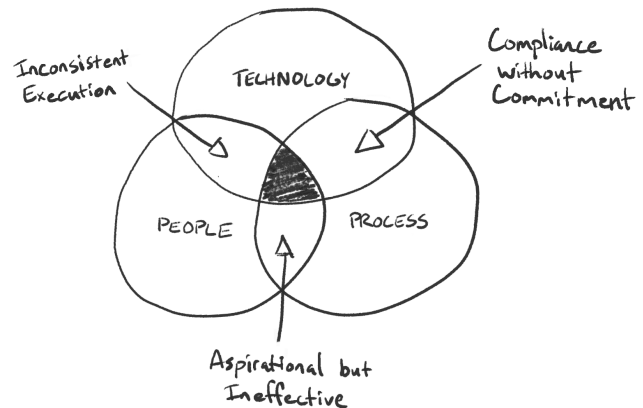


The Sustainable Accessibility Framework

Effective accessibility requires three interconnected elements: *technology*, *people*, and *process*. When organizations get all three right, accessibility becomes:

- Embedded in their culture
- Not just a one-off project
- A path to long-term success



Pitfalls To Avoid

⚠ Technology + People (*but no Process*) = Inconsistent Execution

The team cares and has the tools, but without structure, accessibility efforts vary widely across projects.

⚠ People + Process (*but no Technology*) = Aspirational but Ineffective

The team is aligned and committed, but lacks the technical solutions to turn intent into impact.

⚠ Process + Technology (*but no People*) = Compliance without Commitment

Systems are in place, but no one feels responsible or invested. Accessibility becomes a checkbox, not a commitment.

Organizational Assessment

This assessment will help you create an accessibility action plan that your team is more likely to follow through on. You will identify concrete steps for execution and have something valuable to share with colleagues. By revisiting this planning exercise regularly, you can celebrate your progress and maintain momentum over time.

SMART Goals

Each section of the assessment uses SMART goals, which are *specific*, *measurable*, *achievable*, *relevant*, and *time-bound*. An example of a smart goal might look like this:

Within the next six weeks, the development team will complete accessibility testing of the checkout process using axe DevTools and NVDA, and fix at least 90% of identified WCAG 2.1 Level AA issues to improve usability for screen reader users and reduce cart abandonment.

Technology

List all the web technologies you use that need accessibility evaluation (e.g., website CMS, plugins, third-party integrations, email marketing templates, etc.).

Make a SMART goal that you want to achieve in the next 3-6 months.

What steps are needed to reach that goal?

People

Determine who on your team needs accessibility training and what topics should be covered.

Make a SMART goal that you want to achieve in the next 3-6 months.

What steps are needed to reach that goal?

Process

Review your current accessibility procedures and choose one activity to add or improve to make it clearer and more actionable.

Make a SMART goal that you want to achieve in the next 3-6 months.

What steps are needed to reach that goal?
