



SCHOLA

Accessibility in Education 200: Working with Government

Course Storyboard

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Working with this Storyboard: What Client Reviewers Need to Know

This storyboard is the primary development tool used by instructional designers to draft, review, and finalize the content used to build this online training (OLT) course.

How Client Reviewers Should Use this Storyboard

The course development process begins with instructional designers using this storyboard to build a course outline, then later flesh out content for each lesson and module and develop any scripts used for voiceover and interactive activities that are part of the training.

Stakeholders and SME will use this document to review all materials, design concepts, and planned interactivity (such as videos, demos, or interactive exercises) that will be used to build the actual online experience. Basing the course content in a document enables reviewers to add comments, track changes, etc., to ensure content accuracy.

Important: Remember that this storyboard is our internal document used to formalize the content of the OLT; it does *not* represent the ultimate look-and-feel of the online course. After all content in this storyboard has been approved as final by SMEs and stakeholders and locked from additional changes, the team takes this information and builds the online training course.

What Client Reviewers Can Ignore

Although SMEs and stakeholders use the storyboard to review the course content, this document serves a separate purpose as a build roadmap for the instructional designers. "Build" tables are provided throughout the storyboard to provide guidance on assembling the course.

As illustrated in the following sample table, aspects such as topic hierarchy and location of supporting materials are listed. Because this information is purely metadata, reviewers can ignore them.

Build Instructions (for ID build only)

Note to reviewers: Remember that these tables contain build instructions; **you do not need to review them.**

Course ID:		Course Title:
Pull Course ID from RMS		Accessibility in Education 200: Working with Government
Course Abstract:		
This course is designed to support and prepare field personnel to position accessibility as the differentiator in discussions with customers in education as well as advocate for accessibility. The goals of this training are to provide guidance for discussing our solutions and resources available to public service entities including government, teachers and educators as well as information and resources to address competition and polices.		
Learning Measures:		
<input checked="" type="checkbox"/> Test Out	Required	
<input checked="" type="checkbox"/> Knowledge Checks	Required	
<input checked="" type="checkbox"/> Post Course	Required	
Offline Enabled:		
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Navigation Overview		Module Timing:
Welcome		
Module 1: Positioning Accessibility as a differentiator <ul style="list-style-type: none"> • Introduction • Lesson: The Opportunity • Video: Partners in Learning Forum- Best Practices of Accessibility in Schools • Module Summary 		Approximately 7 minutes
Module 2: Accessibility Policy <ul style="list-style-type: none"> • Introduction • Lesson: Accessibility Legislation and Regulation • Lesson: Section 508 of the Rehabilitation Act • Lesson: Policy Considerations • Lesson: Policy Toolkit • Module Summary 		Approximately 8 minutes

Module 3: A Global Leader in Accessible Technology <ul style="list-style-type: none">• Introduction• Our Commitment	Approximately 3minutes
Resources <ul style="list-style-type: none">• Resource Links	
Media:	
The course includes interactive media pieces. The interactive media pieces open in a separate window, unless otherwise noted.	

Welcome

Module Number and Name:	HTM Page Number:
Welcome	Welcome.htm
On-screen Text	

Description

This course is designed to support and prepare the field sales personnel to position accessibility as the differentiator in discussions with customers in government and education as well as advocate for accessibility. The goals of this training are to provide guidance for discussing our solutions and resources available to public service entities including government, teachers and educators as well as information and resources to address competition and policies.

Audience

This training is designed for the following roles:

- Local, regional, and national government sales and management
- Public Sector Directors
- Country Managers
- Subsidiary and Regional Education Leads
- Industry Marketing Manager – EDU
- Sector Manager – EDU
- Account Management-Academic
- Business Development Manager – EDU

Course Prerequisites

- Accessibility in Education 100 or equivalent experience with accessible technology solutions and resources.

Benefits

- You will be able to discuss some of the statistics that show how millions of people and students worldwide can benefit from accessibility solutions.
- Gain an understanding of how legislation and regulation throughout the world offers the opportunity to extend the reach of accessibility tools and solutions.

Focus on one specific example of legislation: How Section 508 of the US Rehabilitation Act has influenced the adoption of our products that include accessibility features.

- Act as an advocate for people who are challenged by disabilities and impairments by understanding our commitment to accessible technology. You will be able to describe how, as a Global Leader, we use a comprehensive and holistic approach to providing accessibility solutions that can benefit everyone.

Credit

Executive Sponsor

Curriculum Managers

Subject Matter Experts

Module: Positioning Accessibility as a differentiator

Module Number and Name:	Module: Positioning Accessibility as a differentiator	
Page Title:		HTM Page Number:
Introduction		1.1.htm
Programming/Audio/Graphics Notes:		
Audio: None		
On-screen Text:		

Introduction

According to the U.S. Census Bureau, more than 15 percent of all school-age children in the United States have disabilities serious enough to create barriers to learning, unless they also have the tools and assistance they need to mitigate those impairments. In addition to those children, there are as many as four children in every classroom that may not fit the qualification of disability- they have mild or temporary impairments. In every classroom, there are kids who would benefit from accessibility solutions and as more students with disabilities are integrated into general classrooms, the need for accessible technology in education is growing rapidly.

What You Will Learn

After completing this module, you will be able to:

- Discuss the statistics associated with the potential impact of accessible technology and the opportunity to benefit millions of people worldwide.
- Identify some of the key areas where accessible technology is being used and how it is shaping the educational experience for children with disabilities and impairments as well as educators who work with them.

Module Number and Name:	Module: Positioning Accessibility as a differentiator
Page Title:	HTM Page Number:
Lesson: The Opportunity	1.2.htm
Programming/Audio/Graphics Notes:	
Audio: None	
On-screen Text:	

Lesson: The Opportunity

For young people with disabilities, the most valuable contribution we can make is to help ensure their success by removing educational barriers and promoting an inclusive learning environment that provides equal access to information technology.

As you may know, our mission and values are to help people and businesses throughout the world to realize their full potential. This is considered a promise to customers and we deliver on that promise by striving to create technology that is accessible to everyone—of all ages and abilities.

Because we are industry leaders in accessibility innovation and in building products that are safer and easier to use, there is an opportunity for the field sales personnel to position accessibility as the differentiator in the marketplace.

- Worldwide: There are at least 650 million people with disabilities (15-20% of every country's population) who could benefit from accessible technology solutions.

In education: According to the U.S. Census Bureau, 15% (15.4 million) of U.S. children aged 6 to 14 are considered to have disabilities. Numbers for ages 15 and above are slightly higher. The Organisation of Economic Co-operation and Development estimates that as many as 35% of school-age students need some kind of special support or have been diagnosed as having special needs. When students with mild or temporary impairments are included in these statistics, the number of students is even higher.

- Accessible technologies can accelerate entry into emerging markets. According to the World Bank, 133 million people with disabilities in the developing world would benefit from accessible IT products.

- Accessibility is good business. It has the potential to improve customer satisfaction, build brand loyalty, and grow market share in addition to improving the lives of people with disabilities worldwide.

Module Number and Name:	Module: Positioning Accessibility as a differentiator	
Page Title:		HTM Page Number:
Video Title: Partners in Learning - Best Practices of Accessibility		1.2.1.htm
Programming/Audio/Graphics Notes: Video: http://content.accessibility/video.mp4		
Audio: video sound		
On-screen Text:		

Video: "Partners in Learning- Best Practices of Accessibility"

Welcome. Please advance to the next page to view the video "Partners in Learning - Best Practices of Accessibility " where you will hear our VP, General Manager, and other education leaders from around the globe, talk about the impact of accessibility and share examples of the opportunity and the potential of Accessibility in Education.

When the video is complete, please advance to the next page.

Module Number and Name:	Module: Positioning Accessibility as a differentiator	
Page Title:		HTM Page Number:
Module Summary		1.3.htm
Programming/Audio/Graphics Notes:		
Audio: None		
On-screen Text:		

Module Summary

This module focused on the substantial opportunity for helping people with disabilities and impairments and the many ways that accessibility solutions can impact the ability for children throughout the world to reach their full potential.

Module: Accessibility Policy

Module Number and Name:	Module: Accessibility Policy	
Page Title:		HTM Page Number:
Introduction		2.1.htm
Programming/Audio/Graphics Notes:		
Audio: None		
On-screen Text:		

Introduction

Every student deserves full and equal access to education and the opportunities it provides. Yet for students with disabilities—which may include a wide range of vision, hearing, mobility, dexterity, language and learning impairments—equal access to education can only be achieved through equal access to technology. In many places, making technology accessible to students with disabilities is not only the right thing to do, it's also the law. Many government entities have passed laws or are currently working on establishing legislation and regulations relating to accessibility tools and technology.

What You Will Learn

After completing this module, you will be able to:

- Discuss accessibility legislation and regulation worldwide and how it can offer an opportunity in extending the reach of our technology.
- Understand the specific example of Section 508 of the US Rehabilitation Act and what it means in terms of potential adoption of our accessibility solutions.
- Describe how our company supports government policy considerations.

Module Number and Name:	Module: Accessibility Policy	
Page Title:		HTM Page Number:
Lesson: Accessibility Legislation and Regulation		2.2.htm
Programming/Audio/Graphics Notes: Please see associated PPT slide for additional information about 'Forces Shaping our Business' image. Adjust colors, fonts and layout to match overall training program design. Thanks!		
Audio: None		
On-screen Text:		

Lesson: Accessibility Legislation and Regulation

Existing Accessibility regulations and laws in the US and EU are regularly revised and expanded and as the need for assistive technology grows, other countries around the world are drafting new laws and regulations.

Forces Shaping our Business



Module Number and Name:	Module: Accessibility Policy
Page Title:	HTM Page Number:
Lesson: Section 508 of the Rehabilitation Act- One example.	2.3.htm
Programming/Audio/Graphics Notes:	
Audio: None	
On-screen Text:	

Lesson: Section 508 of the Rehabilitation Act- One example.

At times, legislation is seen as a constraint as opposed to an opportunity. However, instead of hindering business development opportunities, one law within the US, Section 508 of the US Rehabilitation Act has turned accessibility into a key competitive differentiator for federal sales.

The act requires all agencies and departments of the U.S. federal government to make electronic information and technology accessible to federal employees and members of the public with disabilities.

To show how a software product meets key regulations of Section 508 of the Rehabilitation Act, a Voluntary Product Accessibility Template, or VPAT, is used. The VPAT is a standardized form developed by the Information Technology Industry Council.

This is just one example of how legislation and regulation can offer business opportunities and these opportunities can be available in other countries as well.

Module Number and Name:	Module: Accessibility Policy
Page Title:	HTM Page Number:
Lesson: Policy Considerations	2.4.htm
Programming/Audio/Graphics Notes:	
Audio: None	
On-screen Text:	

Lesson: Policy Considerations

We support the work of governments to: harmonize international standards and procurement approaches; promote effective compliance with accessibility standards; ensure technology neutrality, and support interoperability.

- **Develop and harmonize global standards.** Market-led, globally harmonized accessibility standards and the procurement policies that reference them are the foundation of a robust ecosystem of interoperable technology.
- **Promote digital inclusion.** Governments should create policies and programs that advance digital inclusion for people with disabilities and older adults.
- **Ensure technology neutrality.** When governments consider accessibility standards, a guiding principle should be technology neutrality. Technology-neutral policies promote innovation, eliminate barriers to trade and market access, enhance competition, and prevent bias in government procurement.
- **Support interoperability.** Interoperability is a key feature of our accessibility technologies, and the company advocates for public policies that allow for a variety of complementary ways to achieve it. Governments should allow

technology vendors and purchasers to use alternative solutions that best suit their needs.

Module Number and Name:	Module:
Page Title:	HTM Page Number:
Lesson: Policy Toolkit	2.5.htm
Programming/Audio/Graphics Notes: Placeholder for Toolkit. 10-17 coming from vendor. Need introduction and link from SMEs, if possible. Will keep this section open until build begins. Stakeholder/Owner is aware and working on this.	
Audio: None	
On-screen Text:	

Lesson: Policy Toolkit (Placeholder)

Policy Toolkit Introduction Text:

- Bullet 1
- Bullet 2
- Bullet 3

Module Number and Name:	Module:
Page Title:	HTM Page Number:
Module Summary	2.6.htm (may adjust based on 2.5 availability)
Programming/Audio/Graphics Notes:	
Audio: None	
On-screen Text:	

Module Summary

In this module, you learned how legislation and regulation throughout the world offers an opportunity to increase adoption of products that feature accessibility technology. As one example of how legislation can influence the availability of accessible solutions, we reviewed Section 508 of the Rehabilitation Act and how the standardized form,

Voluntary Product Accessibility Template, or VPAT is used to show how a software product meets key regulations.

You also learned about Policy considerations including:

- Development and harmonization of global standards.
- Promotion of digital inclusion.
- Ensuring technology neutrality.
- Supporting interoperability.

Module: A Global Leader in Accessible Technology

Module Number and Name:	Module: A Global Leader in Accessible Technology	
Page Title:		HTM Page Number:
Introduction		3.1.htm
Programming/Audio/Graphics Notes:		
Audio: None		
On-screen Text:		

Introduction

Since 1988, a global network of partners have been developing innovative accessible technology solutions that meet the individual needs of people with a wide range of disabilities.

For young people with disabilities, the most valuable contribution we can make is to help ensure their success by removing educational barriers and promoting an inclusive learning environment that provides equal access to information technology.

Besides investing in its own innovative and accessible software solutions, we continue to work closely with a global network of industry partners to support and expand the growing selection of accessible technology products, which will strengthen the accessibility ecosystem for new generations of students and educators.

What You Will Learn

After completing this module, you will be able to:

- Discuss some of the options available in accessibility products.
- Explain the four key concentration areas for developing Accessible technology.

Module Number and Name:	Module: A Global Leader in Accessible Technology	
Page Title:		HTM Page Number:
Lesson: Our Commitment		3.2.htm

Programming/Audio/Graphics Notes:
Audio: None
On-screen Text:

Lesson: Our Commitment

We are committed to developing innovative accessibility solutions, and its accessibility efforts are concentrated in four key areas: Accessibility, Leadership and awareness, Innovation, and Collaboration.

Accessibility. Many current products feature options that promote accessibility and personalization.

- Ease of Access Center, where individuals can manage accessibility options such as Magnifier, On-Screen Keyboard, Narrator, and Speech Recognition.
- Accessibility Checker
- Enabled webpages that are compliant with Web Content Accessibility Guidelines 2.0.
- As part of our commitment, some of our products will include enhancements to accessibility features.

Leadership and awareness. Our company engages in accessibility-related research and development projects, including large-scale nationwide studies, targeted usability studies, and one-on-one interviews. We then raise awareness by publishing in-depth information about technology for accessibility trainers, developers interested in accessibility, and other experts. The Accessibility website and the Accessibility Update newsletter provide in-depth information about the accessibility of our products, including demos, tutorials, and guides. Accessibility and personalization information is available in 58 regions and 41 languages with many more planned.

Innovation. Innovation in accessible technology is promoted through the Accessibility Developer Center, which serves as a portal for guidance, tools, and technologies for developing accessible applications. Many current research and development projects are related to making our products easier to use. Our teams work with leaders in the industry through involvement in such organizations as the Accessibility Interoperability Alliance and the Assistive Technology Industry Association.

Collaboration. Collaborating with a wide range of organizations helps raise awareness of the importance of accessibility technology. We work with consumer advocacy

organizations to better understand the challenges computer users with disabilities face, and partners with them to provide technology skills training for people with disabilities. Through valued relationships with the Partnership in Opportunities for Employment through Technology in the Americas, Unlimited Potential, and other such organizations, we are able to implement information technology skills training for people with disabilities.

The holistic approach to accessibility solutions is changing the lives of people with disabilities all over the world.

Module Number and Name:	Module: A Global Leader in Accessible Technology	
Page Title:		HTM Page Number:
Module Summary		3.3.htm
Programming/Audio/Graphics Notes:		
Audio: None		
On-screen Text:		

Module Summary

This module provided information about some of the accessibility features already available in our products and about the holistic approach to developing innovative accessibility solutions.

Resources

Module:	Resources	
Page Title:		HTM Page Number:
Resource Links		Resources.1.htm
Programming/Audio/Graphics Notes:		
Please Link to “ Downloadable Version of This Course ” to allow students to download a PDF file of this course. Thanks!		
On-screen Text:		

Resource Links

There are many helpful resources available from the Accessibility in Education Website including tools, demos, and success stories:

- **Accessibility in Education**

Some of the other helpful available resources include:

Guides available for download:

- **Accessibility: A Guide for Government Organizations**
- **Accessibility: A Guide for Businesses and Organizations**
- **Accessibility: A Guide for Educators (Available in English and Spanish)**

Other resources:

- **Assistive Technology Industry Association**
- **Information Technology Industry Council**