



HAIR, Essentials of Marketing Research, 6, 1265217181

Our Commitment to Accessibility

Creating accessible products is a priority for McGraw-Hill Education. We have put in place processes to make accessibility and meeting the WCAG AA guidelines part of our day-to-day development efforts and product roadmaps. We measure and track our progress to ensure we continually make improvements to address the evolving industry standards and to meet our learners' accessibility needs. VPATS are available upon request. Our audits and VPATS are completed by a third party.

Testing Process

We are committed to testing with users with different ranges of abilities and disabilities to ensure the usability and accessibility of our products.

A series of tests are conducted to ensure our compliance with the WCAG AA guidelines. Baseline assessments are completed, using a third-party vendor, to uncover gaps and inform a remediation roadmap. As new features are developed an accessibility-specific success criterion is defined, and all new work is tested to ensure it complies with the criteria prior to release. As these products continue to grow and the accessible feature set expands, semi-regular assessments will be completed by an external vendor to ensure continued compliance with the WCAG guidelines.



Connect Platform

This report reflects the accessibility level of the content available within our Connect platform as it relates to specific title.

Content

Alternative Text Files: We provide electronic files of the main text content for use by students with disabilities. In order to send a file, we require a written request from the disability services center of your school. Requests can be submitted via Access Text Network at www.accesstext.org or submitted directly to McGraw-Hill Education. To submit to McGraw-Hill, please email us at mhe-permissions@mheducation.com or fax the request to 646-766-2019.

Many of our titles have alt descriptions of images available in a separate document provided to the DSS office. To request this file, please contact us at accessibility@mheducation.com.

McGraw-Hill Education is actively working on developing more accessible assessment experiences. While some of our interactive assessment questions are not yet accessible to users of assistive technology, we continue to make improvements with each platform release.

Content Feature	Status & Alternatives
eBook is operable without a mouse (keyboard navigable) and can be accessed using alternative output devices.	The ReadAnywhere App has undergone multiple audits covering the major features resulting in both ReadAnywhere iOS and Android apps having a VPAT. Audits are planned to ensure continual improvement and compliance with WCAG standards. The McGraw Hill eBook was built with accessibility in mind. An independent audit resulted in zero “does not supports” for WCAG criteria for the desktop version as well as the app versions (iOS & Android). All versions now support multimedia content interactions such as closed captioning for embedded videos and appropriate descriptions for audio, video & captions. Recent upgrades ensure that users can maintain logical & consistent focus order in menu interactions; that the highlight tool is color-compliant; and that users will not encounter any keyboard traps. Additional remediation will continue. SmartBook 2.0 provides a student experience that includes color contrast, descriptions for images, keyboard navigation, and screen reader support. Work is ongoing to improve the user experience for all users. A VPAT for the WCAG AA standards is available upon request as well as an updated Accessibility Conformance Report reflecting recent updates.
eBook images have alternative descriptions/alternative text	Alt descriptions are embedded within the eBook. Students using some forms of assistive technology may find it difficult to navigate to some of the content, due to the constraints of the technologies available. A file containing the alt descriptions can

	be supplied upon request. To request, please contact us at accessibility@mheducation.com
PowerPoint	PPT's have been prepared to be compliant with WCAG Level AA guidelines.
Videos are closed captioned and/or transcripts are available	Videos are not offered with this title.
Assessments can be accessed using alternative output devices (screen reader)	<p>Connect Assessment is the question bank assignment experience inside of the Connect platform used for a wide range of summative assessments including practice, homework, quizzes, and exams. Connect Assessment is WCAG 2.1 AA Compliant with 48 Supports and 2 Partially Supports ratings for the following 18 questions types:</p> <ul style="list-style-type: none"> Multiple Choice True/False Yes/No Check All that Apply Fill-in-Blank Numeric Response Essay Short Answer Ranking/Ordering Matching Section Break <p>Worksheet: Multiple Choice radio button and dropdown, Check All that Apply, Fill-in-the-Blank, Numeric, True/False, Essay</p>
Application Based Activities (ABA's)	This title includes Smart Chat. Application-Based Activities are highly interactive, automatically graded, online exercises that provide students a safe space to apply their knowledge and problem-solving skills to real world scenarios. These activities are integrated into Connect. An independent audit to the WCAG 2.1 AA standards has been completed resulting in zero "does not supports" with some "partially supports". The corresponding VPAT and Accessibility Conformance Report are available upon request.
Adaptive Learning Assignment	The Adaptive Learning Assignment is an assignment type within our latest Connect Master products. This assignment provides a learning experience that adapts to the unique needs of each learner through ongoing formative assessment, feedback, and learning resources. Built from the ground up with accessibility in mind, the Adaptive Learning Assignment includes appropriate color contrast, keyboard navigation, and screen reader usability to support students with accessibility needs. An independent audit to the WCAG 2.1 AA standards has been completed resulting in zero "does not supports." The corresponding VPAT and Accessibility Conformance Report are available upon request.



Additional Resources	MH practice was tested using JAWS and has some accessible features. Text will resize using browser functionality. User can keyboard navigate from Connect to MH practice. Keyboard navigation is available from log-in to submission of assignments.
Writing Assignment	McGraw Hill's new Writing Assignment tool delivers a learning experience that improves students' written communication skills and conceptual understanding with every assignment. Writing Assignment is WCAG 2.1 AA Compliant with 49 Supports and 1 Partially Support ratings.
Additional comments	Only videos available are the standard Student Orientation Videos (which have CC/transcripts). Also has Marketing Mini-Sims (available in ABA bank)

We are committed to working with our education partners as we progress in our accessibility efforts. In the event that alternative content formats are required, we will evaluate the options and, when possible, provide as needed.

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