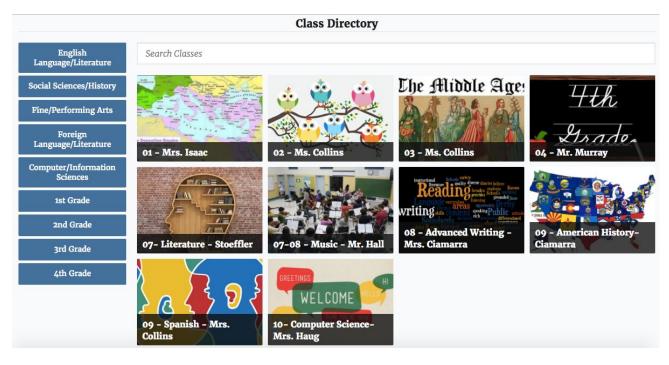# eChalk®

A warm welcome back! As we gear up for the 2017-2018 school year, here are some helpful strategies to optimize your end user's experience within eChalk.

Class Directories- If your district is using eChalk class pages and directory (pictured below), the beginning of a new school year is the perfect time to evaluate and organize your district's class naming conventions. eChalk uses a standard alphanumeric process to sort and display input class titles (sorts numbers first, and then the numbers that include text characters, followed by strictly letters). Adopting a standardized naming convention will help to ensure a positive experience for your end users when searching class directories. Please note that existing class titles can be updated at any time.

Examples (*See below illustration*)-
   A. A new class titled "Mr. Murray- English" will display after "10-Computer Science-Mrs. Haug", due to the fact that letters follow numbers.
   B. A new class titled "09-English-Mr.Murray" will display after "09-American History-Ciamarra" and before "09-Spanish-Mrs. Collins".
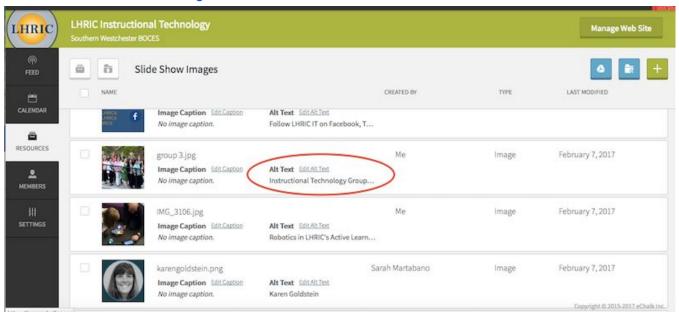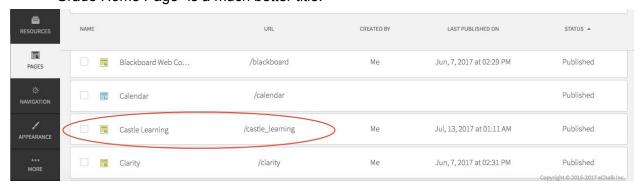
* [Instructions for updating existing class names](#)

eChalk Accessibility Tips- eChalk's website platform supports compliance with [Website Content Accessibility Guidelines (WCAG) 2.0 Level AA](#) standards ensuring that sights are perceivable, operable, understandable and robust.

1. **Always use Alt Text.** Every image you use should have alt text applied, preferably when you upload it, so you don't have to go back to add it later.
   - **Keep Alt Text short and accurate**. It should not be a caption; it is a short description of what is in the photo itself. (e.g. "student with butterfly" or "baseball trophy."
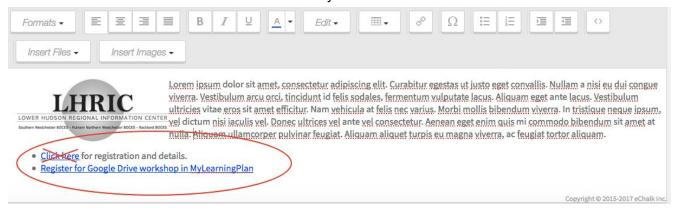
   * [Instructions for adding Alt Text](#)

2. **Page titles matter.** Page titles should clearly state where the user is. It is the first thing that users hear on a screen reader. So "Home Page" is not a great title; "Mrs. Clark's 5th Grade Home Page" is a much better title.

3. **Do not name links ambiguously**. In other words, don't use "click here" as your link. This is ambiguous and doesn't really let the user know where they are going. The link should describe where it is that it will take you.

4. **Watch the use of text color**. Don't use color alone to convey meaning. For example, don't change the color of text in an RTE block to indicate importance or some other meaning.

All fields in red are required.

Name- _____
Phone #- _____
Address- _____
City/Province- _____
email- _____

5. **Caption videos**. YouTube has automatic captioning that can be enabled for videos. If the caption isn't accurate, they allow you to edit it, so it better reflects your video's contents. Use their captioning feature or, if you're not using YouTube to host videos, create transcripts or captions using tools provided by your video host.

6. **Reduce the use of PDFs where possible, or make your PDFs accessible**.
   Sometimes PDF's can be avoided by putting content into a regular web page format. However, for some materials (manuals, handbooks, etc.) you may need a PDF that can be easily downloaded or printed without losing formatting. Where a PDF is needed, you should ensure that the PDF is created to be accessible. This is now an option in Adobe Acrobat ("Tags" & "Autotags") and in newer versions of Word when you save files as a PDF.