W3C Accessibility Maturity Model First Public Working Draft published

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* Contact(s): Sheri Byrne-Haber (sbyrnehaber@vmware.com); Janina Sajka ([janina@rednote.net](janina%40rednote.net)); David Fazio ([dfazio@helixopp.com](dfazio%40helixopp.com))
* Draft document: \*\*\*location [W3C Accessibility Maturity Model](https://w3c.github.io/maturity-model/)

Status of announcements below: announcement first draft

**Review of announcements below:**

**Doc Abstract & Status**

The W3C Accessibility Maturity Model is a guide for organizations to evaluate and improve their business processes to produce digital products that are accessible to people with disabilities. Use of the W3C Accessibility Maturity Model will provide organizations informative guidance (guidance that is not normative and does not set requirements) on improving accessibility policies, processes, and outcomes.

This document is designed to work for any size of organization, from small to large corporations or government agencies. Additionally, this is intended to be independent of the requirements set forth in relevant technical accessibility standards, such as the Web Content Accessibility Guidelines (WCAG).

**Blog – W3C Accessibility Maturity Model**

Title: Why Does Accessibility Need a Maturity Model?

TL;DR: It’s not enough to get a product accessible. The entire product experience should be accessible, and organizations need to implement processes and systems that can objectively measure whether the correct steps have been taken to keep the product experience accessible.

Incorporating [Information and Communications Technology](https://w3c.github.io/maturity-model/#dfn-information-and-communications-technology) (ICT) accessibility into an [organization](https://w3c.github.io/maturity-model/#dfn-organization)’s workflow and quality governance can be a complex process. While some organizations have individuals or departments that support accessibility, many do not recognize the importance of ICT accessibility as a requirement or the need for accessibility governance systems. This can limit these organizations’ ability to produce accessible products and services and their associated training and documentation on an ongoing basis.

No one organizational department is responsible for accessibility. It takes a collaborative effort from numerous departments to establish and implement accessibility governance systems throughout the organization. These systems integrate ICT accessibility criteria into policies, key business processes, organizational culture, and management structures in a consistent, repeatable, and measurable fashion. Only then can organizations address the complexities related to enabling ICT accessibility on an ongoing basis.

Maturity models have been around since the 80s. They generally contain a number of levels with increasing levels of maturity. Each level contains a definition, controls, a list of processes, and [proof points](https://w3c.github.io/maturity-model/#dfn-proof-point) that can be produced for an organization to legitimately claim that they are at a particular level of maturity.

This proposed W3C Accessibility Maturity Model describes an overall framework for establishing a robust, repeatable ICT accessibility program and identifying areas for organizational improvement. The W3C Accessibility Maturity Model is a tool that:

* helps people, groups, or organizations assess their accessibility practices
* identifies gaps between the current capabilities and the next level of accessibility maturity
* encourages improving overall accessibility performance over time

Accessibility Conformance Reports / Voluntary Product Accessibility Templates (ACR/VPATs) look at a snapshot of single version of a product frozen in a point of time. There are no guarantees about the accessibility of that product later in the product release timeline, because ACR/VPATs don’t assess whether accessibility can be repeated.

Organizations know when they are doing well (or poorly) with product accessibility using audit reports and bug counts. However, these metrics don’t indicate how the organization is doing operationally to continue to produce accessible products. Examining key corporate processes is critical to making this determination, and ACR/VPATs, audits and defects don’t do that. The W3C Accessibility ​Maturity Model is a big part of a “shift-left” methodology of preventing problems from recurring, not fixing them after they have happened.

Accessibility maturity modeling is very different than accessibility conformance testing

* Conformance testing provides information about the level of accessibility conformance of a particular product. The results of a conformance test provide a picture of a particular version of a product (or a subcomponent of a product).
* Maturity modeling provides information about the ability of an organization to produce accessible products over the long term. The results of a maturity modeling assessment provide a holistic picture of an organization’s accessibility initiatives; where the organization is doing accessibility well and where improvements can be made to remove barriers.

We encourage people and organizations who could benefit from implementing the W3C Accessibility Maturity Model to review the FPWD and send comments back to the organizers

**WAI E-mail – W3C Accessibility Maturity Model FPWD**

Dear WAI Interest Group,

W3C is calling for implementations of:

 W3C Accessibility Maturity Model (FPWD) at

\*\*\*location

Overview:

The WAI-Adapt specification enables authors to add extra semantic information about content to enable personalization for the individual user. This provides extra support and facilitates user-agents for people with learning and cognitive disabilities.

The WAI-Adapt: Content Module Candidate Recommendation (CR) specification currently relies on the "data-" attribute prefix as provided for in [HTML 5, Sec. 3.2.6.6](https://html.spec.whatwg.org/multipage/dom.html#embedding-custom-non-visible-data-with-the-data-*-attributes) and cannot advance beyond this stage using that prefix. APA has initiated a formal request for a permanent assigned attribute prefix that would allow this specification to advance further under W3C process. updated drafts will be published containing the newly assigned attribute prefix once that permanent prefix has been assigned. Implementors are cautioned to expect this one time change in the coming months.

For in-progress updates to the document, see the Editor's Drafts at:

[W3C Accessibility Maturity Model](https://w3c.github.io/maturity-model/)

For more information, see the blog:

 @@blog Why Does Accessibility Need a Maturity Model? at:

 [\*\*\*](https://www.w3.org/blog%40%40) Location

Comments:

To comment, please open a new issue in the WAI-Adapt GitHub repository: \*\*\*<https://github.com/w3c/maturitymodel/issues/new> If it’s not feasible for you to use GitHub, send comments in plain text e-mail to:

 RQTF@w3.org

Please

1. include your comments in the body of the message, not as a binary attachment which we will be unable to process.
2. include [Maturity Model] as the beginning of your subject line of your email
3. Please send comments by \*16 October 2022\*.

Share:

We encourage you to share this information and include @w3c\_wai, @w3c, #accessibility, #a11y, @@ Here's tweet you can use: @@link[people drafting announcements: this is NOT the text itself -- put draft text in the Tweet section below!]

Regards,

Sheri Byrne-Haber (Co-chair)

David Fazio (Co-chair)

Janina Sajka, Invited Expert Working Group Co-Chair

**W3C News – W3C Accessibility Maturity Model FPWD**

**Call for Comments: W3C Accessibility Maturity Model First Public Working Draft**

The Accessible Platform Architectures (APA) Working Group has published a First Public Working Draft (FPWD) of the W3C Accessibility Maturity Model. The W3C Accessibility Maturity Model specification enables organizations to implement processes and systems in key areas that can objectively measure whether the correct steps have been taken to keep the entire product experience accessible.

 Comments are welcome through **16 October 2022**.