



*Building a Culture of
Access at CCCC 2022*

*A mini-guide designed by members of the
CCCC 2022 Access Committee*

Building a Culture of Access at CCCC 2022

Accessibility is an active, ongoing, and collective endeavor. [The Conference on College Composition and Communication](#) is committed to ensuring that accessibility remains a central component of our culture.

We hope this mini-guide will be useful as you prepare for this year's virtual conference. An expanded version of this mini-guide is available on our ["Culture of Access" Google Doc](#). For additional resources on accessibility, we highly recommend the [Composing Access website](#). We also recommend the [Forj Virtual App Accessibility Guide](#) to learn more about navigating this year's conference app.

If you have any suggestions or information on access which you would like to share with other attendees, please email a member of the local accessibility committee below:

[Sean Kamperman](#), Valparaiso University (Co-Chair)

[Morgan Blair](#), University of Louisville

[Andrea Olinger](#), University of Louisville

[Jeanne Popowits](#), Dominican University

Be sure to visit the Access Table, located in the "Action Hub Booth" of the conference app!

Special thanks to Cameron Lowe, Margaret Fink, Ruth Osorio, Neil Simpkins, Sherena Huntsman, Jacqueline Schiappa, and many other colleagues for their additional contributions to this guide.



Before the Session: *Planning Accessible Content and Delivery*

There are several strategies for making presentations more accessible. **Here are just a few:**

Building Accessible Presentation Slides:

- Use a large font size (22 point minimum).
- Use a *sans serif* font style such as Arial or Helvetica; avoid the use of Times New Roman, Georgia, or Garamond. This mini-guide utilizes the *sans serif* font Gotham.
- Avoid relying on color alone to convey information.
- Use capitalization and lower-case in titles and text.
- Use a minimum of 5:1 contrast (black and white is a 21:1, for reference).
- Use unique titles for individual slides to make it easier to reference particular slides.

- Include alt-text for all images. Alt-text, or alternative text, is a brief description of the image meant to convey the meaning of the image for screen reader users. Alt-text is embedded in the image file itself.
- Develop embedded ("open") captions for videos and/or provide a transcript.
- Provide a direct link (e.g., a [tinyurl](#)) on your presentation title page to any electronic versions of your presentation, access copies, and handouts. Incorporate time at the beginning of your presentation for attendees to access these materials on their devices.



For specific Google Slide and PowerPoint Strategies, view the [Google Doc](#) version of this mini-guide.

Before the Session: *Planning Accessible Content and Delivery*

Practicing Your Presentation

- Practice integrating image descriptions into your verbal presentation. Image descriptions articulate purely visual information which contributes meaning to your presentation.
- Practice the pacing of your presentation in order to ensure that you can speak at a moderate pace in the time allotted.

Session Materials: Access Copies and Handouts

- Providing access copies of your presentation increases engagement and comprehension of your materials. Access copies are electronic copies of your presentation content which make it possible for attendees to read along.
- Format your access copies in 12-point font and as well as large copies in 18- or 20-point font.

- If you wish to limit the circulation of your talk, write “do not circulate or cite” on the copy and inform participants of this as you begin.
- How many access copies? It depends on the size of your session, but for a session of 30 people, you might consider providing six 12-point copies and four large print copies (18- or 20-point font). It can be helpful to give interpreters and CART providers a copy, so keep that in mind.
- On the title page of your presentation, provide a link to electronic copies of your access copies and presentation.

We encourage you to upload your materials to the conference app and mention this form of material availability as you begin your presentation.

During the Session:

Accessible Presentation Strategies

Conference presentations involve complex social and rhetorical interactions; framing the presentation around access helps all who attend your presentation to engage with you and your work. **Here are some best delivery practices:**

Access Invitations/Access Checks

Inviting participants to access the space of the conference presentation in accordance with their needs encourages participants to co-create access in that space. Often, access invitations take the form of a short announcement at the beginning of a session.

You may consider this a moment to also describe any departures from standard presentations that you have planned so participants can think through particular access needs that might arise. These “departures” might include movement, small group discussion via breakout rooms, or writing activities that you have planned for your virtual presentation.

Renewing the Invitation: Access Checks

Access checks open specific feedback loops for setting up access throughout a conference session. Perform a quick access check at the beginning of your session as well as with each transition to a new speaker or activity.

Tips for Facilitating Q&A:

Expand options for participation and give space for reflection. Facilitating question and answer sessions with access in mind can encourage more engagement with your ideas and more equitable participation. Here are some Q&A best practices:

- Read aloud or summarize comments and questions in the chat.
- Invite a moment of writing and reflection at the end of your presentation. Taking a moment for participants to free-write and/or discuss their reflections on the presentation in a breakout group gives the audience time to process what you have presented.
- Invite questions to be posed in the chat and encourage participants to use the “raise hand” feature.

Best Practices for Presenting

Presenting: Moving Through Your Slides

- Share electronic copies of slides and/or handouts with a link on the title page so participants can access them on their own devices. Read the link aloud and take some time for people to input the link into their devices.
- Verbally describe visuals used in the presentation. Image descriptions need not be exhaustive but should at least articulate the visual elements that produce meaning for your slide and/or points.
- If any information is purely auditory, articulate elements that are relevant to your point or argument as you present, and be sure that the captioning is turned on for any videos (See [“Building Accessible Presentation Slides: General Strategies”](#) for information about captioning and transcription).
- Animations, especially flashing and strobing ones, can trigger migraines and seizures; ***give your audience warning if you are using them in your presentation.***

Presenting: Speaking for Access

- Check with your audience about your volume, especially in the transition to a new speaker (“How’s my volume?”)
- Face the camera when speaking, and be aware of whether you are covering your mouth with your hands.
- Speak at a reasonable pace so that interpreters and CART can keep up. This may take practice, especially since we often speak more quickly than usual when we are presenting.
- To facilitate ASL and CART, spell out links to websites and proper nouns verbally when you introduce them (“According to Yergeau, Y-E-R-G-E-A-U,”).
- When there is a change of speaker, say your name before you begin talking (e.g., “[Name] speaking...”, or “This is [Name] speaking...”).

Additional Resources

- [WebAIM](#) (includes a contrast checker and variety of accessibility tutorials)
- Microsoft's Instruction on [PowerPoint Accessibility](#)
- Microsoft's list of [Accessible PowerPoint Themes](#)
- Google's instruction on [Making Your Document or Presentation More Accessible](#)

If you learn best through examples, this resource doubles as a great demonstration of an accessibly designed slide deck:

- [Best Practices for Creating an Accessible Presentation](#) by J. Schiappa, PhD

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