

# BTC 2022 Accessibility Plan

3-Year Vision—What compelling picture of accessibility captures the future we want for BTC?

Set the Tone	Create the Landscape of Accessibility	Generate “Warm Fuzzies”	Realize Payoffs	Go the Distance
Buy-in	Accessible environments	Accessibility Ambassadors	↑ Student enrollment	Accessibility helps everyone
“Is this accessible?”	Equity and opportunity for all	Staff and faculty feeling capable and supported	↑ Student retention	It’s a never-ending task
Accountability	BTC is a leader in our region for all things accessibility related	Shared ownership; people help each other	Accessible student services	
	Sense of hope		Celebrate wins!	

<b>Set the Tone</b>	The foundation of successfully developing a common accessibility mindset among the BTC community is, first and foremost, gaining active leadership buy-in and then leveraging that buy-in to spread the word campus-wide.
<b>Create the Landscape of Accessibility</b>	An infrastructure of tools, rules, checklists, and readily available coaching is integral to making accessibility a manageable and doable day-to-day responsibility of BTC faculty and staff.
<b>Generate “Warm Fuzzies”</b>	People need to feel encouraged and supported; encouraged to try new ways and supported in their attempts to do so. The parallel messages are that of realistic expectations combined with practical support in meeting those expectations.
<b>Realize Payoffs</b>	Inherent in success of the 2022 Accessibility Plan is monitoring and evaluating its progress against, recognizing successes, embracing setbacks as openings for new solutions, and adapting the plan to reflect experience and learning.
<b>Go the Distance</b>	Embrace the view that the accessibility mindset is a permanent shift in the culture of BTC, one that becomes incorporated into our daily work and routines.

## Strategic Actions

1 Understand the Stakes	2 Build the Framework	3 Spread the Word*	4 Support the Change
Accessibility in Procurement [textbook adoptions]	Accessibility in the strategic plan	Create communication plan	Address fears and resistance

Forms accessible or no action	Tangible leadership buy-in	Bi-monthly email with accessibility tips, stories, updates	Build internal excellence... Train-the-trainer
Software and tools for accessibility	Add or regularly involve HR and Facilities in Accessibility Committee meetings	Accessibility Awareness Event [week/month]	Recruit and develop Accessibility Ambassadors
HR and TROC Include accessibility in job descriptions and contracts	Invest in Accessibility Time/Money	"Carrot"	
Guidelines for public and internal presentations enforced			
"Stick"			

*\*The Committee agreed to tackle communication planning after meeting with senior leadership and confirming the Committee's scope of work and expectations.*