

Driving an Accessibility Learning Culture & Digital Accessibility Specialist Apprenticeship

Presented by Mark Wilcock (Atos)



Who Am I?



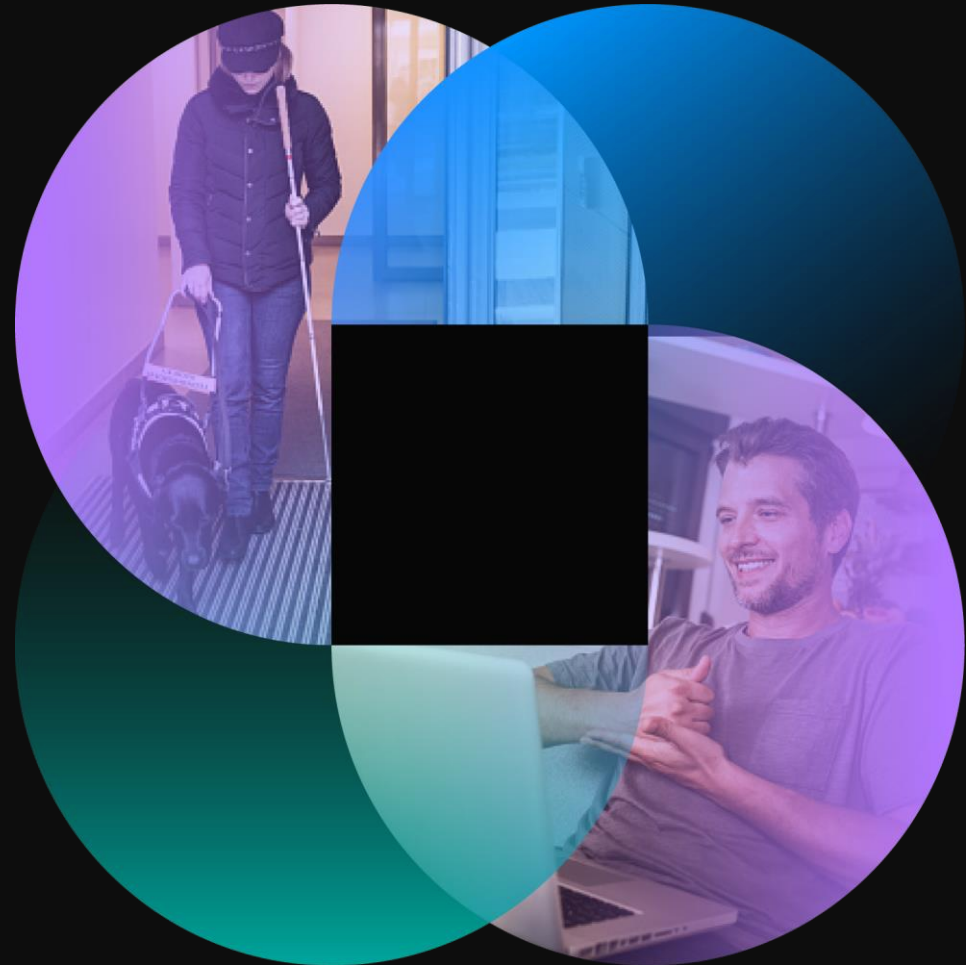
I'm the Global Accessibility Academy & Accessibility Knowledge Lead at Atos, CPWA Certified, an ex-contributing member of the W3C WCAG Working Group for WCAG 2.1 and W3C Cognitive Accessibility Taskforce and an Atos Expert for Immersive Experiences.

I'm the co-chair for the development of the Digital Accessibility Specialist Apprenticeship standard, the first apprenticeship standard for Accessibility globally.

 [@MarkAWilcock](https://twitter.com/MarkAWilcock)  Mark.Wilcock@atos.net

Accessibility Learning Culture

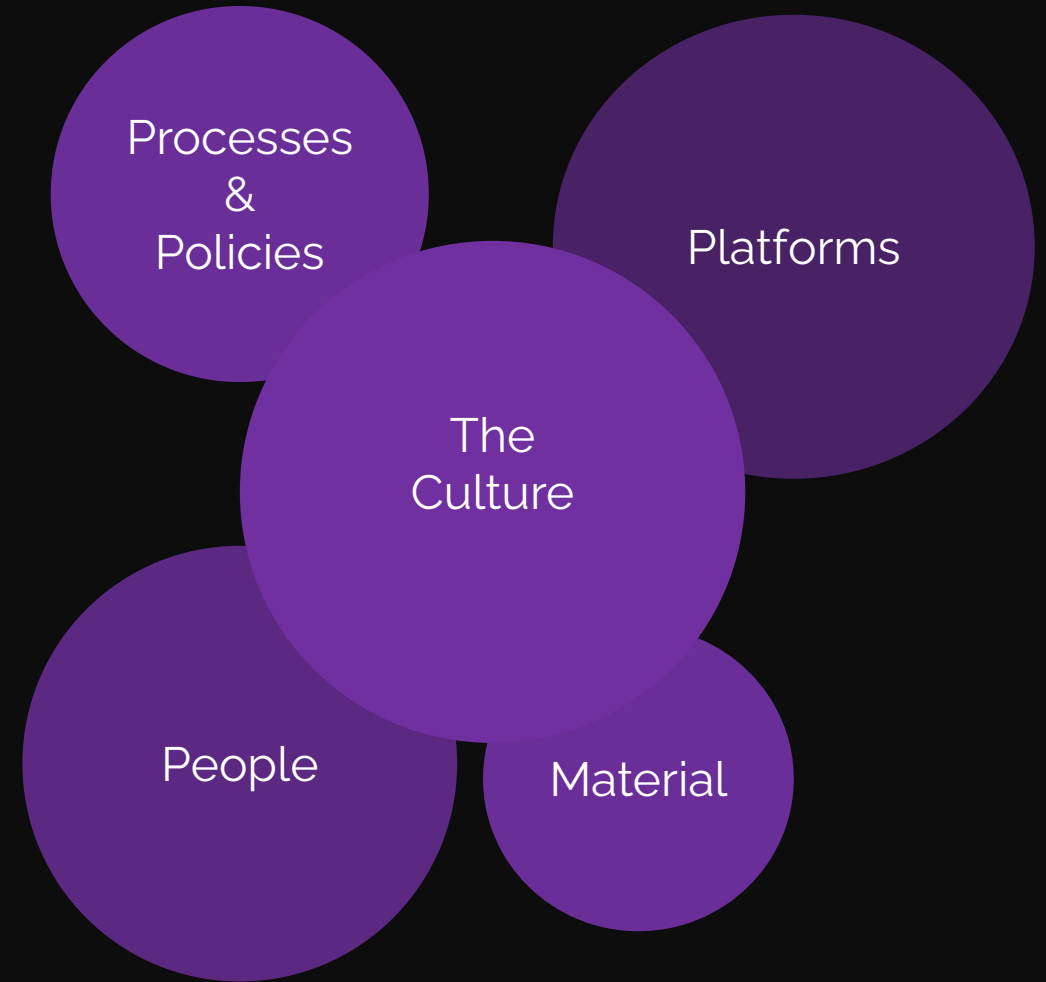
The Foundation



Accessibility Learning Culture

Forming'the'Culture

- The learning content needs to be accessible, available and robust.
- Plan for structure and support during and after the learners journey.
- Invest time in people and processes, and foster a welcoming atmosphere of collaboration and community.
- Celebrating success stories.



Accessibility Learning Culture

Fostering 'the Culture' Excitement

- Form a diverse cross-functional working group or task force.
- Host speakers and presentations.
- Provide the opportunity of hands on experiences.
- Highlight how a simple change can make a large difference through empathy sessions.
- Demonstrate cutting edge technologies.

"Rome was not built in a day, but they were laying bricks every hour" - John Heywood

Generate Excitement



Share Knowledge



Keep Learning

Accessibility Learning Culture

Fostering the Culture – Share Knowledge

- Share knowledge through a variety of mediums.
- Ensure provided training is:
 - Relevant
 - Tiered
 - Bitesize
 - Engaging
- Explain the rationale behind the training, through a clear goal.

"Knowing is not enough; we must apply. Willing is not enough; we must do" - Johann Wolfgang von Goethe

Generate Excitement



Share Knowledge



Keep Learning

Accessibility Learning Culture

Fostering 'the Culture' / Keep Learning

- Accept that we don't know everything, but as a collective we know more.
- Host internal talks and invite guest speakers.
- Get involved in the community.
- Attending meet-ups and conferences.
- Integrate advancements into internal culture.

Generate Excitement



Share Knowledge



Keep Learning

The Accessibility Apprenticeship Standard

The Rational

*Find out more about the Digital Accessibility
Specialist Apprenticeship Standard* [↗](#)



Why an Apprenticeship?

Why

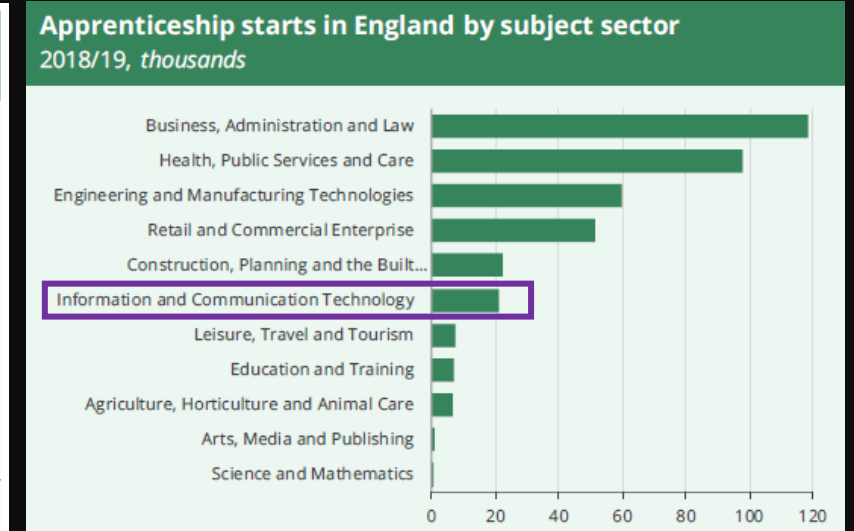
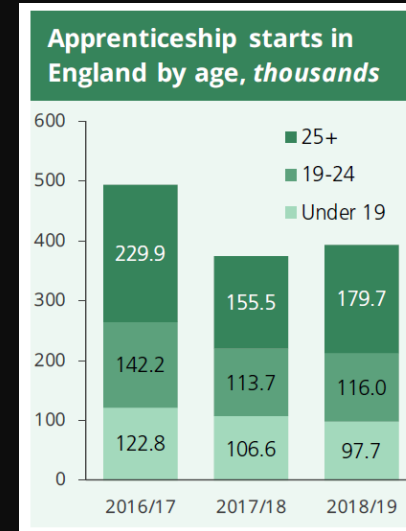
- Difficulty recruiting experienced talent in accessibility within the UK&I.
- Expand the accessibility talent pool.
- Invest in future talent and offer career progression.
- Ensure we can provide services to meet evolving client needs.
- The apprenticeship framework enables accessibility to be recognised as an occupation by government.




Why an Apprenticeship?

The Business Value

- Match the skills of employees to the skills employers need.
- Raise staff morale & reduce staff turnover.
- Upskill existing staff.
- Attract the best candidates.
- Create a talent pipeline.
- Improve your company image.



WORK + STUDY =  Apprenticeships

Apprenticeships Change Lives

Atos

Why an Apprenticeship?

The Employee Value

- Certification.
- On-the-Job Training.
- Occupational Competence.
- Skilled Occupation.
- External quality.
- Transferability & Networking.
- Earn & Learn.
- Learn Job Specific Skills.



STUDIES

MOTIVATION

SKILLS

PROFESSION

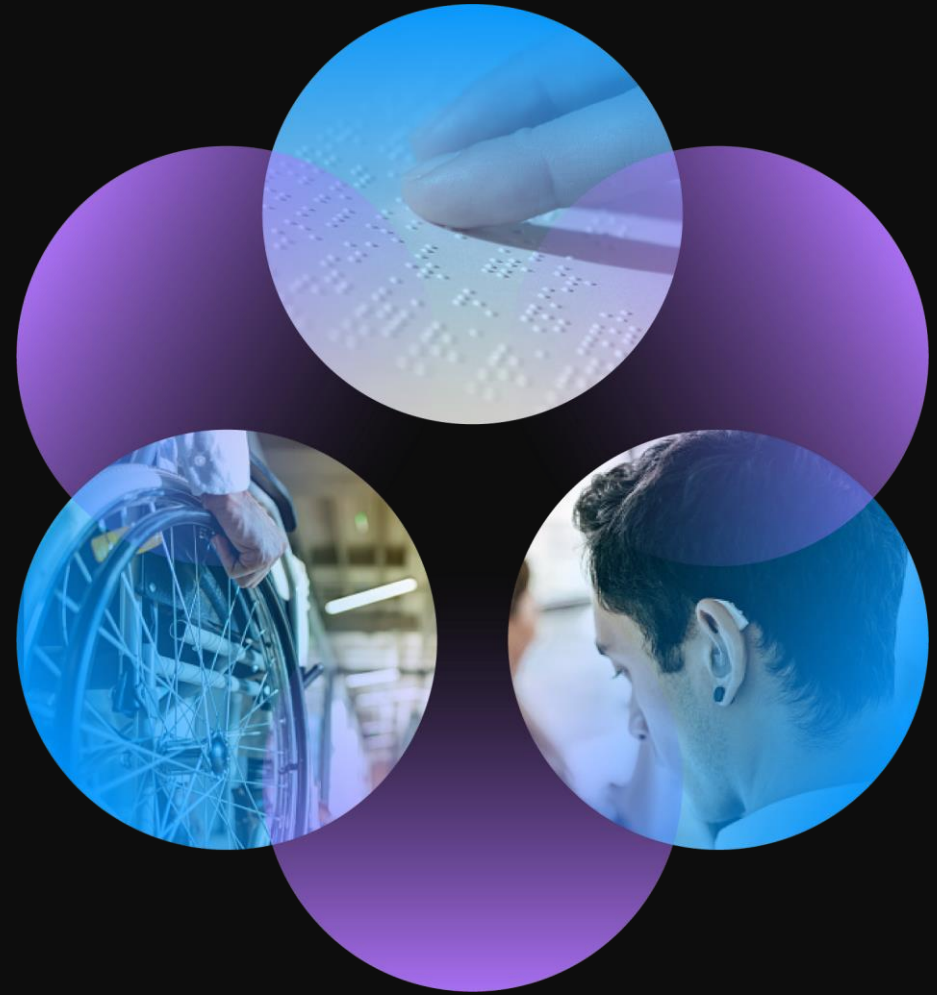
CAREER

GOALS

PERFORMANCE

The Accessibility Apprenticeship Standard

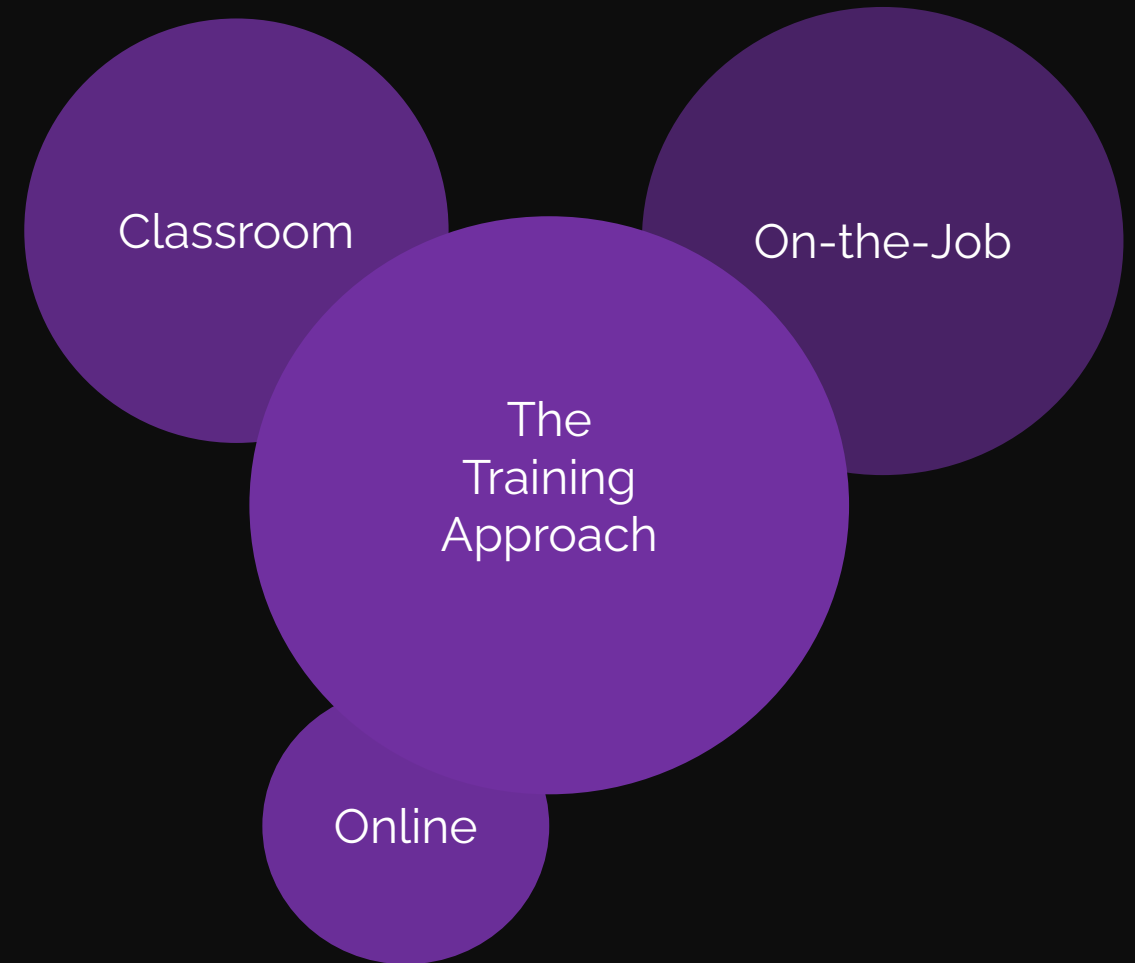
What is it?



Accessibility Apprenticeship Standard

The'Goal

- The Accessibility Apprenticeship Standard combines:
 - Online tutoring
 - Classroom tutoring
 - On-the-job experience
- Develop advanced skills in Accessibility on a variety of topics, with the aim to create a country wide talent pool.
- Form a national baseline for Accessibility Apprenticeships.



Accessibility Apprenticeship Standard

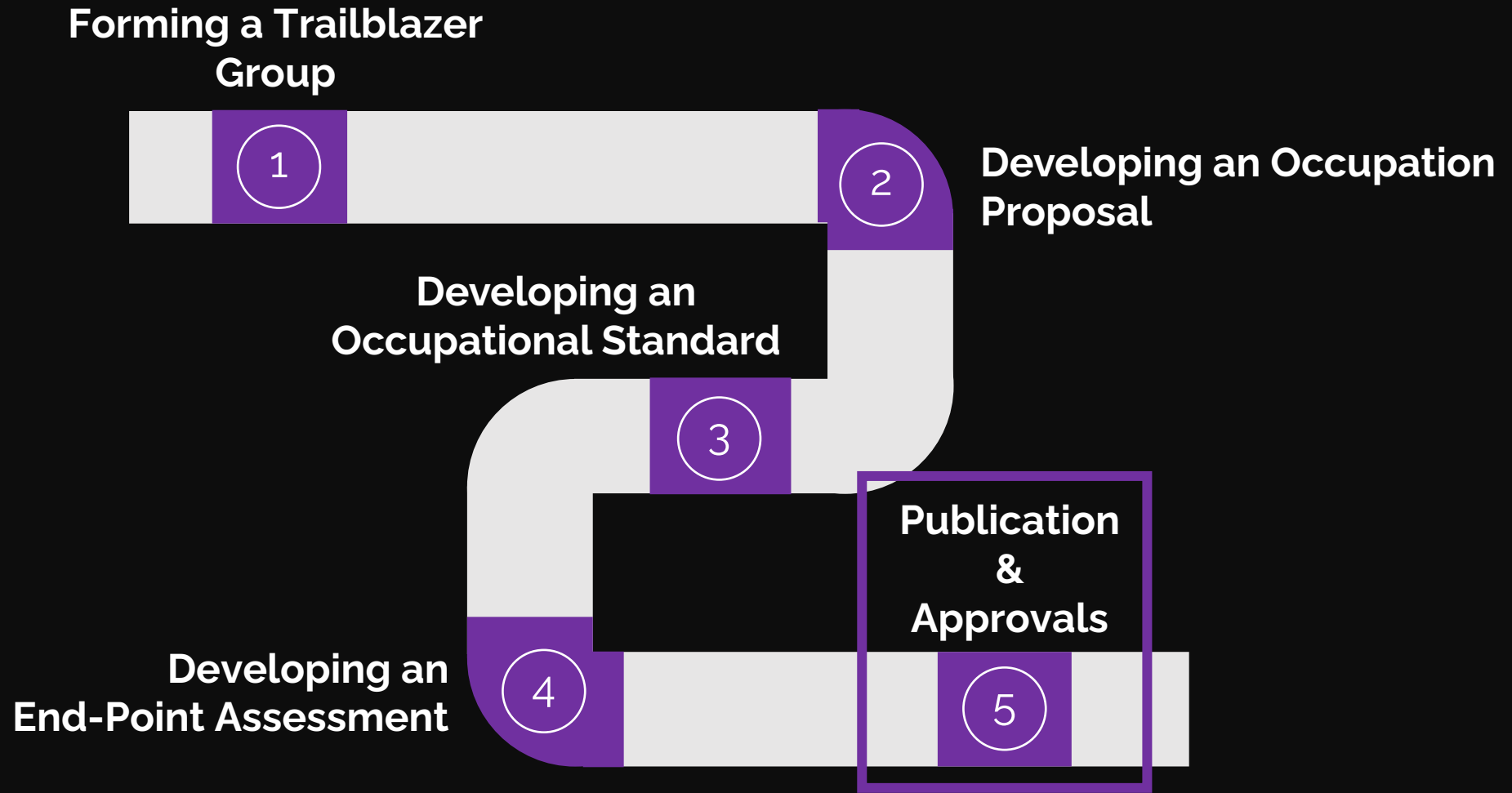
Who's Involved:

- Trailblazer Group
- Training Providers
- End-Point Assessment Organisations (EPAO)
- Institute for Apprenticeship Relationship Manager



Accessibility Apprenticeship Standard

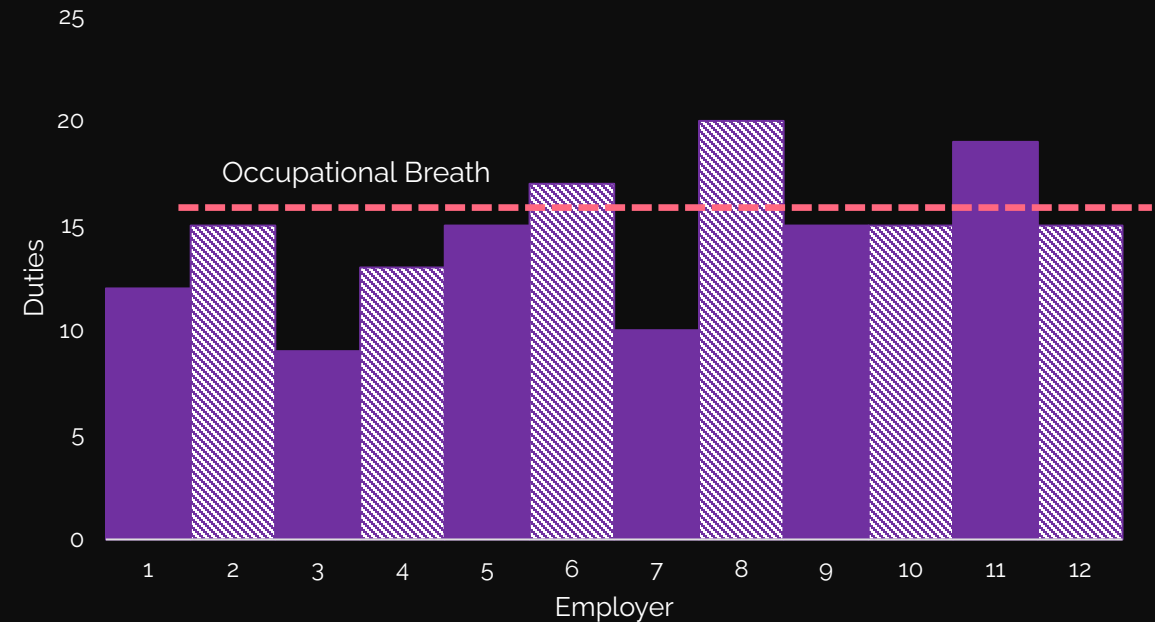
The Process



Accessibility Apprenticeship Standard

Occupation Proposal

- The indicative typical duration of the apprenticeship.
- The indicative occupational level of the apprenticeship.
- The amount of off-the-job training required by a new entrant to become fully competent in the occupation via the apprenticeship.
- Evidence of skills transferability.
- How it fits in with any existing apprenticeship standards.



Accessibility Apprenticeship Standard

Occupational Standard

- The knowledge, skills and behaviours (KSBs) required for competence in each duty.
- Any mandated qualifications.
- The occupation level.
- Where applicable, any statutory/regulatory entry requirements and professional body alignment.

Occupational Standard

Minimum standards for common job roles



Activity Specialisms

Technical activities or workplace specific skills, knowledge, and understanding.



Population Specialisms

Knowledge, skills and behaviours for working in specific contexts.

Accessibility Apprenticeship Standard

Course Outline

- Accessibility Fundamentals
- Accessible Development
- Accessible Design
- Accessibility Testing
- Accessibility User Support
- Common Business Practices
- Auditing applications against relevant criteria (for example WCAG 2.1) and providing follow-up guidance if required.
- Provide training / guidance on assistive technologies (Screen readers, magnifiers etc.) and accessibility standards.
- Work in conjunction with developers to implement accessibility best practices.

Thank you

For more information please contact:
mark.wilcock@atos.net



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