

# Advancing the Accessibility Profession

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International Association of Accessibility Professionals (IAAP)

<http://www.accessibilityassociation.org>

G3ICT Forum: Accessible and Inclusive ICT Solutions: Bridging the Gap



# What is IAAP?



- **IAAP provides and promotes:**
  - **Professional Certifications**
    - Demonstrate commitment and professional expertise
  - **Professional Development**
    - Resources to advance skills
  - **Networking within the accessibility community**
    - Activities, events and member-to-member communications
  - **Organizational Change**
    - Impact and influence how accessibility is applied and perceived



# IAAP Membership Demographics

- **Membership Profile (Year End 2017)**
  - 1,364 members
  - 76 organizational members
  - 39 countries represented
    - Launched Nordic, UK and India Chapters
  - Top Four Industry Sectors
    - Information Technology
    - Education
    - Financial Services/Insurance
    - Government

# Professional Development - Certifications



- **Goal**

- To strengthen the community of practice among accessibility professionals.

- **Objectives**

- Define what accessibility professionals are expected to know.
- Increase the quality of the work performed by accessibility professionals.
- Provide accessibility professionals with a credential of their competence and commitment to the accessibility field.
- Deliver employers with a metric to measure and assess the accessibility competence of employees.
- Offer colleges, universities, and vocational programs with a curriculum outline for teaching accessibility.

# Certifications Follows Rigorous Process



- IAAP is a member of ICE (Institute for Credentialing Excellence)
- Exam testing partner follows ISO, NCCA & ANSI standards and practices
- Exam development process
  - Conduct job/task analysis
  - Use industry subject matter experts to develop exam content
  - Review test for effectiveness



# Current Certification Programs

- **IAAP Certified Professional in Accessibility Core Competencies (CPACC)**
  - The IAAP Certified Professional in Accessibility Core Competencies (CPACC) credential is IAAP's foundational certification, representing broad, cross-disciplinary conceptual knowledge.
- **Web Accessibility Specialist (WAS)**
  - The IAAP Web Accessibility Specialist (WAS) credential is IAAP's technical exam for those who personally design, develop, implement, evaluate, or manage the technical details of accessible web solutions.
- **Certified Professional in Web Accessibility (CPWA)**
  - Credential for those who pass both the CPACC & the WAS exams.



# Planned Certification Programs

- **Procurement Specialist – Targeted launch summer 2018**
  - IAAP’s technical exam for those who work with requests for proposals and contracts to ensure accessibility from vendors and partners.
- **Document Content Specialist – 2019 (expected)**
  - IAAP’s technical exam for those who create and publish digital content and publications in the workplace.
- **Mobile Accessibility – TBD**



# Results of CPACC Survey - Job Impact

- **Feedback from CPACC Certificants (Nov 2016)**
  - 91% felt that preparing for the exam helped them discover aspects of accessibility with which they were not familiar.
  - 76% felt it helped them gain authority on accessibility matters.
  - 71% felt it enhanced their self-confidence in tackling accessibility challenges.
  - 67% felt it made them a more valuable resource.



# Organizational Development Tools & Resources



- IAAP Career Center Job Board
- IAAP Connections Social Collaboration Tool
- Professional Development Webinars – Live and Archive
- Organizational Development Resource Library
- IAAP's Accessibility Now Newsletter
- Access to the Organizational Member Directory
- International Leadership via IAAP Committees
- Member & Certification Logo for Individual and Organizational

# Higher Education Community of Practice (CoP)

- IAAP Higher Education CoP to be launched Spring 2018.
- The CoP is a network of higher education professionals within the IAAP membership sharing ICT accessibility practices, resources and solutions.
- Offerings include webinars, research and publication, and M-Enabling higher education ICT A11y track.
- Higher education professionals sharing best practices through the IAAP Connections platform.
- Highlighting best practices.
  - For example: In 2017 Princeton University certified 21 staff members with the IAAP CPACC designation, establishing leadership roles in departments and added accessibility into their procurement processes.

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