

# College of Engineering Digital Accessibility Plan for websites and apps executive summary

## Overview and background

The Department of Justice (DOJ) published a new rule regarding digital accessibility under Title II of the Americans with Disabilities Act (ADA) this past April. This rule mandates that all of the University's web content, including academic course material, must be accessible starting April 24, 2026. This includes external and internal websites and applications.

The College of Engineering is collaborating with Central UW leadership as part of a website and app task force to develop new guidance and resources to help our community achieve these goals on time. Other accessibility task forces will focus on academic course content, procurement, research, and more.

## Scope

Because the ruling is all-encompassing, we must always work towards a future that ensures all technology is accessible. Throughout this project, we will assess the state of our current technologies and work toward remediation directly and through partnerships with our collaborators. As advised by Central, we will prioritize external-facing and student-facing resources first and foremost.

- **Websites, specifically** the main College property, departmental websites that are directly linked to the College of Engineering) and COE-sponsored microsites
- **Web applications:** UApp, MyENGRUD, Scholarship, Industry capstone
- **Digital channels:** Mass e-mail through Marketo and social media channels owned by the College and its departments.
- **Digital media:** Videos, animations, interactive maps
- **Digital collateral:** PDFs shared through the above channels

## Exceptions

**Faculty and lab websites:** we will partner with owners and provide tools and resources to help with remediation or migration efforts. However, the team cannot commit to building any specific website outside the above scope. Faculty and research owners of these websites are responsible for contacting the web teams for help.

## Not in scope

1. Archived website content (marked as "Archived" on the website if still live) and social media posts from before April 2026.

2. Affiliated websites or websites that were made without the partnership of COE
3. Affiliated social media accounts that were made without the partnership of COE
4. Affiliated mass-marketing email that is built outside of UW-provided tools such as Marketo and Jeto

## Goals

### **1. Create a culture of accessibility that advocates for digital content that is “born-accessible” and follows best practices**

The born-accessible approach involves building accessibility into digital technologies and content from their origin, ensuring that only accessible technologies are released to users.

### **2. Have all scoped digital content meet UW recommended benchmarks**

1. 80% accessibility rating by April 2025
2. 90% accessibility rating by November 2025
3. 100% accessibility rating by April 2026

### **3. Introduce workflows and best practices for web, social media and e-mail marketing.**

### **4. Honor our commitments to inclusivity through accessible practices.**

### **5. Advocate for best practices across the UW.**

## Partners and collaborators

1. College of Engineering Marketing and Communications team
2. Departmental communications managers or point-persons
3. Website contributors from the Dean’s Office and respective departments
4. University of Washington Accessibility Task Force
5. University of Washington IT

## Milestones

- ~~Complete project plan and strategy for COE and related properties~~ Complete
- ~~COE Online Comms team completes trainings [Deque, DubBot]~~ Complete
- Complete digital assessments of web, email and social media state - March, 2025
- Survey for Engineering community on tools + resources- March, 2025
- Enhance MyCoE content with additional curated resources by channel - April, 2025
- Achieve digital accessibility score: 80%+ - April, 2025
- MarCom and ENG Communicators readiness survey score at least 90% - December, 2025
- Achieve digital accessibility score: 100% - March, 2026