

Hair, Essentials of Marketing Analytics, 1, 1264263600

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 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	Definitions	Status & Alternatives
<p>eBook is operable without a mouse (keyboard navigable) and can be accessed using alternative output devices.</p>	<p><i>Can the user navigate through the eBook and any link embedded using keyboard navigation and/or assistive technology?</i></p>	<p>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 2.0 AA standards is available upon request as well as an updated Accessibility Conformance Report reflecting recent updates. SmartBook 2.0 will have a forthcoming independent audit to the WCAG 2.1 AA standards.</p> <p>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 in 2021.</p> <p>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). Recent upgrades ensure that users can maintain logical & consistent focus order in menu interactions; that the highlight tool is color-compliant; and that</p>

		users will not encounter any keyboard traps. Additional remediation will continue in 2021. A VPAT is available upon request.
eBook images have alternative descriptions/alternative text	<i>Are the alt descriptions embedded in the eBook? Can a screen reader access the images?</i>	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
Videos are closed captioned and/or transcripts are available	<i>Are videos and the transcripts able to be delivered outside of Connect and provided to DSS offices?</i>	Videos contain closed captioning, but transcripts are not currently available. Efforts will be made to offer both in future editions.
Assessments can be accessed using alternative output devices (screen reader)	<i>Are assessments keyboard navigable? Do images have alt descriptions? Can they be accessed within the platform using assistive technology?</i>	Many of McGraw-Hill's most popular assessment questions are now more accessible to students. Color contrast, keyboard navigation and screen reader support are now available with multiple choice, true/false, check all that apply, fill in the blank, short answer and ranking questions without images.
Application Based Activities ABA's)	<i>Are assessments keyboard navigable? Do images have alt descriptions? Can they be accessed within the platform using assistive technology?</i>	Application-Based Activities are highly interactive, automatically graded, online learn by doing 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. Initial testing indicates we are making strides toward WCAG level AA compliance. A VPAT is anticipated May 2021. This title includes Smart Chat.
PowerPoints can be accessed using alternative output devices (screen reader)	<i>Images contain alt descriptions and there is a logical reading order.</i>	PPT's have been prepared to be compliant with WCAG Level AA guidelines.
Additional Resources		1.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. 2.Writing assignment is an assignment type within Connect to support writing across all disciplines with flexible options for student guidance and efficient scoring. WCAG compliance work continues with an audit to be completed late spring 2021.
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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