Communications to Mobilize and Motivate your Campus for Fix your Content Day 2020

The Fix your Content Day Communications pack contains messaging templates, graphics, and strategies for helping you mobilize participation on your campus. During this 24-event, the goal is to encourage anyone and everyone on your campus to fix as many files as possible through Ally. Remember, the fixes need to happen through the Ally User Interface to be counted in the contest.

Strategies for Organizing on your Campus

- **Make it Social:** Organize a two-hour Fixathon via web conference, where people join in and work on fixing accessibility issues with their course content as a group so that you can also answer questions, provide tutorials, and have fun together making your campus more inclusive for everyone
- **Email and Messaging Campaign:** Send out a mass email or post an announcement in the LMS about your participation in Fix your Content Day. Refer to the templates included in this Communications Pack for guidance.
- **Keep it Simple:** Some accessibility issues are easier to fix than others, so encourage participants to start with simpler issues.
    - Add alt text to images directly through Ally
    - Fix headings issues in Word documents (the syllabus is great document to fix)
    - Replace Scanned PDFs by downloading an OCRed PDF from Ally's alternative formats to boost your score
- **Involve everyone on campus:** Ally can help you address accessibility issues with more than just your course content. You can create course shells for marketing teams, web teams, and other offices on campus. Encourage them to upload documents shared around campus into their course shells, check the Ally feedback, and make corrections to the accessibility issues.
- **Make it a fun campus competition:** See which department can contribute the most fixes to Ally, and award the winning department a small prize or recognition. The Ally Team can work with you to determine fixes per department. Check out what Grand Valley State did for their Accessibility Competition.
- **Share you progress on social:** Tweet updates and progress with the official Fix your Content Day hashtags: #FixYourContent #BbAlly #GAAD2020
- **Leverage Existing Resources:** The Ally Communications and Adoption Toolkit has a number of one-pagers that walk through how to fix accessibility issues through the Ally Instructor Feedback. You can remix and repurpose these as part of your outreach and support. You can also find the Ally logos and icons in the Image Library.

List of Resources Included in the Pack

You can also access the Fix your Content Day Communications Assets via link here
- Email Message and LMS Announcement Templates DOCX (and below)
- Fix Your Content Day JPEG
- Ally Logo PDF
- Ally Green Indicator PNG
- Go Green for GAAD JPEG

- Go Green for GAAD GIF
- Email Header JPG
- Instructor Feedback File Fix MOV
- Instructor Feedback Image Description GIF
- Ally Sunglasses GIF

Email and LMS Announcement Messaging Template

Greetings faculty and staff,

May 21st marks the annual Global Accessibility Awareness Day and as part of our campus-wide commitment to inclusive education, we are participating in the first ever Blackboard Ally "Fix your Content Day." For 24 hours, we'll be on a mission to fix as many accessibility issues with course files as we can. At the end of the day, the campus with the most files fixed will be recognized and awarded a prize.

How can you help? Start clicking those red and orange indicators in your courses and fix as many files as you can. Focus on images that need a description and Word documents to start. Aim for 100% but improvement is what counts!

For more information on how to fix files through Ally, check out [insert campus help page]
Link to Ally Instructor Video
Blackboard Ally Help Page: Improve File Accessibility

LMS Announcement [Brief]

We're participating in a global competition to see which campus can improve the accessibility score of the most files. Help our campus win by clicking the accessibility indicators in your course, and making the suggested accessibility improvements. For more info visit: [insert campus support link]