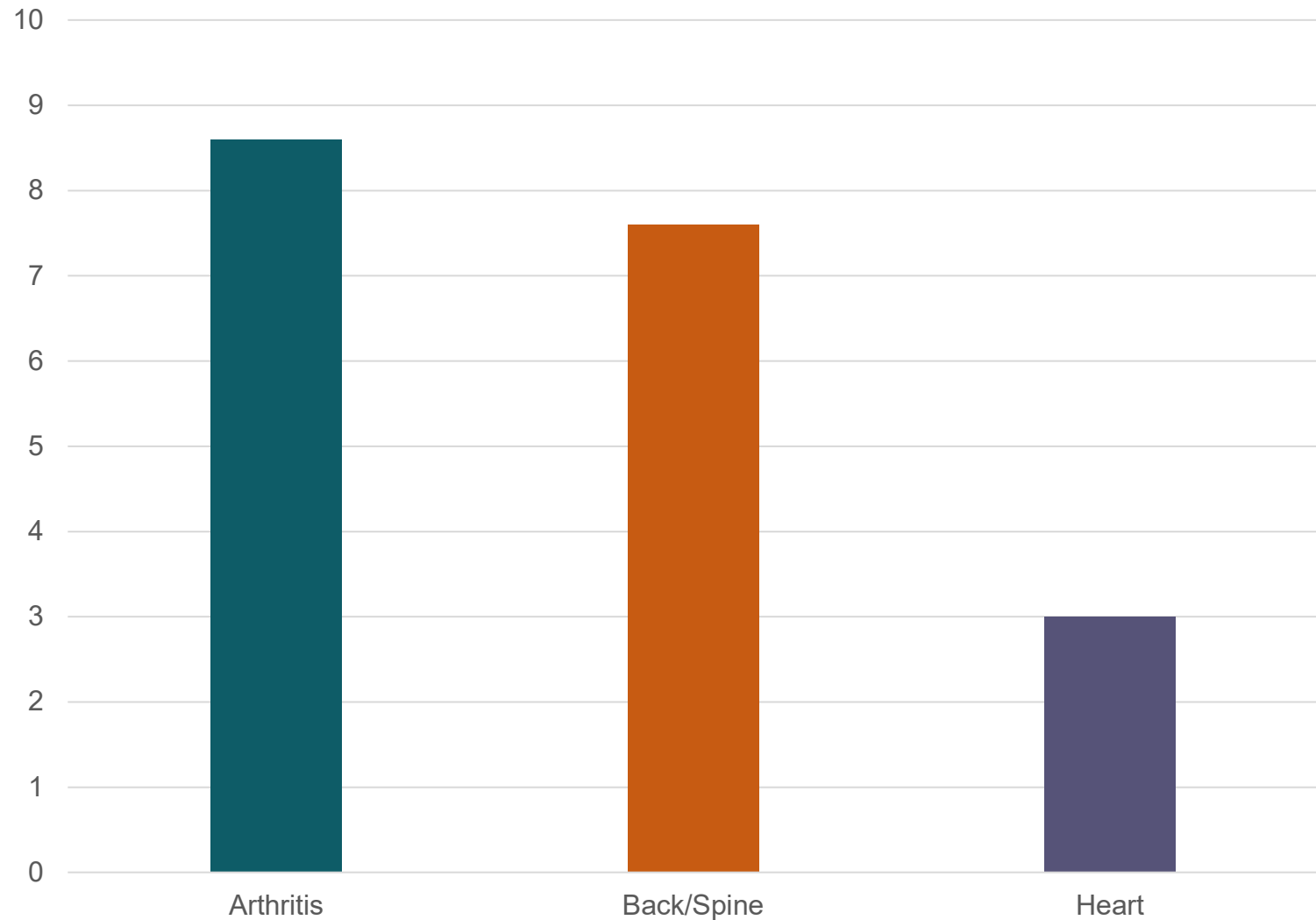
Infographic

What information formats need to be accessible

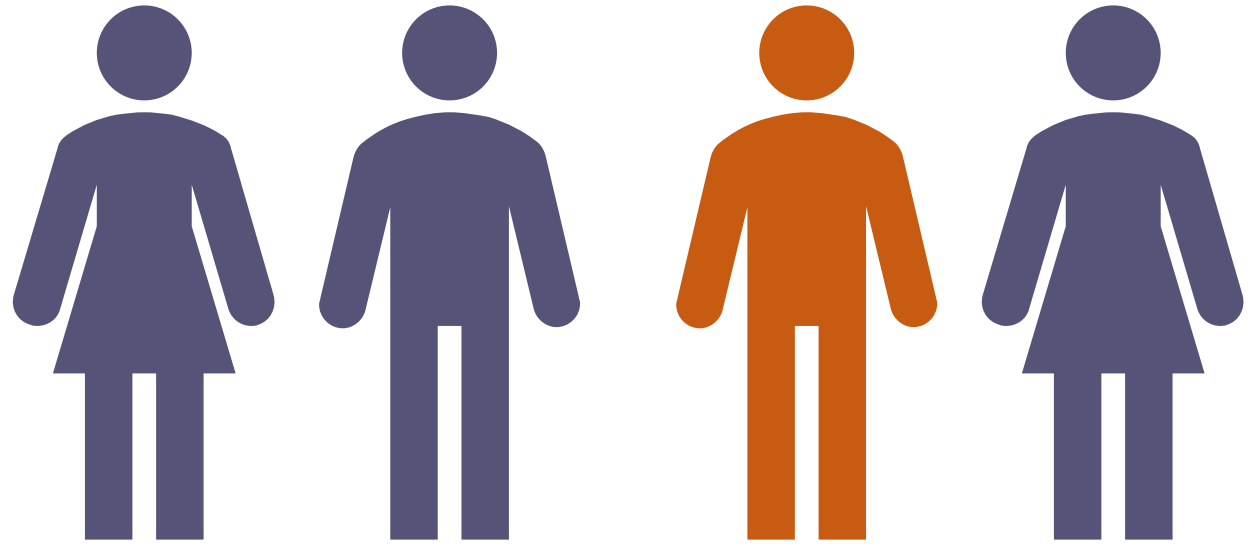
Unlike  
gender, race  
or sexual  
orientation,

Disability is the only  
minority group  
**anyone could join**  
**at any time**

Of the **43 million** Americans who have a disability, **less than 15%** were born with a disability.



1 in 4 of today's 20 year olds will become disabled before reaching retirement age.



# ACCESSIBILITY & EMPLOYMENT

Employment opportunities for people with disabilities can be limited when they can't access basic workplace tools to perform their job duties.

## U.S. Unemployment Rates

People with disabilities

**69%**

People without disabilities

**32%**

(Source: Office of Disability Employment Policy, Bureau of Labor Statistics, 2019)

The cost for employers to accommodate a disabled employee is nominal.

–**56%** of accommodations **cost nothing**

–**39%** of accommodations had a **one-time cost**

Of those that experienced a one-time cost, the average cost was just **\$500**

(Source: Job Accommodation Network)

Companies benefit when they make accommodations for employees with disabilities.

### **Direct Benefit**

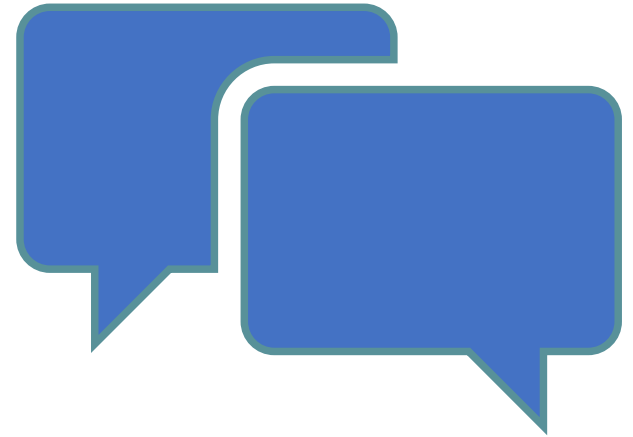
- Retained a valued employee
- Increased employee productivity
- Eliminated cost of training a new employee

### **Indirect Benefit**

- Improved interactions with co-workers
- Increased overall company morale
- Increased overall company productivity

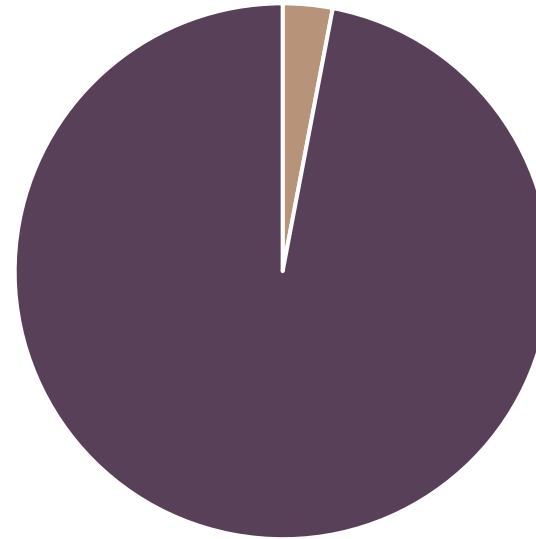


**DISABILITY  
IS THE MISSING  
PIECE  
OF THE DEI  
CONVERSATION**



Disability Share of DEI Articles

**Public discourse on diversity & inclusion often overlooks disabilities.**



Only **3%** of media articles discussing diversity referenced disability, an increase of just **1%** over the past five years. (Source: UN)

# INCREASE MARKET SHARE

**98% of websites have  
detectable accessibility  
failures.**

(2020, WebAim)



**16% of  
working-  
age  
Americans  
have a  
disability**

**\$21 billion**

**in discretionary income**  
(the money left after paying for taxes and  
necessities)

# Baby Boomers moving into retirement

Baby Boomers in their 50s and 60s are in poorer health—with more chronic disease and disability—than earlier generations at the same ages.

(Source: PRB)

Baby Boomers remain the nation's biggest spenders overall, with the highest spending in the age 55-59 segment.

(Source: Equifax)

## Lost revenue

**71% of online shoppers**

would rather leave a website than try to navigate through accessibility barriers or call customer service for help.

# Implications for business

- **Most businesses are not taking advantage of the nearly half a trillion dollars in market value of this population.**
  - **Societal shifts point toward growing numbers and greater inclusion of people with disabilities.**
  - **The market potential is even larger** when one considers the friends, family members, caregivers, colleagues, and others who are connected to consumers with disabilities.
- 
- Source: “A Hidden Market: The Purchasing Power of Working-Age Adults With Disabilities,” April 2018, Yin, Schaewitz, Overton & Smith

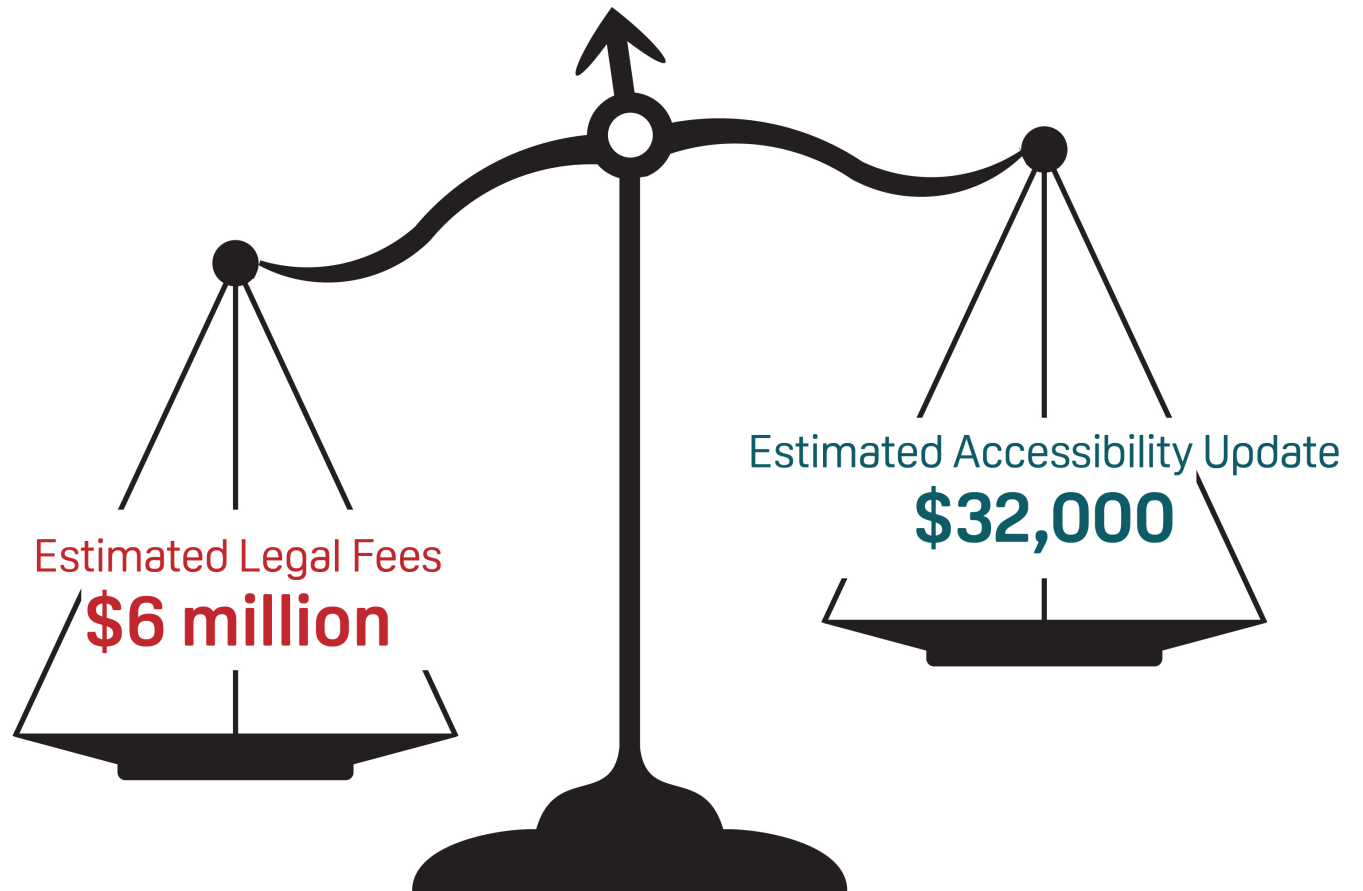


# DECREASE LEGAL RISK

As simple as ordering  
pizza ...



Accessibility is more cost-efficient than litigation.





According to Usablenet.com

### YEARLY TREND OF ADA RELATED DIGITAL LAWSUITS

23% increase in 2020.  
Almost 10 lawsuits every business day.



ADA related cases in 2020 increased 23% over 2019. This includes cases filed in federal court and those filed in California state court under the Unruh Act with a direct reference to violation of the ADA.

**Americans with  
Disabilities Act  
turned 30 last  
year.**

“Now is the time for companies to review their mobility apps’ compliance with the ADA and to develop a remediation plan that will limit exposure to these lawsuits.”  
(Rumberger, Sieb, Smith, *Law360*).

**If not now, when?**

# **ASSISTIVE TECHNOLOGY ISN'T JUST FOR PEOPLE WITH DISABILITIES.**

# What is Universal Design?

“**Universal design** is the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability ...

“This is not a special requirement, for the benefit of only a minority of the population. It is a fundamental condition of good design.

“If an environment is accessible, usable, convenient and a pleasure to use, everyone benefits.”

-- National Disability Authority

# Example: Speech command/ recognition





**Who needs ...**

**Speech recognition?**

# Permanent disability



# Temporary disability



# Situational inability



# Screen reader demo



Greg Rogers  
Accessibility Testing Manager  
Outlook Business Solutions

# BEST PRACTICES

# Basics of accessible websites and apps

- Compatibility with screen reader, voice command and magnification software
- Images labeled with alt text
- Form input fields labeled in right location
- Videos have closed captioning, transcript or both
- Headers labeled and used correctly
- High color contrast for low-vision users
- Buttons and links are labeled

“Accessibility is an outcome.  
Inclusive design is a process.  
If we don’t include people with  
disabilities in the process, we  
can’t call it inclusive design.”

-- Derek Featherstone,  
CXO of Level Access





We know accessibility **A** to **Y** and everything in between.



Add digital  
accessibility  
expertise to your  
development  
team *without* adding  
full-time staff.

Accessibility makes  
your market bigger

**Your  
Market**

**Your Market  
with  
accessibility**

# outlook

BUSINESS SOLUTIONS

makes accessibility easier  
with





# Questions

Prospective Clients  
Schedule Introductory Call with Our  
Business Development Team  
via Our Online Calendar

<https://my.timedriver.com/QQ21L>

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