

## HAIR, Essentials of Marketing Research, 5, 1260260461

### 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](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	Definitions	Status & Alternatives
eBook is operable without a mouse (keyboard navigable) and can be accessed using alternative output devices.	<i>Can the user navigate through the eBook and any link embedded using keyboard navigation and/or assistive technology?</i>	<p>SmartBook 2.0, an update to our Smartbook product, provides a more accessible student experience by including improved color contrast, descriptions for images, increased keyboard navigation, and enhanced screen reader support. Work is ongoing to improve the user experience for all users. A VPAT is available upon request.</p> <p>Offered alongside SmartBook as a reading option for many of our recent titles, our new eBook was built with accessibility in mind. Vision-impaired users were recruited for testing sessions for both laptop and mobile-app versions. A recent technical audit shows that the majority of the reading experience is accessible, but there are still limitations with highlighting and with some multimedia content interactions. Continued development is underway to increase accessibility.</p> <p>Our eBook was built with accessibility in mind. Vision-impaired users were recruited for testing sessions for both laptop and mobile-app versions. A recent technical audit shows that the majority of the reading experience is accessible, but there are still limitations with highlighting and with some multimedia content interactions. Continued development is underway to increase accessibility.</p>
eBook images have alternative descriptions/alternative text	<i>Are the alt descriptions embedded in the eBook? Can a screen</i>	Alt descriptions are embedded within the eBook. Students using assistive technology may find it difficult to navigate to

	<i>reader access the images?</i>	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>
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>	
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.
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.
Other Resources		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. An accessibility audit will be completed soon and additional information will be available at that time.

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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