



Removing Barriers to Your Content: The Maverick Accessibility Program

Ensuring equitable access to online content is a 'must-have' for publishers today. New legislation, such as the European Accessibility Act and the OSTP guidance for federally funded research in the US, guarantee that individuals with visual impairments and other physical or cognitive limitations can use online resources. A lack of accessibility poses a risk to publishers, whose institutional customers will require accessibility, and it denies access to many potential users.

It also opens up opportunities for publishers to leverage advancements in accessible publishing technologies, enabling

greater discoverability and usability for all readers in the process. Maverick recognizes that the path to accessibility compliance is neither clear nor simple.

To assist publishers and platform providers in achieving both short-term wins and long-term strategic goals, Maverick has developed an accessibility service package. It features an audit by Trusted Testers, accessibility workflow (front list/backlist), platform enhancements, and skilled alternate text writers specializing in image descriptions.

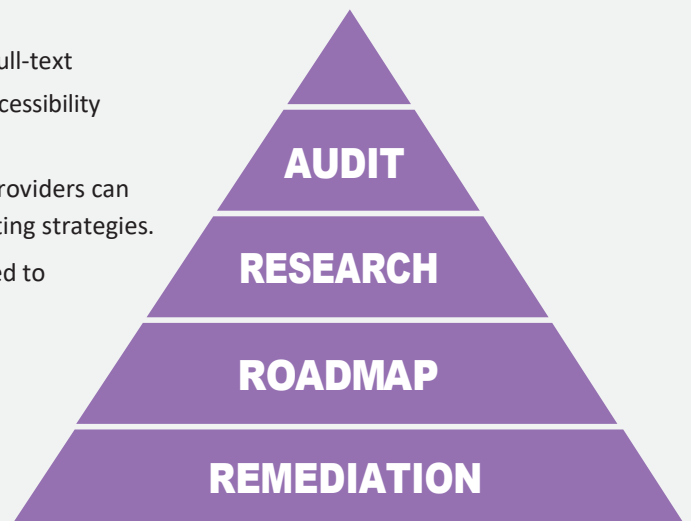
Maverick's accessibility service package

Audit: Site design, platform functionality, use of metadata and/or full-text content can be audited by Trusted Testers against Web Content Accessibility Guidelines (WCAG). VPAT service is also provided.

Competitive research: Awareness of accessibility conformance of other providers can inform priorities and plans for platform enhancements and marketing strategies.

Roadmap: Short- and long-term improvement plans can be mapped to WCAG compliance standards and target ratings.

Remediation: Executing these plans requires engaging your team to implement accessible publishing workflows, document (PDF/MS) remediation, large print, and creation of alternative text for graphics. Maverick's Trusted Testers and alt-text writers can be a part of your team.



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