

Why Accessible eLearning Is So Important



Accessible eLearning is a subject that every L&D organization will need to address. In 2019, there were 2,256 ADA website-accessibility lawsuits filed in the nation's federal courts (New York Law Journal – May 6, 2020). However, avoidance of lawsuits should not be the only driving force to integrate accessible eLearning development standards into your operations. The fact is disability impacts all of us. According to the CDC 61 million people in the US live with a disability – that is 1 in 4 adults! The following are some reasons for your L&D organizations to embrace an accessible learning philosophy.

It's not only the right thing to do; it's good for business

Accessible practices can be good for everyone simply because your message will reach more people, giving you access to more customers and to more potential employees. This extended reach to a global market of 1 billion people with disabilities has a spending power of more than \$6 trillion (W3C). Simply put, accessibility often improves the online experience for all users. The Apple iPhone has been lauded for its multiple accessible design features which have led to more sales (the more people who can use a product will mean they can buy that product).

Universal benefits of Accessible design.

Accessibility features drive innovation in products and services and often solve unanticipated problems. Throughout history, disability has sparked innovation, leading to breakthroughs in wide-ranging inventions from keyboards to telephones. Having your L&D team incorporate Accessible design will not only improve access for people with disabilities, it will simultaneously improve the overall usability of your training to all Learners. The chances are pretty high that you'll have at least one disabled learner in every training group. Making learning disability-friendly opens up a world of opportunity to disabled learners, while also helping your audience as a whole.

At LTS, we are a full-service staffing agency focused solely on supporting corporate L&D teams. Learning is all we do, and we do, and we do it very well. We have developed a whitepaper on ways to create Accessible eLearning. In addition, we have a case study that outlines how we helped a major organization (who just lost an Accessibility lawsuit) establish standards and practices that enable them now to consistently create Accessible eLearning to WCAG 2.1 AA standards.

For more information about accessible eLearning, [please contact us today.](#)

Attract top talent

By improving accessibility and proactively reaching out to candidates with disabilities, you can create competitive differentiation for your L&D team and your company. People with disabilities tend to be a silent minority amongst underrepresented demographics in the workplace. However, they often outperform colleagues without disabilities because they tend to be more focused on what's possible than on what they can't do. Having a qualified team member with a disability can make sure that your team's Accessible eLearning initiative becomes part of business operations and not just a short-term project.