POL 04.30.01
Web Accessibility Policy

Authority: Chancellor

History:
- First issued: March 2003
- Revised: October 9, 2009
- Last Revised: August 7, 2018

Related Policies:
- North Carolina General Statute §168A-7 – Discrimination in public service
- Section 504 of the Rehabilitation Act of 1973
- Americans with Disabilities Act (ADA – [42 U.S.C. ch. 126 § 12101 et seq.]

Additional References:
- 36 CFR Part 1194 – Electronic and Information Technology Accessibility Standards
- UNC Pembroke Accessibility Resource Center

Contact Information: Associate Vice Chancellor for Information Resources and CIO (910.775.4340)

1. PURPOSE

1.1 The World Wide Web is a major source of information for the faculty, staff and students of The University of North Carolina at Pembroke. Because the university is engaged in web page and web site development, this policy establishes standards for web page accessibility.

2. POLICY

2.1 The university is committed to providing equal access to web-based information in its programs and services in accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA – [42 U.S.C. ch. 126 § 12101 et seq.]. All official university web pages associated with university administration, services, courses of instruction, programs and activities must conform to the web accessibility standards and requirements listed below.

3. DEFINITIONS

3.1 Official university web pages. Any university administrative or academic web page that is utilized for the transmission or receipt of official university material or information.

3.2 University webmaster. The university employee in University Communications and Marketing with primary accountability for the university's website. She/he is accountable for overall design, infrastructure and toolset utilized to create, publish and maintain the university's web site. She/he regulates and manages the access rights of the website and content management system, and the appearance and setting up of the website navigation.

3.3 University Web Information Coordinator (WIC). Anyone who develops or manages official university web pages including but not limited to faculty, staff, students, volunteers and outside contractors.

4. STANDARDS

4.1 Development of all official university web pages must include reasonable efforts to conform to the accessibility standards required under the above referenced laws. (Those standards now are the Federal Access Board's Electronic and Information Accessibility Standards: 36 CFR Part 1194.)

4.2 Development of all official university web pages must be accessible to persons with disabilities.

4.3 Development of all official university web pages should include a good faith effort to select linked sites which are accessible.

5. PROCEDURES

5.1 The Associate Vice Chancellor for Information Technology Resources and CIO or other appropriate university official or his/her delegate is responsible for implementing and enforcing this policy and procedure.

5.2 The associate vice chancellor for Information Resources will determine and designate criteria and guidelines for web page accessibility.

5.3 The following standards apply to potential findings of inaccessibility or policy violations.

5.3.1 All notices of policy violations or questions about accessibility will be submitted to the vice chancellor for Finance and Administration.

5.3.2 If the Associate Vice Chancellor for Information Technology Resources and CIO or his/her delegate finds that a web site is inaccessible, he/she will notify the university webmaster and seek correction of the deficiency.

6. RANGE OF DISCIPLINARY SANCTIONS

6.1 If no correction is undertaken, the WIC and/or the webmaster may be disciplined according to regular university policies.

6.1.1 If no correction is undertaken, the Associate Vice Chancellor for Information Technology Resources and CIO or his/her delegate may recommend to the webmaster that the WIC's authority over the web site be removed.

6.1.2 If no correction is undertaken, the Associate Vice Chancellor for Information Technology Resources and CIO or his/her delegate may require the university webmaster to remove the documents from service.