

Policy #:120
Title: MSA WEBSITE AND SOCIAL MEDIA ACCESSIBILITY
Date of Initial Approval: 11-16-2017
Revision/Re-authorization Dates: 12/16/2020
Reviewers: MSA Superintendent; MSA Human Resources; MSA Director of Communications and Community Engagement

I. PURPOSE

Minnesota State Academies (MSA) is a state agency and a school district. As part of our accountability and function as a government agency, it is the right of all members of the public to access public information. MSA is committed to providing access to all individuals – with or without disabilities – who wish to access MSA websites, documents, applications, or services to obtain information or resources.

II. GENERAL STATEMENT OF POLICY

Some users may not be able to see, hear, or process information in particular formats, may have difficulty reading or understanding text, or may not be able to use a keyboard or mouse. We have developed our information, websites, and web content to ensure compatibility with common adaptive technology by utilizing the State of Minnesota’s Accessibility Standard, which is based on Section 508 of the Rehabilitation Act (as amended) and Web Content Accessibility Guidelines 2.0, in the development of our products and services. Users may access the Minnesota IT Services website for additional information.

The State of Minnesota Accessibility Standard can be found at:
https://mn.gov/mnit/assets/Stnd_State_Accessibility_tcm38-61585.pdf

III. PROCEDURES FOR ENSURING ACCESSIBLE WEBSITE AND/OR SOCIAL MEDIA CONTENT

- a. Content developed by MSA staff that is posted on our websites and/or social media must be carefully developed to maximize accessibility for everyone. This includes the following:
 - i. For all videos, add captions, voice-over, and a short video description.
 - ii. For written material, ensure that the material is compatible with common screen-reading software.
 - iii. For pictures, add a short picture description.
 - iv. Video and picture description may be added to “alternate text” if desired.
 - v. On our websites, the following statement must be posted: “The MSA *[website or social media page]* may contain links to non-MSA publications and websites. MSA has no control over the accessibility of those non-MSA publications and external websites. Links are provided as a service to our audience, in an effort to provide additional information where applicable”
 - vi. On our social media pages, if we provide a link to non-MSA publications and/or websites, the same statement (above) must be posted in the comments section.

- b. MSA websites navigation must include the following accessibility features as outlined on the MNIT website.
 - i. Common Look and Feel: pages should have a simple design, with a similar layout, making site navigation easier.
 - ii. Skip Navigation: allowing users to go directly to the substantive content of the webpage
 - iii. Accessible Images: Images on the website contain alternative text, which assistive technologies can read aloud to the user to provide access to information presented visually.
 - iv. Adjustable Text Size: Text size can be increased with the web browsers' text size adjustment feature.
- c. Content on MSA websites and social media sites must adhere to the State of Minnesota Accessibility Standard.