Leading to Actionable Insights
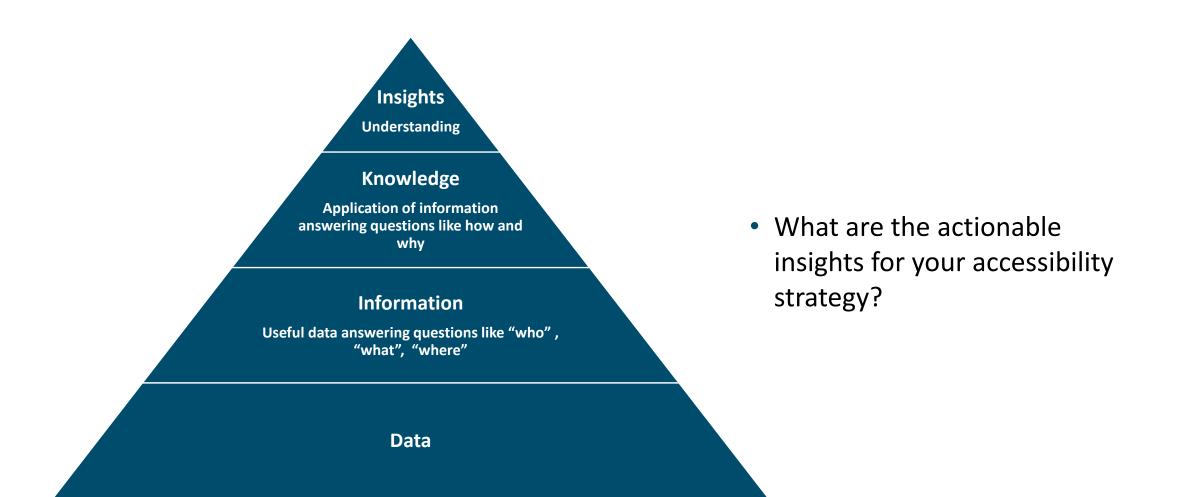
- Understanding the data

- How to integrate the API with reporting tools

- How to create insightful dashboards

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Leading to Actionable Insights

Insights

Understanding

Knowledge

Application of information answering questions like how and why

Information

Useful data answering questions like "who" , "what", "where"

Data

- What are the actionable insights for your accessibility strategy?

Leading to Actionable Insights

Insights

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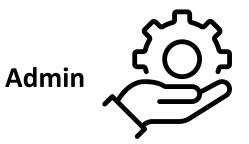- What are the actionable insights for your accessibility strategy?

Understanding the Data Provided by the Ally Reports

From Data to Actions

Reports vs Exports

Instructor

- Course Accessibility Report:
  - Easiest issues to fix
  - Most Critical issues

Admin

- Institutional Report:
  - Trend line
  - List of issues
  - Usage
  - Issues per course

- Exports
  - CSV files
  - API (new!)

CSV Files From Report Export

By Courses

- Courses.csv

By Departments

- Departments_months.csv

- Departments_terms.csv

- Departments_years.csv

By Time Frames

- months.csv

- terms.csv

- years.csv

What Information is Available in Each CSV File

Scores

- Overall Score

- Files Score
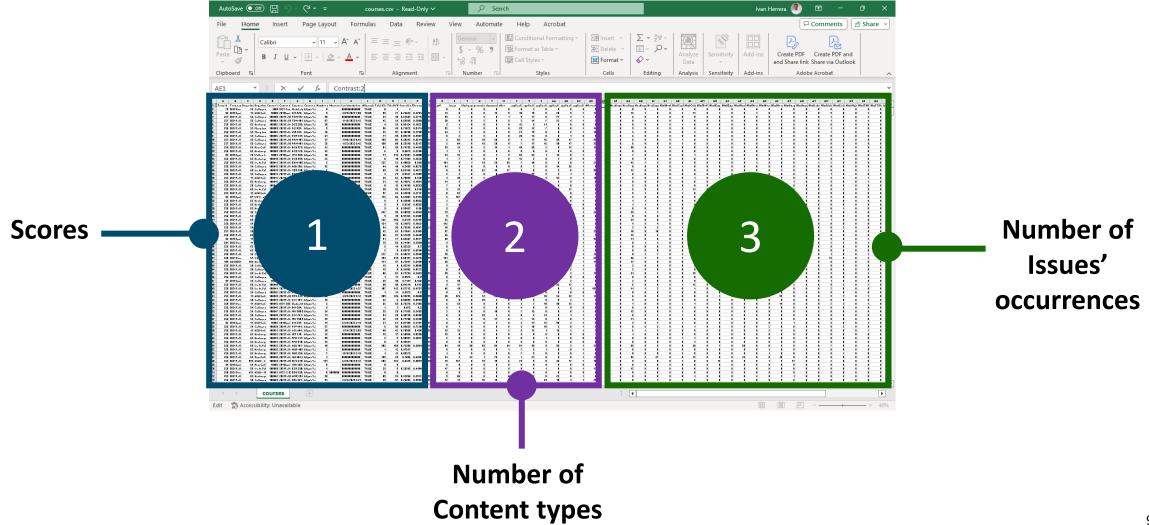
- WYSIWYG Score

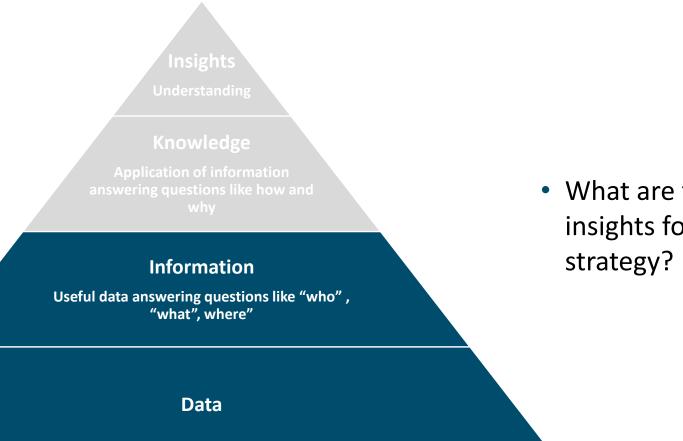- Additional Information

Number of Content types

- Number of Files
  - PDF
  - Images
  - HTML standalone files
  - Presentation
  - Documents

- Number of WYSIWYG items
  - E.g Pages, quizzes, announcements

Number of Issues' occurrences

- How many times an issue has occurred
  - E.g Color Contrast, Image Alternative Text, Heading Order.

What Information is Available in Each CSV File

Scores — 1

2 — Number of Content types

3 — Number of Issues' occurrences

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Leading to Actionable Insights

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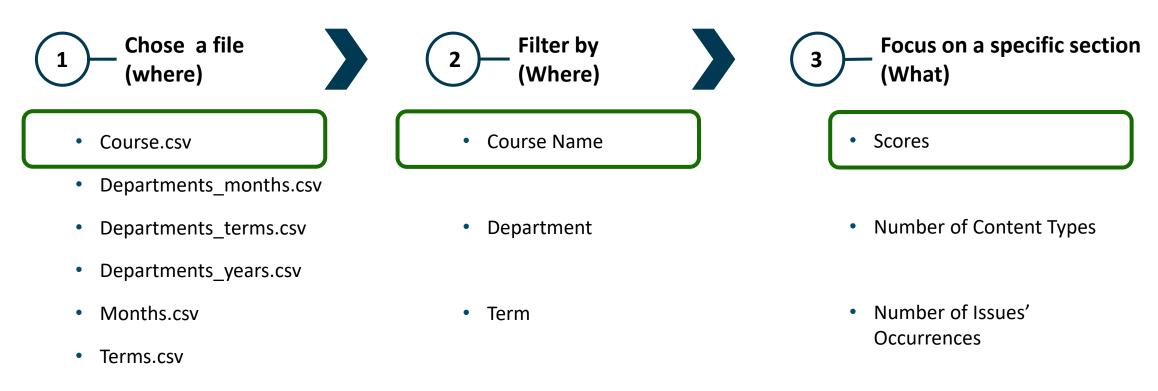- What are the actionable insights for your accessibility strategy?
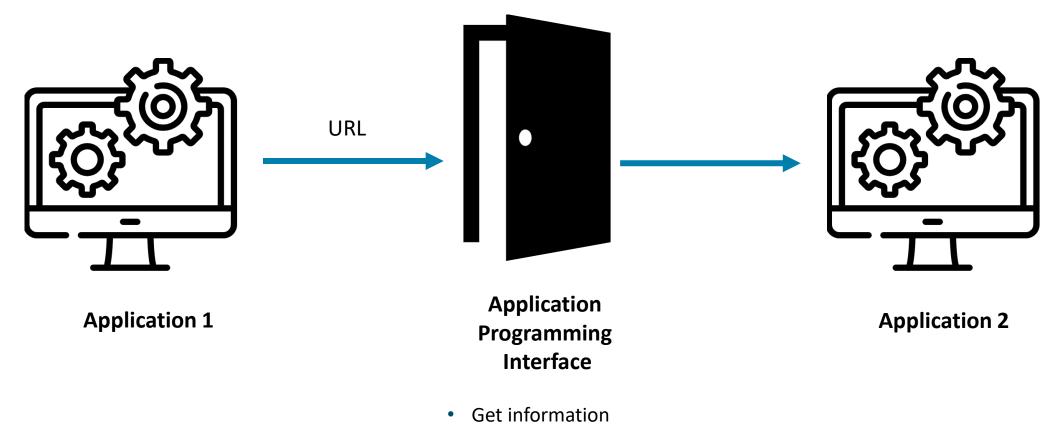
Get the overall score of a specific course over time

1 — **Chose a file (where)**

- Course.csv
- Departments_months.csv
- Departments_terms.csv
- Departments_years.csv
- Months.csv
- Terms.csv
- Years.csv

2 — **Filter by (Where)**

- Course Name
- Department
- Term

3 — **Focus on a specific section (What)**

- Scores
- Number of Content Types
- Number of Issues' Occurrences

How to Integrate Ally With Reporting Tools Like Power BI
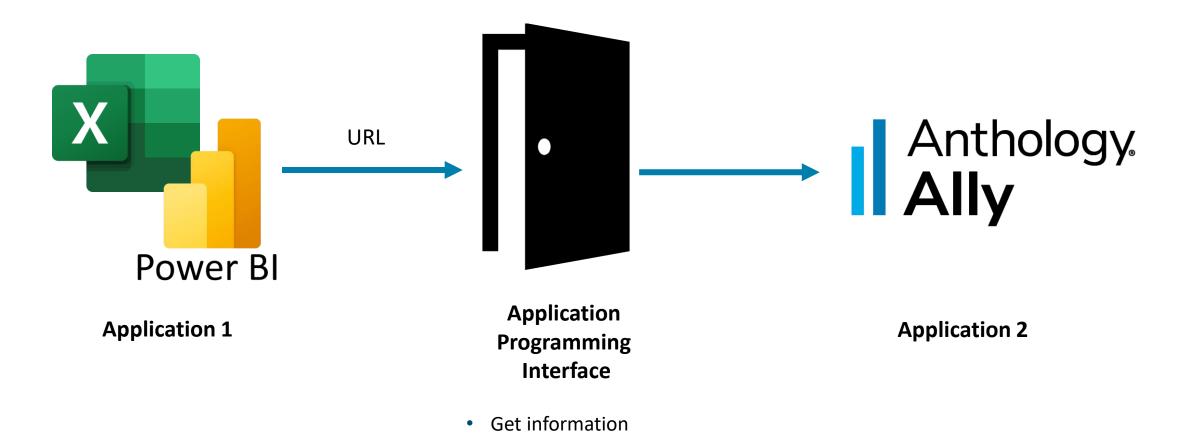
Using the API without technical knowledge

What is an API?

Application 1

URL

Application Programming Interface

- Get information

- Execute actions

Application 2
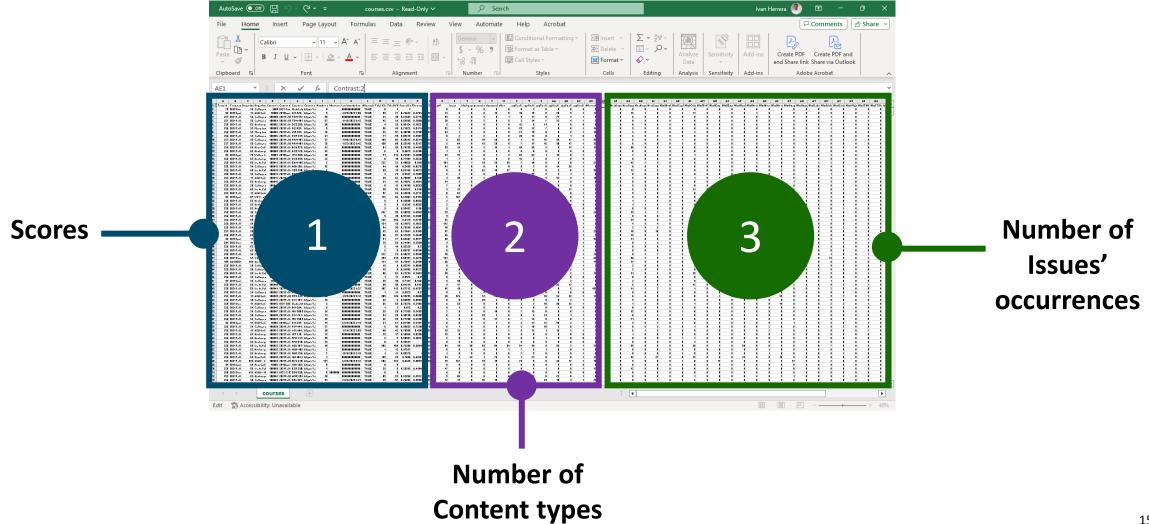
What is an API for reporting?

Application 1

URL

Application Programming Interface

Application 2

- Get information
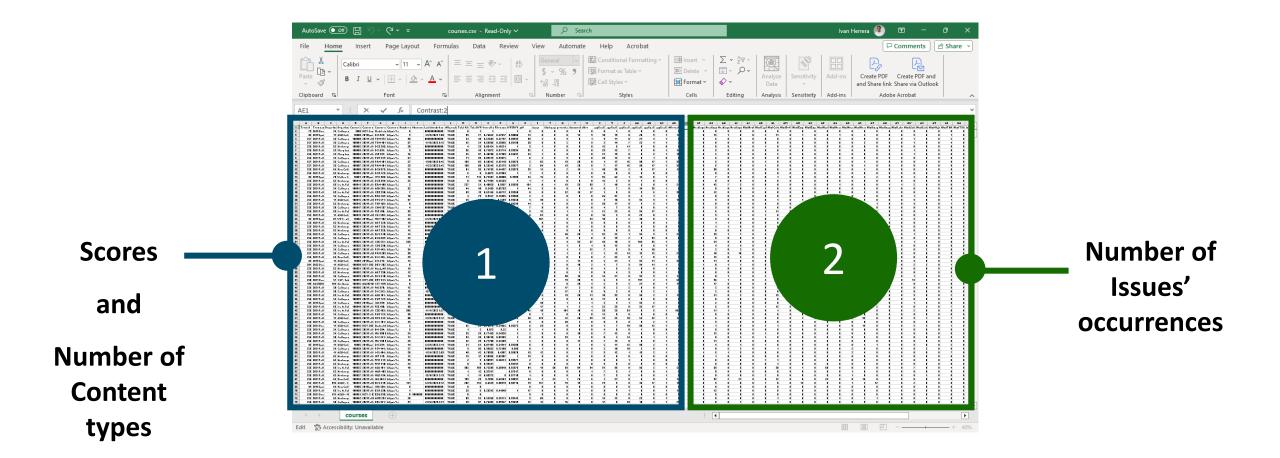
WHICH INFORMATION???

What Information is Available in Each CSV File

Scores — 1

Number of Content types — 2

Number of Issues' occurrences — 3
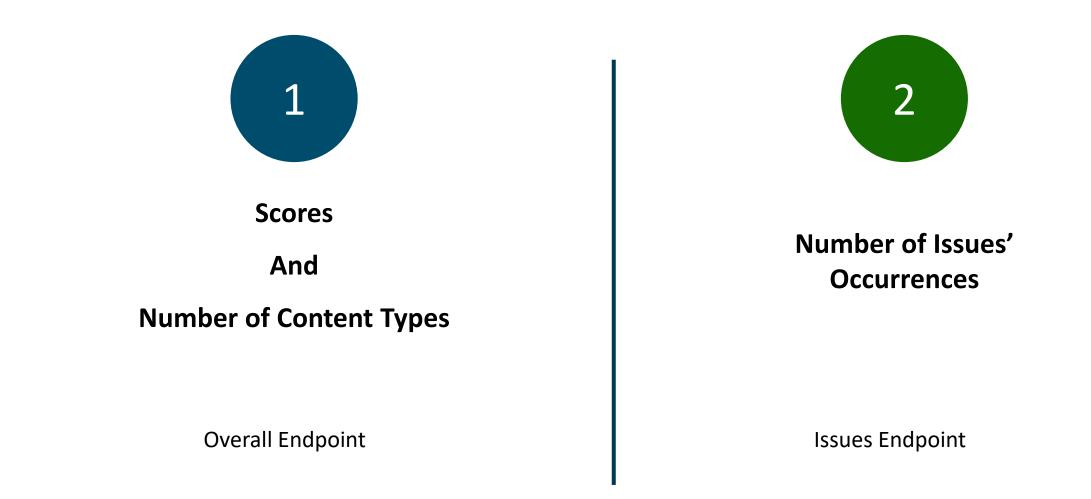
What Information is Available in Each API endpoint

Scores and Number of Content types — 1

2 — **Number of Issues' occurrences**

Endpoints (URLs)

1

Scores

And

Number of Content Types

Overall Endpoint

2

Number of Issues' Occurrences

Issues Endpoint

Endpoints (URLs) Format

https://**[Region]**/api/v2/clients/**[Ally Client ID]**/reports/**[Endpoint]**

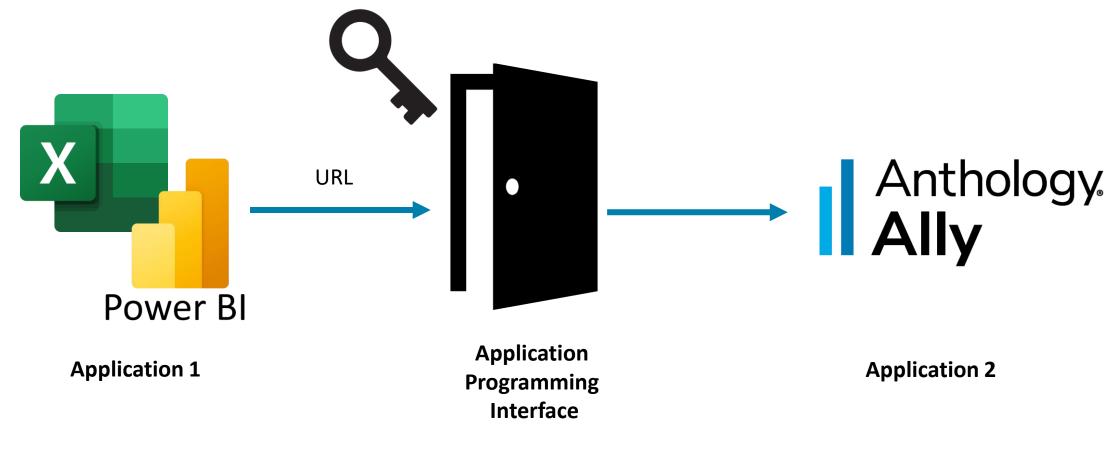### [Region]

[Ally Client ID]

[Endpoint]

- US data center: prod.ally.ac
- Canadian data center: prod-ca-central-1.ally.ac
- European data center: prod-eu-central-1.ally.ac
- Singapore data center: prod-ap-southeast-1.ally.ac
- Australian data center: prod-ap-southeast-2.ally.ac

- Requested via Support Ticket

- Overall
- Issues
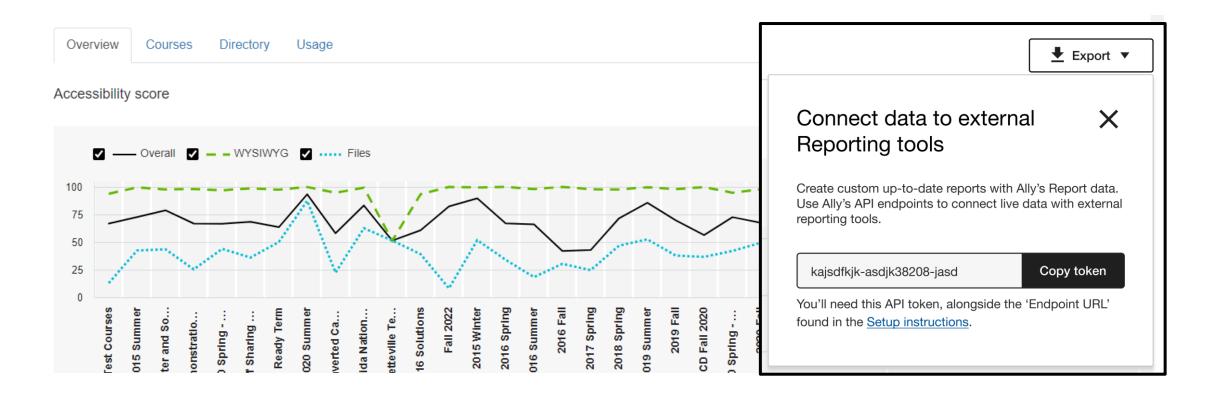
Example: https://**prod.ally.ac**/api/v2/clients/**1534567**/reports/**overall**

How to Get the Key

Application 1

URL

Application Programming Interface

Application 2

- Get information

How to Get the Key (token)

[Ally API for Reporting Tools Documentation](https://help.blackboard.com/Ally/Ally_for_LMS/Administrator/Ally_Institution_Report/Integrate_Ally_API)
https://help.blackboard.com/Ally/Ally_for_LMS/Administrator/Ally_Institution_Report/Integrate_Ally_API

Configuration Demo

Using Power Bi

anthology.

What you need to integrate it

- URL
  - https://**prod.ally.ac**/api/v2/clients/ **11513455 /**reports/**overall**
- Token
  - From the Institutional Report

Considerations

- You must have access to the Institutional Report

- The Ally API It has a limit of 10000 rows in one response

  – You can use filter or sorting options to get a scoped or smaller response

- Data remains the same for 15 minutes after the first call of an endpoint

Using Filters or Sorting Options

Sorting

- Ascendent or Descendent based on:
  - Course Name
  - Course ID
  - Term ID
  - Term Name
  - Overall Score
  - Files Score
  - WYSIWYG Score
  - Webpage Score (only for Ally for Websites)

Filtering

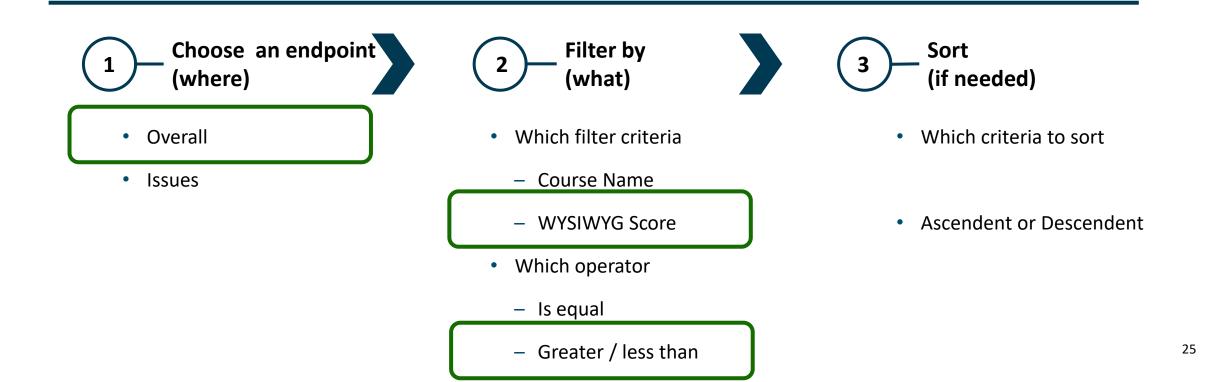- Filter based on:
  - Course Name
  - Course ID
  - Term ID
  - Term Name
  - Overall Score
  - Files Score
  - WYSIWYG Score
  - Webpage Score (only for Ally for Websites)
- You can use operators like:
  - Is equal
  - Is not equal
  - Contains
  - Start with
  - Less / greater than

List of courses with WYSIWYG score greater than 70%

1 — **Choose an endpoint (where)**

- Overall
- Issues

2 — **Filter by (what)**

- Which filter criteria
  - Course Name
  - WYSIWYG Score
- Which operator
  - Is equal
  - Greater / less than

3 — **Sort (if needed)**

- Which criteria to sort

- Ascendent or Descendent

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Endpoints (URLs) Format With Filters

Main URL

https://prod.ally.ac/api/v2/clients/1534567/reports/overall **?[Filter]=[Operator]:[value]**
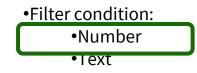
[Filter]

- courseName
- courseId
- termId
- termName
- overallScore
- filesScore
- wysiwygScore
- webPageScore (only for Ally for Websites)

WARNING: IT IS CASE SENSITIVE

[Operator]

- eq - equal
- ne   -not equal
- co – contains keyword
- nc – Does not contain keyword
- le – Less than or equal
- lt – Less than
- ge – Greater than or equal
- gt – Greater than

[Value]

- Filter condition:
  - Number
  - Text

Exercise: List of courses with WYSIWYG score greater than 70%

Example: https://prod.ally.ac/api/v2/clients/1534567/reports/overall**?wysiwygScore=gt:0.7**

Demo Using Filters

Using Power Bi
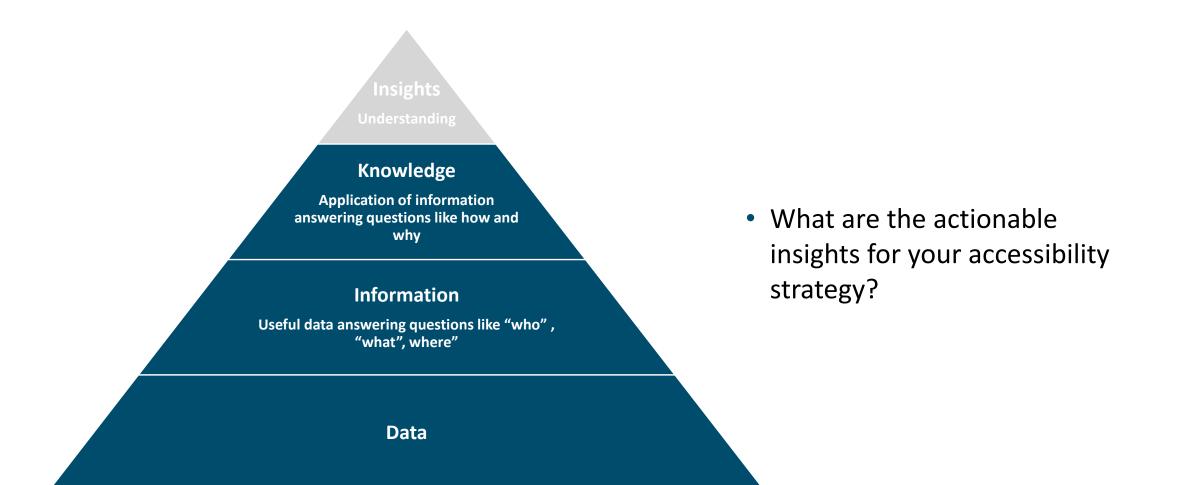
anthology.

What you need to integrate it

- URL
  - https://prod.ally.ac/api/v2/clients/ **11513455** /reports/overall**?wysiwygScore=gt:0.7**
- Token
  - From the Institutional Report

How to Create Insightful Dashboards Tailored to Your Strategy

Data-driven decisions

Leading to Actionable Insights

Insights
Understanding

Knowledge
Application of information answering questions like how and why

Information
Useful data answering questions like "who", "what", where"

Data

- What are the actionable insights for your accessibility strategy?

What Do You Consider in a Dashboard

- What is the question you are trying to answer with the dashboard
  - Who, What , Where: By courses, by terms, by issues, by content type (Files), etc.
  - How and why: e.g why instructors have lower scores on files than on WYSIWYG?
- Keep them simple and friendly to the eye (avoid clutter)
- Fancy not always means useful
- What type of dashboard are you building (analytic, tactical, operational)
- Tell a story with your dashboards

Demo
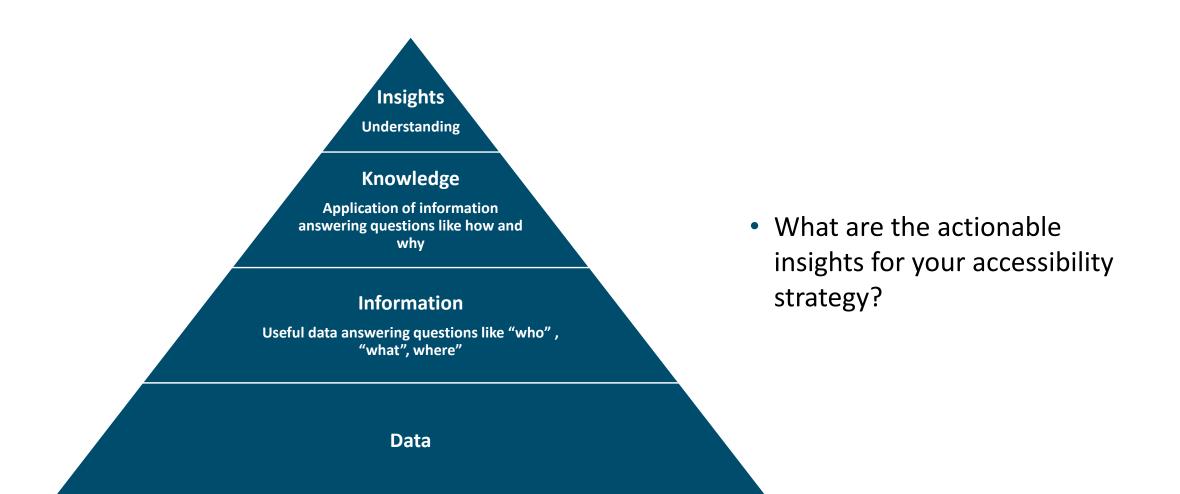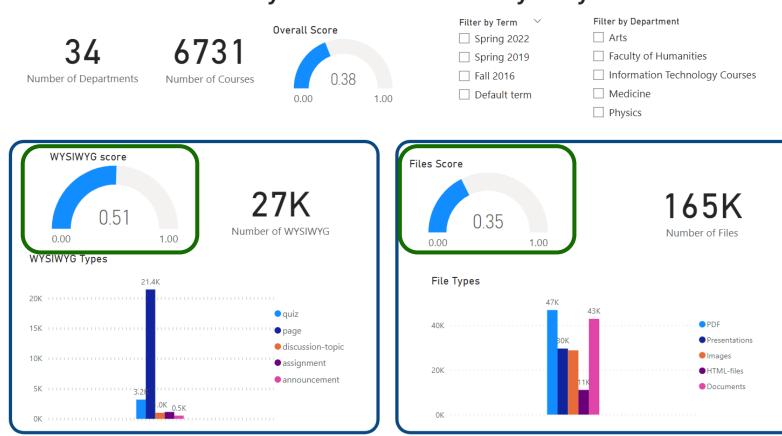
Using Power Bi

anthology.

From Dashboards to Actionable Insights

Trigger your strategies

Leading to Actionable Insights

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- What are the actionable insights for your accessibility strategy?

Leading to Actionable Insights
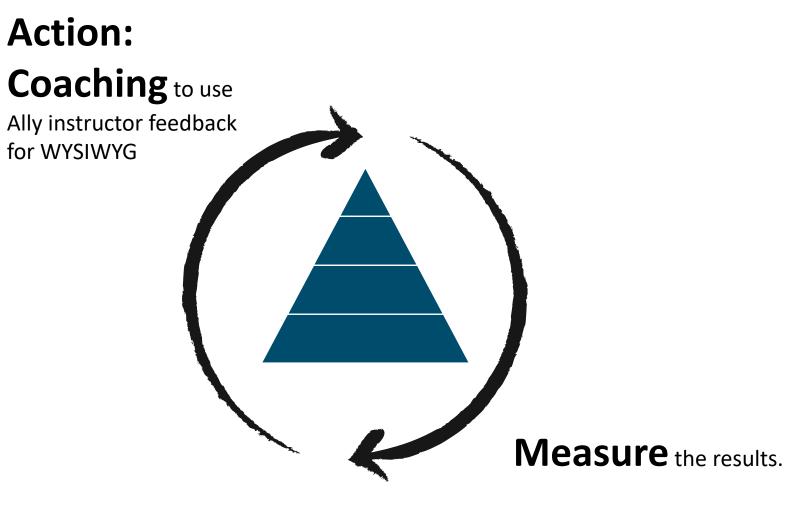
Ally Institutional Accessibility Analysis

34
Number of Departments

6731
Number of Courses

Overall Score
0.38
0.00   1.00

Filter by Term ⌄
☐ Spring 2022
☐ Spring 2019
☐ Fall 2016
☐ Default term

Filter by Department
☐ Arts
☐ Faculty of Humanities
☐ Information Technology Courses
☐ Medicine
☐ Physics

WYSIWYG score
0.51
0.00   1.00

27K
Number of WYSIWYG

Files Score
0.35
0.00   1.00

165K
Number of Files

WYSIWYG Types
21.4K
20K
15K
10K
5K
3.2K   .0K   0.5K
0K
● quiz
● page
● discussion-topic
● assignment
● announcement

File Types
47K   43K
40K
30K
20K
11K
0K
● PDF
● Presentations
● Images
● HTML-files
● Documents

- WYSIWYG has better score, looks like is easier to make WYSIWYG accessible than files

- PDF is a problematic content type, and still is the most used

Leading to Actionable Insights

Campaign to
Promote WYSIWYG

Coaching to
use Ally instructor
feedback for
WYSIWYG

Focus on
departments with
lower scores

Takeaways
to avoid using PDF

Leading to Actionable Insights

Action:

Coaching to use
Ally instructor feedback
for WYSIWYG

Measure the results.

E.g Number of WYSIWYG
items and their score

Takeaways

Data is knowledge, knowledge is power

Takeaways

- Understand the Ally data

- See the dashboards as answers to your main strategic questions

- You do not have to be a data scientist to build insightful dashboards

- Strategies are cycles, always measure the results of your strategies

- Fancy dashboards not always mean insightful dashboards, keep them simple