Future-Proof Your Accessibility Efforts Through Staff Training

While updating the existing content on digital platforms is a one-time project, ongoing accessibility is not. Staff should be trained to understand web accessibility compliance going forward.

Anyone who posts or manages digital content on town websites should be properly trained, including:

- Communications and public information staff
- Department staff who upload documents or updates
- IT staff
- Contractors and vendors
- Procurement staff

Training helps prevent new accessibility barriers and reduces future remediation costs. At a minimum, accessibility training should include:

- Basic accessibility principles
- How to create accessible documents and webpages
- Captioning videos and describing images
- Understanding the ADA web accessibility requirements and expectations

Vendor oversight matters
If your website or apps are managed by third-party vendors, they must also conform to accessibility standards. Talk with your web vendor(s) to ensure that they:

- Understand ADA web accessibility requirements
- Include accessibility standards as part of contracts
- Verify that updates and new features remain compliant