

Digital Accessibility Plan: From Goals to Execution



- Turn accessibility commitments into an actionable, measurable plan



- Build planning discipline, not just policy, across product and content teams



- Learning path: assess, set goals, align stakeholders, execute, sustain



- Most organizations are compliant on paper but immature in execution



- Bridge the gap between policy and real delivery



Why Accessibility Plans Stall in Enterprise Organizations



- Policy without resources: commitments on paper lack staffing and budget



- Ownership exists on paper, not in practice; it leaves when people do



- New inaccessible content outpaces remediation capacity across portfolios



- The In-House Illusion: confident programs often have the biggest gaps



- AI-assisted workflows and growing page complexity accelerate the inflow



- 'Are we compliant?' is binary and misses maturity and risk trends





Assessing Current Maturity and Risk



- Use W3C AMM or DAMM across governance, lifecycle, procurement, and skills



- Run a gap analysis beyond technical conformance: content, vendors, capability



- Prioritize legal risk from ADA, Section 508, EAA, and WCAG conformance



- Weight priorities by user traffic and business criticality



- Maturity levels: Inactive, Launch, Integrate, Optimize as shared language



From Audit Findings to a Prioritized Remediation Backlog





Defining Measurable Accessibility Goals



- Convert vague commitments into SMART goals with metrics, owners, and timeframes



- Track trends, not raw totals: health score, new versus reopened issues



- Set goals by product area, content type, team, and critical journey



- Balance leading indicators like design and CI pass rates with production outcomes



- Frame goals as user outcomes, not tool scores



- Executive reporting: "critical issues in checkout cut in half" beats "200 closed"

VAGUE
COMMITMENT

SMART METRIC

LEADING
INDICATORS

PRODUCTION
OUTCOMES



Aligning Stakeholders and Securing Ownership



- Use a RACI map across product, engineering, content, design, QA, legal, and procurement



- Frame accessibility in risk, revenue, and operational efficiency language for executives



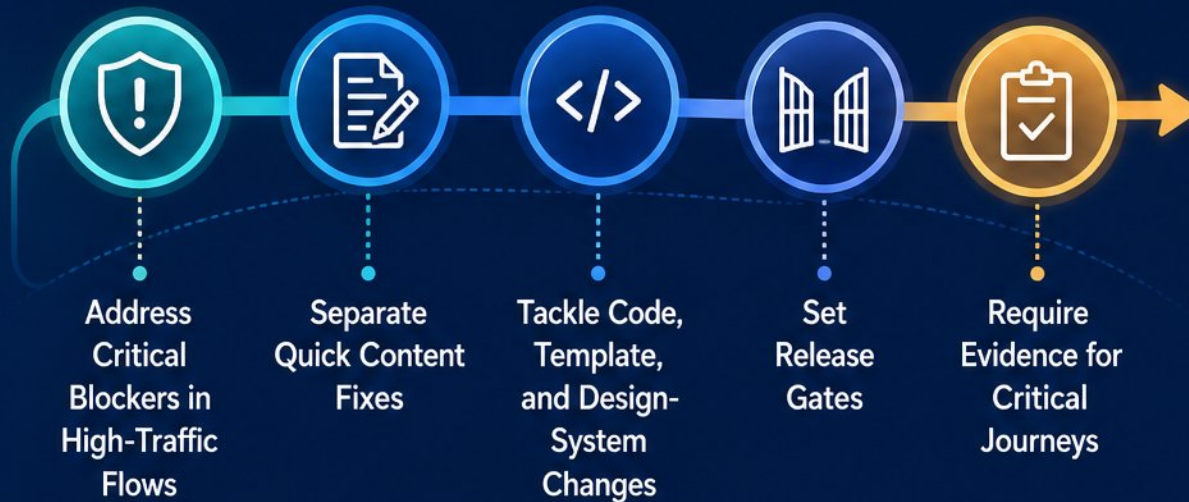
- Embed accessibility into job descriptions, OKRs, and performance reviews



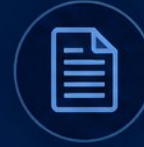
- Keep a centralized owner or governance council; distribute implementation to delivery teams



Designing an Execution Roadmap That Teams Can Follow



- Phase from critical blockers in high-traffic flows to systemic design-system work



- Separate quick content fixes from code, template, and design-system changes



- Set release gates: what blocks launch, what ships with documented follow-up



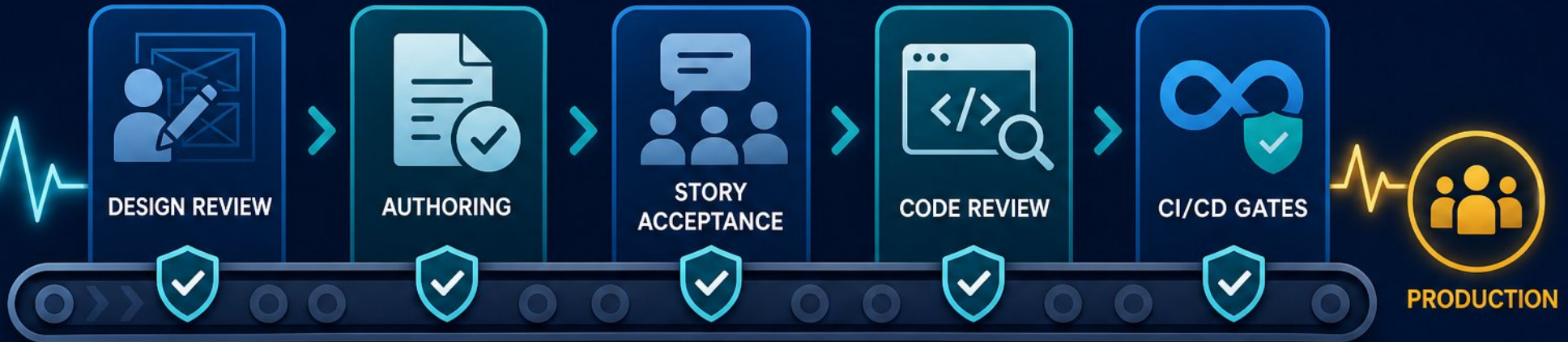
- Require evidence for critical journeys: keyboard, screen reader, focus order



- Break work into two-week sprints that measurably reduce the backlog



Embedding Accessibility Across the Delivery Lifecycle



- Shift left: check accessibility in design review, authoring, story acceptance, and code review



- Run axe-core, Pa11y, or Lighthouse scans in CI/CD with baselines and thresholds



- Keep manual and AT testing: keyboard, screen readers, zoom or reflow, reduced motion



- Verify states and interactions, not just initial page load



- Automated tools catch ~30–57% of WCAG issues; manual testing is still required



Content and Design Accountability



- Assign owners for alt text, captions, transcripts, headings, links, contrast, focus states



- Build editorial and design review checkpoints before publishing



- Scale guidelines via templates, component libraries, and CMS validation



- Include PDFs and non-web assets in accessibility scope



- Prevent new inaccessible content rather than only remediating it



Heading



Image with Alt Text



Caption / Transcript



Descriptive Link



Visible Focus State



Inaccessible Upload
Blocked



Training and Enablement at Scale



- Role-based paths for engineers, designers, content authors, PMs, QA, executives



- Just-in-time decision guides and accessible design system documentation



- Accessibility champions and communities of practice sustain momentum



- Measure behavior change: fewer contrast errors, fewer missing alt text



Measuring, Reporting, and Adjusting



- **Build audience-specific dashboards:** executives, program managers, teams, legal and compliance.



- **Report trends, not raw totals:** critical issues by journey, remediation speed, regression rate.



- **Track issues caught before production** to show risk is shrinking.



- **Connect accessibility metrics** to conversion, support tickets, and legal exposure.



- **Add user feedback and disability** usability testing as continuous signals.



Preventing Regressions Through Governance and Automation



- Use baselines and threshold-based CI gates to fail only on new or serious violations.



- Track new versus reopened issues separately: fixes holding or components failing?



- Define release readiness criteria requiring evidence for keyboard journeys and shared component fixes.



- Control third-party risk via procurement requirements, VPAT/ACR reviews, and vendor checks.



- Automate accessibility in CI/CD pipelines using axe-core, Pa11y, or Lighthouse thresholds.



Regression Detectors



Issue Intelligence



Release Readiness Evidence



Third-Party Governance



Automation in CI/CD Pipelines



Managing Enterprise Scale and Sustained Practice



- Federated model: centralize standards, policy, and reporting; distribute implementation



- Modernize for AI-assisted workflows, portfolio growth, and ownership drift



- Use quarterly business reviews to track maturity, exceptions, and vendor risk



- Build accessibility as an operational capability, not a one-time cleanup

- Distribute Implementation
- - - Alignment & Feedback

From Plan to 30-60-90 Day Action



Deliver a 30-60-90 timeline, ownership map, and evidence trail



Treat accessibility as an ongoing operational capability, not a one-time cleanup



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personwise.ai/t/7f3d6132/public