

## WEB ACCESSIBILITY

### I. Policy Section

15.0 Information Technology

### II. Policy Subsection

15.2 Web Accessibility Policy

### III. Policy Statement

Grand Rapids Community College (GRCC) is actively committed to providing equal opportunity to persons with disabilities, including through ensuring the accessibility of all GRCC Web Content. GRCC Web Content must conform to all federal and state laws, rules, and regulations, as well as all applicable College policies. All GRCC Web Content must meet the World Wide Web Consortium (W3C), Web Accessibility Initiative (WAI), Web Content Accessibility Guidelines (WCAG) 2.1, Level AA standards.

### IV. Reason for the Policy

Accessible Web Content enhances the usability for all web users and ensures that as broad a population as possible is able to access and benefit from GRCC's services. Implementing the requirements outlined in this policy also ensures that grcc.edu is aligned with best practices for user experience, which promotes student recruitment, retention, and success.

In addition, applicable laws (including the Americans with Disabilities Act of 1990, as amended (ADA), and the Rehabilitation Act of 1973), require public entities and government- supported organizations to meet certain accessibility requirements. This policy serves to ensure the College's compliance with all such standards.

### V. Entities Affected by this Policy

All employees  
Students  
Applicants  
College guests  
Independent contractors  
Board of Trustees  
Community and constituencies accessing services  
Volunteers  
Vendors

### VI. Who Should Read this Policy

All employees  
Students

Applicants  
College guests  
Independent contractors  
Board of Trustees  
Community and constituencies accessing services  
Volunteers  
Vendors

VII. Related Documents

- A. GRCC's Acceptable Use of Technology Agreement
- B. Web Content Accessibility Guidelines
- C. GRCC Policy 3.2: Reasonable Accommodation on the Basis of Disability
- D. GRCC Policy 6.2: Non-Discrimination, Anti-Harassment and Equal Opportunity Policy
- E. Other GRCC policies and directives that relate to accessibility, equal opportunity, and reasonable accommodations

VIII. Contacts

Policy Owners:  
Chief Information Officer  
Associate Director of Web and Digital Strategy  
Director of Equal Opportunity (EO) Compliance  
Executive Director of Human Resources & Talent Development

IX. Definitions

A. Accessibility Advocate

GRCC employees (faculty and staff) who have been specially trained to assist other employees in resolving accessibility concerns, to include creating accessible documents, troubleshooting web accessibility issues, and implementing remediation plans, as referred to in this policy.

B. Compliance

Adherence by Web Editors to the best practices and standards set forth in this policy when creating, organizing, and posting GRCC content to the web.

C. Department Owner

GRCC department supervisors or directors are responsible for collaborating with Marketing and Communications and Information Technology to maintain accessible GRCC Web Content.

D. Electronic Document

Any file attachment including but not limited to Portable Digital Files (PDFs), Word documents, PowerPoint presentations or spreadsheets; and Google Docs, Sheets, or Slides.

#### E. Remediation

The process of correcting non-compliant information. This includes making inaccessible documents or Web Content compliant by World Wide Web Consortium (W3C), Web Accessibility Initiative (WAI), Web Content Accessibility Guidelines (WCAG) 2.1, and Level AA standards.

#### F. Web Content

Digital information, documents, media, and other content provided or made available by Grand Rapids Community College (GRCC) through any GRCC-owned or controlled website, Learning Management System (LMS) or other content management platform. This includes content posted directly on GRCC websites or systems, content distributed through institutional online platforms, and links to external resources when those links are presented as part of GRCC web content.

#### G. Web Editor

GRCC faculty and staff who are assigned by their department heads or supervisors to maintain accessible GRCC Web Content for departments or organizations. In addition, any GRCC faculty and staff who create and maintain Web Content are responsible for maintaining accessibility in the content they create, maintain, and link to externally.

#### H. Web Team

The GRCC Web Team is part of Marketing and Communications and is responsible for the strategy, development and maintenance of the college's public website ([www.GRCC.edu](http://www.GRCC.edu)). This team ensures GRCC's web presence is accurate, accessible and aligned with institutional goals. The Web Team partners with departments across campus to ensure that content is up to date, user-focused and follows GRCC's web standards and accessibility guidelines.

### X. Procedures

#### A. Monitoring

1. The Web Team will monitor [www.GRCC.edu](http://www.GRCC.edu) to evaluate compliance according to WCAG web accessibility standards. .
2. All those who develop and edit web content should evaluate externally linked sites for accessibility before linking to those sites from any of their web content.
3. The Web Team will maintain documentation and reports that outline how the College's website is being monitored and how concerns are/have

been remediated.

4. The Web Team will report this information upon request to the Director of EO Compliance. The Web Team is ultimately responsible for the maintenance of accessible web content maintained on www.GRCC.edu as defined in this policy.
5. Complaints related to web accessibility may be directed to any member of the Web Team as well as the Director of EO Compliance.

#### B. Training and Accountability

1. The Web Team will coordinate and publish training material on the college website. The creation and dissemination of this material will engage, when appropriate, Accessibility Advocates, Teaching, Learning and Distance Education (TLDE) or Human Resources Department, with consultation provided by the Director of EO Compliance where necessary. Training material will focus on web accessibility, user experience best practices, common areas of concern, and tips and tools for creating accessible content. Online training material will be made available to all Department Owners and Web Editors.
2. Web Editors are required to participate in one Web Editor training refresher course annually to maintain a working knowledge of the best practices and standards set forth in this policy when creating, organizing, and posting GRCC content to the web. Failure to participate in ongoing training may result in suspension of Web Editors' access rights until training is completed.
3. Accessibility Advocates will be trained on course- and faculty-specific concerns, including document accessibility. Accessibility Advocates will also be trained to assist individuals and conduct broader training sessions on general accessibility concerns.

#### XI. Remediation Processes

1. Department Owners and Web Editors are encouraged to publish content found in Electronic Documents as web copy within webpages in an effort to promote accessibility, the search engine optimization of Web Content, and web user experience.
2. New documents will be uploaded to www.GRCC.edu under the following conditions:
  - a. The Electronic Document is required to remain online by any accreditation organization, or local, state or federal laws or regulations.
  - b. It is essential to department or college processes that the Electronic Document is made available for download or print from

www.GRCC.edu.

If a newly created Electronic Document does not meet the outlined criteria, a Web Team member will work with the Department Owner or Web Editor to publish the content in an already existing or new webpage, webform, or another online format.

3. Newly created Electronic Documents that meet the outlined criteria must be submitted as a ticket at least two weeks in advance of the requested online publication date for the material to be made accessible.
4. If an accessibility concern is raised (through auditing software, a complaint, or otherwise) regarding any Web Content, a Web Team member will reach out to the Department Owner or Web Editor to notify them of the finding and to create a plan to correct the concern. A remediation action plan will be created by a member of the Web Team in consultation with the Department Owner or Web Editor with input provided by the Director of EO Compliance where needed.
5. Any complaints about failure to comply with the remediation action plan will be reviewed and investigated, when appropriate, by the Director of EO Compliance, in collaboration with Department Owners and their respective supervisors.
6. If Department Owners or Web Editors refuse to comply with the policy guidelines or remediation action plans, the Web Team, in consultation with the Director of EO Compliance, may implement a remediation action plan or remove the inaccessible content from the web.

XII. Forms

N/A

XIII. Effective Date

February, 2013

XIV. Policy History

This policy was created in 2013 to address accessibility for persons with disabilities.

This policy was modified in 2017 to clarify the roles and responsibilities of the Web Monitor, Communications Department, Compliance Officer, Department Owners and Web Editors for compliance, as well as clarify ongoing training opportunities.

This policy was modified in 2018 to clarify the roles and responsibilities of the Web Team, promote best practices in web accessibility, and clarify training resources.

September, 2021 - minor grammatical and contact updates

November, 2023

April, 2026

XV. Next Review/Revision Date

April, 2027