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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