



Firecat Studio Accessibility Policy

Websites, Email, Social Media, and other Electronic Tools

Revision history:

- Created 2/25/2018
- Updated 12/30/2022

The purpose of this Information and Communication Technology policy (ICT) is to ensure inclusive access to electronic content to all users, regardless of visual, hearing, or mobility impairments. This policy covers the hiring and training practices of Firecat Studio, as well as our use of electronic tools by employees, as well as the tools, websites, and web presence points we create for client organizations.

A person who requires an accommodation or an auxiliary aid or service to request services or to participate in a Firecat event should contact Susan Price, +1(210) 872-0445 or hello@firecatstudio.com as far in advance as possible but no later than 48 hours before the scheduled event.

Firecat does not discriminate on the basis of disability in hiring or employment practices and complies with all regulations promulgated by the U.S. EEOC under Title I of the ADA.

Policy Statement

Firecat Studio is committed to being a leader in digital accessibility. This includes making our own website and electronic communications accessible to persons with disabilities by applying principles of accessibility and usability design and helping our clients embrace web accessibility as a desirable goal, a strategic advantage, and sound business practice.

The Importance of Digital Accessibility

As digital strategists engaged by our clients to help them maximize the effectiveness of their web presence and provide maximum value to their users, we help our clients understand the many benefits of adhering to recommended web accessibility guidelines. Not only is the “disabled” population helped by an accessible web — all users are helped. Web accessibility techniques improve the usability of interfaces across digital channels, platforms, and devices.

Organizations are at risk of lawsuits for not complying with web accessibility guidelines, but they are at greater risk of losing revenue, alienating stakeholders, or remaining unfound by search engines by not adopting robust web accessibility practices.

Hiring and Training

When evaluating potential team members and vendors, Firecat Studio measures candidates on their

degree of knowledge and mastery of web accessibility techniques and practices. All strategy, design, and development team members are provided training in using web accessibility validation tools and techniques. Training is typically provided by senior team members Chris McDermott and Susan Price. We send team members to accessibility presentations and training and invite accessibility trainers to provide training at Firecat Studio. We invite our clients and the community to participate in these opportunities.

Adoption and Recommendations of Accessible Platforms & Tools

We integrate accessibility criteria into Firecat Studio's procurement processes and factor in accessibility requirements when recommending IT platforms and tools to clients.

Targeted Guidelines

Firecat Studio studies extensively, strives to adhere to, and validates user interfaces we design and develop to the most recent and fully accessible guidelines as outlined by:

- The 1998 Amendment to [Section 508](#) of the Rehabilitation Act of 1973 (29 U.S.C. 794d)
- The WCAG Guidelines established by the [World Wide Web Consortium Web Accessibility Initiative](#), as defined in the [W3C Web Content Accessibility Guidelines](#).

Embedded Testing and Validation Practices

Firecat Studio carefully inspects Web pages and other user interface code we develop by testing them with a variety of web accessibility compliance testing tools and other manual procedures to optimize compliance with these guidelines.

Exceptions

In some cases, full compliance with web accessibility standards are not in the best interest of Firecat, the client, the client's user base, the standards organizations, or the community. Best practices for web accessibility are constantly emerging and include:

- making exceptions and tradeoffs in compliance where an undue financial hardship or burden would ensue or the gains from compliance are minimal
- inventing new workarounds and providing equal and alternate methods for providing access

Firecat Studio looks to leading web accessibility organizations such as Knowbility, Inc. to guide us in recommending exceptions for compliance with standards and specifications. We engage Knowbility consultants when needed to help us resolve issues and make recommendations.

We want your feedback

We're interested in your accessibility ideas, suggestions, resources and experiences with this website and other digital technologies. Connect in social media or email us directly at [Hello@FirecatStudio.com](mailto>Hello@FirecatStudio.com).

Appendix A: Firecat Tools Accessibility Progress Check

Tool	Users	Accessibility notes & progress
Email	Firecat & clients	Each user or organization decides & manages email platform and client; we support and advise selection of accessible cloud email services, and provide troubleshooting help.
Teamwork project collaboration portal	Firecat core team	Requested a statement; Monday.com has an accessibility statement and we are considering switching to them
Google Workspace	Firecat & some clients	Robust accessibility practice in place; documentation available
WordPress	Firecat & some client admins, some client end users	Firecat selects and customizes themes to be accessible for end users. Back-end admin tools are currently not WCAG AA accessible.
Drupal	Firecat & some client admins, some client end users	Firecat selects and customizes themes to be accessible for end users. Back-end admin tools are currently not WCAG AA accessible.
Optimal Workshop	Firecat, some clients, and usability participants	Treejack is WCAG AA compliant Chalkmark and Optimal Sort are not
Zoom	Firecat & clients	Robust accessibility practice in place; documentation available
MS Office	Firecat & clients	Robust accessibility practice in place; documentation available

Appendix B: Roles and Training for Accessibility Practices

Role	Training	Notes
Firecat team, clients, community	Importance & Benefits of Digital Accessibility & Equity	We provide this training free of charge each year (through Firecat First Friday and UXSA) and share best practices
Content creators and editors (Firecat, clients)	Accessibility practices for content providers	We offer this training and documentation as part of each digital projects where we hand off content duties to clients
Firecat Studio designers and developers creating websites, apps, and digital experiences	Accessibility Internet Rally, AccessU conference, and digital training provided by Knowbility, Inc. and SiteImprove	We sponsor our team members receiving this training, and recommend this training to client team members who maintain accessible websites

Need an Accessibility Policy for your organization? Contact us; we're happy to help.