



Maverick Accessibility Services

Upcoming accessibility mandates guarantee the use of online resources by individuals with visual impairments and other physical or cognitive limitations. The *European Accessibility Act* (EAA) is set to take effect in mid-2025, ushering in accessibility standards throughout the European Union, and the OSTP provides guidance for federally funded research in the US.

A lack of accessibility compliance poses risks to publishers whose institutional customers will require accessibility and denies access to many potential users. It also creates opportunities for publishers to leverage advancements in accessible publishing technologies, enabling greater discoverability and usability for all readers.

Ensuring equitable access to online content is a 'must-have' for publishers. To assist organizations, Maverick has developed an Accessibility service for publishers and other businesses. It features an audit by Trusted Testers, accessibility workflow (front list/backlist), platform enhancements, and skilled alternate text writers specializing in image descriptions.

Failing to ensure accessibility compliance can deprive users of access to your content. Maverick's Accessibility services help publishers comply with legal requirements while creating opportunities for greater discoverability and usability for all readers.

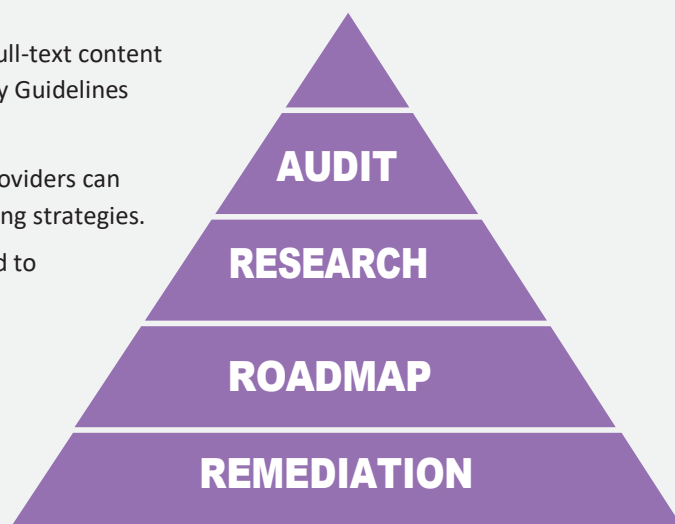
Maverick's accessibility service package

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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