



## **LIND/ MASON, Statistical Techniques in Business and Economics, 19, 1265322465**

### **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](http://www.accesstext.org) or submitted directly to McGraw-Hill Education. To submit to McGraw-Hill, please email us at [mhe-permissions@mheducation.com](mailto: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](mailto: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 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. 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. 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 <a href="mailto:accessibility@mheducation.com">accessibility@mheducation.com</a>
PowerPoint	PPT's have been prepared to be compliant with WCAG Level AA guidelines.
Videos are closed captioned and/or transcripts are available	Videos offer closed captioning, video descriptions and transcripts. To request transcripts, please contact us at the information listed above.
Assessments can be accessed using alternative output devices (screen reader)	<p>Excel data files are Excel templates or data linked to a problem that students can use if they want to – not required – when solving the problem.</p> <p>Graphing Interactives: Accessibility testing has taken place and we plan to launch a revised tool in the near future.</p> <p>Assignable and gradable end-of-chapter content helps students learn to apply concepts. Beginning with the 2022 copyright year, a select number of titles using IRT have been updated to support screen reader compatibility. For all titles published after the 2020 copyright year, accessibility tagging is provided in the question banks to help easily identify the level of accessibility support for each assignable content item.</p> <p>The following question types will contain some accessible questions. In order to provide the best user experience for all students, we recommend instructors utilize the accessibility filter when building their course.</p> <ol style="list-style-type: none"> <li>1. problems-algo</li> <li>2. problems-static</li> <li>3. Brief Exercises</li> <li>4. Exercises</li> <li>5. General Ledger</li> </ol>
Application Based Activities (ABA's)	Application-Based Activities are not included with this title.
Additional Resources	Integrated Excel is a Connect question type using Microsoft's Excel Online platform, which allows for students to complete questions in a real Excel environment. The Integrated Excel tool supports both keyboard navigability and screen reader compatibility, with individual questions being built with screen reader users in mind and utilizing Microsoft's own accessibility best practices for Excel.
Additional comments	

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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