

# School websites can do more.

eChalk gives you one easy tool to manage your school websites, class and group communication, and mobile notifications.

**eChalk**<sup>®</sup>  
an **edlio** company



## WEBSITES

A simple, powerful CMS for beautiful school and district websites that are easy to create and maintain



## GUIDE

Accessibility guidance that identifies content issues in the direct control of web content creators



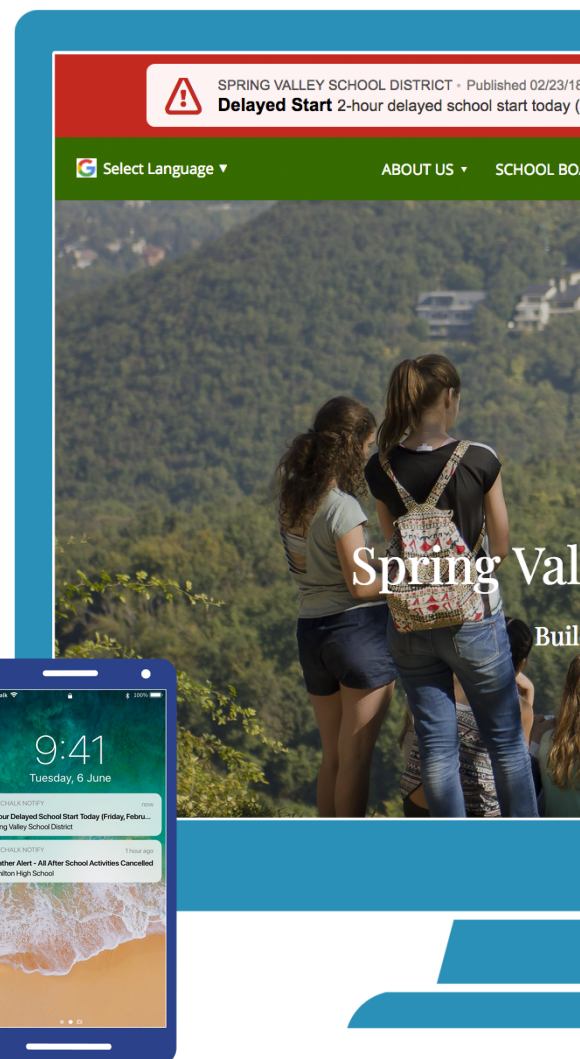
## CLASSES & GROUPS

Tools including webpages and private online spaces to keep teams, clubs, and departments organized & connected



## SERVICES

Our award-winning support team is available to answer your questions & provide training



# Your guide to school website accessibility

## TO CREATE AN ACCESSIBLE SCHOOL WEBSITE, IT HELPS TO HAVE A GUIDE.

eChalk GUIDE puts accessibility guidance at your fingertips while you are building your website, so you don't need expensive or cumbersome third-party accessibility software tools. GUIDE is:



### EASY

You don't need to be a website accessibility expert to understand and respond to GUIDE reports. GUIDE pinpoints the type & location of problematic content on your website and tells you what the problem is.



### ACTIONABLE

We identify the accessibility issues that content creators have direct control over, so you aren't faced with a report full of issues you don't have the tools to address. eChalk CMS takes care of platform issues automatically.



### TIMELY

Identify non-accessible content on your current eChalk site or test content for accessibility **BEFORE** a page is published. Guide helps you make your website more accessible and keep it that way.

## HOW IT WORKS

GUIDE is built into the eChalk CMS, so all you need to do is activate your subscription to start using GUIDE with your eChalk website. GUIDE reports allow you to:

- Find and fix content accessibility problems (e.g. missing alt-text, contrast problems, etc.) on already-published webpages
- Find and fix content accessibility issues **BEFORE** the page goes live - most tools require the page to be published to evaluate it



## Exclusive Offer for NYC DOE Schools

We understand that bringing your site up to WCAG 2.0 Level AA standards is a big job. That's why we're offering NYC DOE schools a big discount. We also pro-rate based on the number of months left in the contract year so you can get the most out of GUIDE.

# Accessible Website Transition Package

## FOR NYC DOE INDIVIDUAL SCHOOL WEBSITES

### ACCESSIBILITY REQUIREMENT FOR YOUR NYC DOE SCHOOL WEBSITE

Each school in the NYC DOE must make sure that (a) the website **platform** they are using meets accessibility requirements and (b) the **content** on their site is accessible to individuals with disabilities, including individuals with visual, auditory and mobility challenges. Remediating an existing website to bring it up to the WCAG 2.0 Level AA standard can be a huge burden, especially if the current CMS has accessibility issues that you, as end user, cannot resolve and/or if the CMS does not include accessibility reporting or phone support.

### HOW CAN ECHALK HELP?

eChalk's Accessible Website Transition Package will get you up and running quickly, with confidence that your site meets the DOE's accessibility requirement. It includes:

Site License	A beautiful school website, public pages for classes and groups, and eChalk Notify, our integrated mobile notification system.
User Licenses	Includes five user licenses for the key web publishers in your school (additional licenses can be added for teachers to share information through class pages.)
Website Planning	An eChalk specialist will review your current website with you and help you set up your new navigation structure, homepage structure, theme choice, and color choices, with particular attention to ADA compliance.
Content Migration	We will help you migrate existing content to your new site and identify and remediate inaccessible content.
eChalk Guide	eChalk's Guide module will identify content-related accessibility issues anywhere on your school website and warn you about accessibility problems BEFORE any new page is published.
Professional Development	eChalk staff will lead an on-site professional development session for up to 18 participants to get everyone up to speed on all the eChalk publishing tools.
Enhanced Support	Unlimited helpdesk phone and email support during regular eChalk support hours; off-hours emergency technical support for authorized personnel; 24/7 access to eChalk's online Help Center. Located in the city & available for onsite support.

### WHY ECHALK?

eChalk has provided websites to NYC schools for twenty years and we are the largest provider of web-sites to NYC DOE schools. Over the past three years we have completely redeveloped our CMS with accessibility as our central focus. Guide, our unique integrated accessibility reporting tool, will give you confidence that your site is free of accessibility issues.

Last year, Edlio and eChalk partnered to form one accessibility team for your school. Choose now from two different website products based on your budget and school needs. All clients receive unlimited tech support, free fundraising tools, access to live accessibility specialists, and built-in accessibility tools. Two solutions, one goal: accessibility through digital equity.

### HOW DO I GET STARTED?

Call/email Nicole Legaux | [nicole.legaux@edlio.com](mailto:nicole.legaux@edlio.com) | 310-698-7405

