

WCAG ICT Accessibility Maturity Model

Maturity Modeling subcommittee update
October 2021

Participants of the Subcommittee

- David Fazio (Helix Opportunity, President)
- Sheri Byrne-Haber (VMware, Accessibility)
- Jake Abma (ING, Accessibility)
- Jeff Kline (Accessibility Program Director / Consultant)
- Lori Samuels (NBC Universal, Accessibility)
- Raph de Rooij (NL Government, Policy officer on web accessibility)
- Wilco Fiers (Deque, Accessibility technology expert)
- John Foliot
- Sarah Horton

What is a Maturity Model?

A tool for

- Assessing effectiveness of an organization's processes
- Assessing what capabilities are present and needed next
- Improving performance

Characteristics WCAG Accessibility Maturity Model

- Focuses on making ICT more accessible
- Manage and optimize accessibility policy and processes

Components

- Dimensions
- Outcomes
- Proof Points
- Maturity Stages

Benefits and Scope

Maturity Model Benefits

- Improves compliance over time
- Identifies requirement areas not fully met

Relationship to WCAG

- Facilitates improvement through continuous policy and process improvement
- Enables conformance / compliance, but not a WCAG alternative
- Not dependent on specific WCAG versions

Scope

- All areas of an organization that contribute to accessibility

Scalable and Flexible

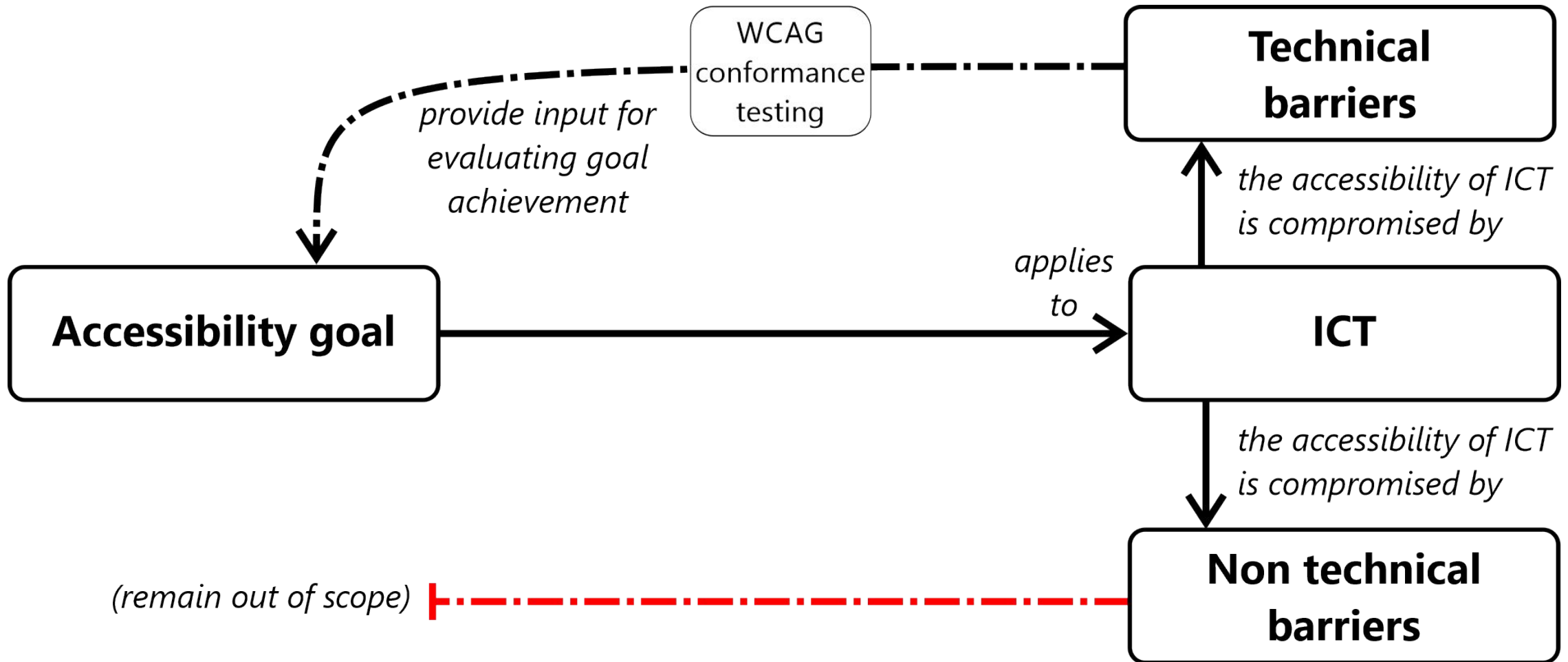
Organizational nature

- Can scale to most organization sizes
- Public and Private sector
- ICT products, Services, and Information
- May not be fully applicable to small organizations

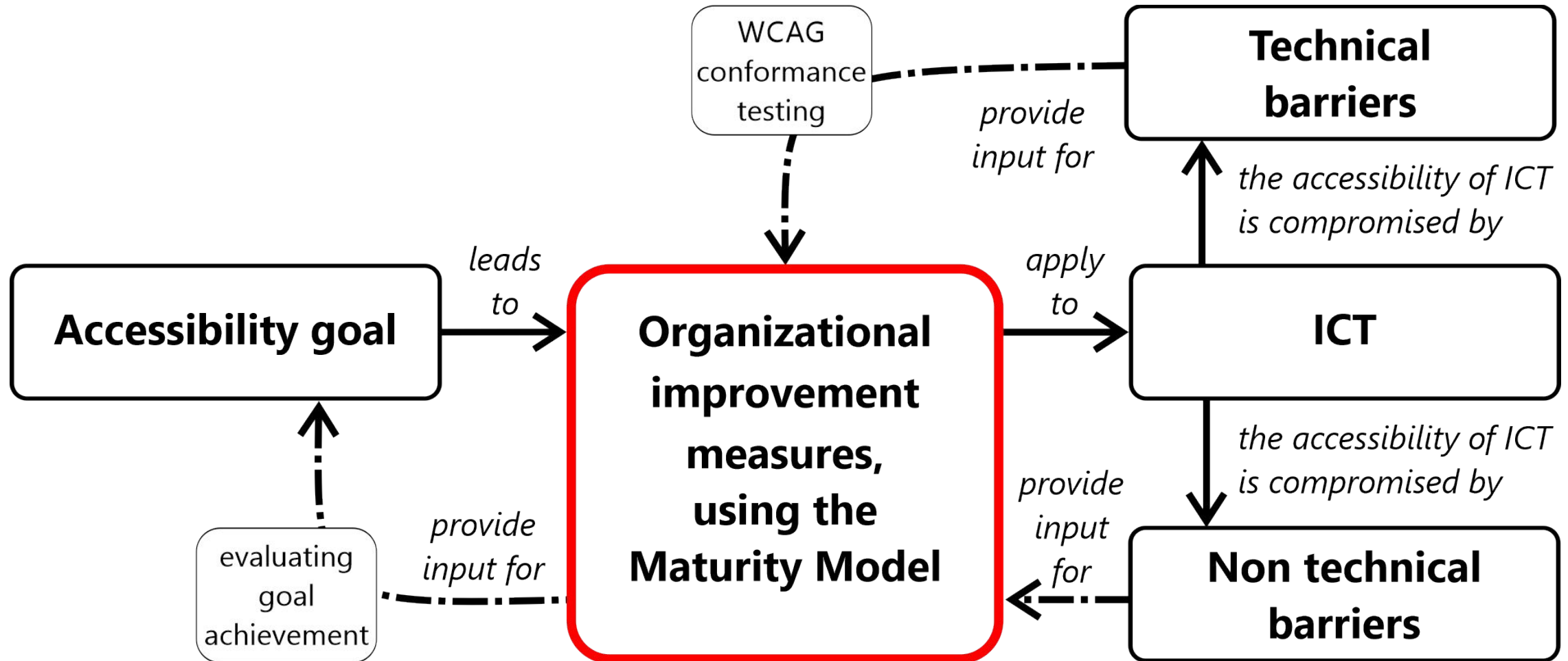
Applicability

- Not all Proof Points apply to all situations
- Dependent on size, organization, other characteristics

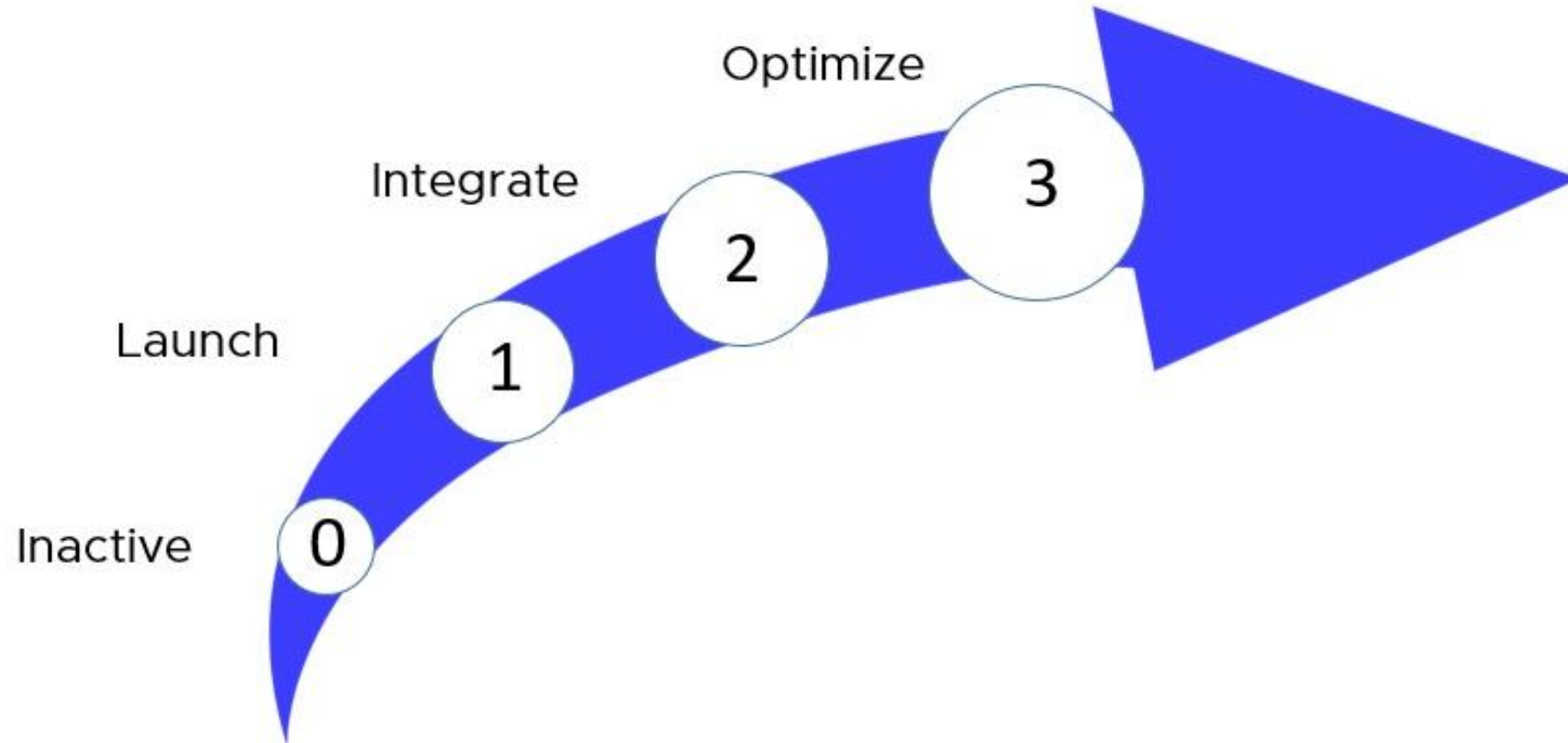
Maturity Modeling, More than ICT Accessibility [1 of 2]



Maturity Modeling, More than ICT Accessibility [2 of 2]



Maturity Stages



Dimensions

- 1. Communications**
- 2. Knowledge and Skills**
- 3. Support**
- 4. Procurement**
- 5. Personnel**
- 6. Culture**
- 7. Software Development Life Cycle**

Outcomes

“Result of practices that reduce or eliminate barriers for inclusiveness and accessibility that organizations experience”

- The basis of a flexible and expansive architecture
- Desired outcomes defined for each dimension and stage
- Outcomes at “optimize” stage = full maturity, for each dimension
- Progress at stages defined by implementation of Proof Points

Examples

- **Knowledge and Skills:** Fully implemented and ongoing training, all identified areas
- **Procurement:** Full and consistent use of accessibility processes and criteria in all procurements

Proof Points

“Suggested evidence-based deliverables for outcomes, used to evaluate the maturity stages”

- Necessary activities and milestones used to evaluate the maturity of each dimension
- May be customized based on organizational needs

Example for Knowledge and Skills

- **Dimension Outcome:** Identified accessibility related skill levels and gaps
- **Proof Point:** Document with completed evaluation of related skill levels and gaps

Procurement - The Dimension

“Strategic process(es) that concentrates on finding and acquiring cost-effective products required for an organization.

- Solicitation / sourcing activities
- Response analysis and negotiations
- Selection of goods and services
- Life Cycle Management

Examples

- **Policy Documentation:** Accessibility requirements communicated to vendors
- **Burden of Proof:** Proof of vendor testing, automated and manual

Procurement - Outcomes Examples

Inactive Stage

- No ICT Accessibility Initiatives In Procurement

Launch Stage

- Work initiated to identify and integrate accessibility into procurement processes and language into all ICT related solicitation documents, vendor responses, and contracts.

Integrate Stage

- Solicitation and contract language complete. Responses analyzed by accessibility or trained procurement professionals. Scoring model developed and its use begun. Communications mechanism in place to inform vendors of accessibility requirements.

Optimize Stage

- Processes are in place, used consistently, and regularly reviewed / refined as needed.

Procurement - Proof Points Examples

Policy Documentation

- Published ICT Accessibility Policy that includes Procurement criteria
- Accessibility requirements and other information communicated to vendors

Consistent use of Standardized Solicitation and Contract Language

- ICT Accessibility Solicitation Language
- ICT Accessibility Contract Language
- Accessibility Specific solicitation forms / templates

Consistent Evaluation process & methods

- Proof of accessibility evaluations
- Documented evaluation methodology
- Submission scoring methodologies

[Link to WCAG Maturity Model
Procurement Dimension Worksheet](#)

Next Steps

Finalize Model

- Obtain input from WCAG group(s) and public comments
- Consider and incorporate input as appropriate
- Publish the Model

Supplemental / Supporting Information

Maturity Model Vs. Disability Equality Index

	AMM	Disability:IN
Focus on digital accessibility	X	
Focus on workforce inclusion		X
Measures/Evaluates accessibility across critical functions	X	
Marketing tool	X (A11y)	X (Inclusion)
Provides accessibility operational gap analysis	X	

Appendix

Accessibility-specific maturity models

- [PDAA](#) (Policy-Driven Adoption for Accessibility, NASCIO)
- [Digital Accessibility Maturity Model](#) (Level Access, a variation is used by Microsoft)
- [Accessibility Maturity Model \(BDF\)](#)
- [MODECUA](#) (Usability/Accessibility model, from Universidad de Madrid)
 - Related but not exactly the same
- [ISO/IEC 30071-1:2019](#)

Scope of Work

Areas in charge

- Propose approaches
- Choose an option
- Identifying stakeholders
- Research existing maturity models
- Determine publication structure
- Report on findings
- Research weighting
- Propose scoring mechanism
- Create prototype
- Write editor's draft
- Coordinate with Silver / AGWG
- Publish as W3C note
- Turn narrative into self-assessment tool

Already using Accessibility Maturity Modeling

- **Microsoft** announced they are using a customized version of the DAMM accessibility maturity modeling at the 2020 Disability:IN
- **Barclays, Atos** (and others) use the BDF accessibility maturity model
- **ING Bank** is migrating from the DAMM/BDF model to a proprietary model
- **VMware** is using specific sections of DAMM to bring particular services like centralized budgeting to a more mature level.
- **State Governments (TX, PA, MN)** are using PDAA
- **US Section 508** is using PDAA as a suggested reference document