



The Next-Gen Campus Store

Accessible, Compliant, and Student-Ready

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Agenda

Why Accessibility Matters Now More Than Ever

What the Requirements Mean

The Store's Role

Tools and Solutions

What's Next

Why Accessibility Matters

Accessible course materials help ensure:

- All students can engage with course content
- Learning barriers are reduced for every learner
- Faculty can design more inclusive courses
- Institutions meet regulatory compliance requirements

Accessibility is both a student success issue and a compliance issue.

The Campus Store Is Part of the Equation

Stores sit at the intersection of adoption and delivery.

Every title that reaches a student passes through the campus store, making stores a critical link in the compliance chain.

What this means for stores:

- Stores play a key role in ensuring students receive materials that meet compliance standards
- Materials surfaced through the store become part of the institution's compliance footprint
- Proactive catalog evaluation helps protect students, faculty, and the institution

Accessibility Is Now a Legal Requirement

"...that will include ensuring websites, mobile apps and digital textbooks contain accessible text, images, sounds, videos, controls, animations and more. The rule sets the Web Content Accessibility Guidelines (WCAG) Version 2.1, Level AA, as the technical standard for compliance."

ADA Title II Rule :[ADA.gov](https://www.ada.gov), 2024

ADA Title II in Practice

- This means ensuring websites, mobile apps, and digital textbooks contain accessible text, images, sounds, videos, controls, animations and more
- Institutions are legally responsible for content they select or adopt
- Content must meet WCAG 2.1 AA; platform accessibility alone is not enough
- Violations can result in fines, legal action, and loss of federal funding

Enforcement effective April 26, 2027 for most institutions.

What This Means for Institutions

To avoid compliance risk and violations, institutions:



Must verify and document accessibility of all adopted digital content.



Need transparent metadata and risk reporting to stay compliant.



Need to work with trusted partners to avoid putting students or funding at risk.

Evaluate content before adoption: Institutions are solely responsible for the accessibility of selected materials. If content does not meet standards, it may not support accessibility features on the platform.

VitalSource provides transparency—not certification—via publisher metadata, VPATs/ACRs, and risk reporting tools.

What This Means for Campus Stores

Stores are responsible for the titles they procure and surface to students.



Non-compliant materials in the store catalog create institutional liability.



The adoption stage is the best opportunity to catch accessibility gaps; before students are affected



Stores that surface accessibility information build trust with faculty and Administrators.

Stores need to be active evaluators, not passive order-fulfillers.

VitalSource provides transparency—not certification—via publisher metadata, VPATs/ACRs, and risk reporting tools.

What This Means for VitalSource

VitalSource commits to building and maintaining platforms that meet WCAG 2.1 AA standards.



What that platform commitment covers:

The features, interfaces, and workflows we design and control

Assistive technology compatibility across all major screen readers

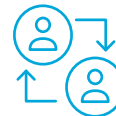
Regular third-party audits against the WCAG checklist



How responsibility is shared:

Publisher content must meet WCAG 2.1 AA independently; VitalSource does not certify or remediate third-party content

Institutions and stores remain responsible for the titles they select and adopt



How we bridge the gap:

We surface publisher-provided accessibility metadata across our systems so you can evaluate content before it reaches students

Common Accessibility Challenges for Stores



Identifying Accessible Materials

Limited visibility into accessibility metadata before adoption decisions are made.



Managing Mixed Formats

Balancing print, PDF, EPUB, and courseware; each with different accessibility profiles.



Supporting Faculty Awareness

Faculty often lack tools or training to evaluate accessibility before adopting a title.



Legacy and At-Risk Content

Older titles in existing catalogs may carry significant compliance risk.

How to Evaluate Materials: A 3-Step Framework

1

Evaluate

Review accessibility metadata and claims provided by the publisher. Look for WCAG conformance statements, ways of reading, and hazard disclosures.

2

Ask

Engage publishers and your VitalSource rep. Ask whether a VPAT/ACR exists, what the remediation roadmap looks like, and what the accessibility score is.

3

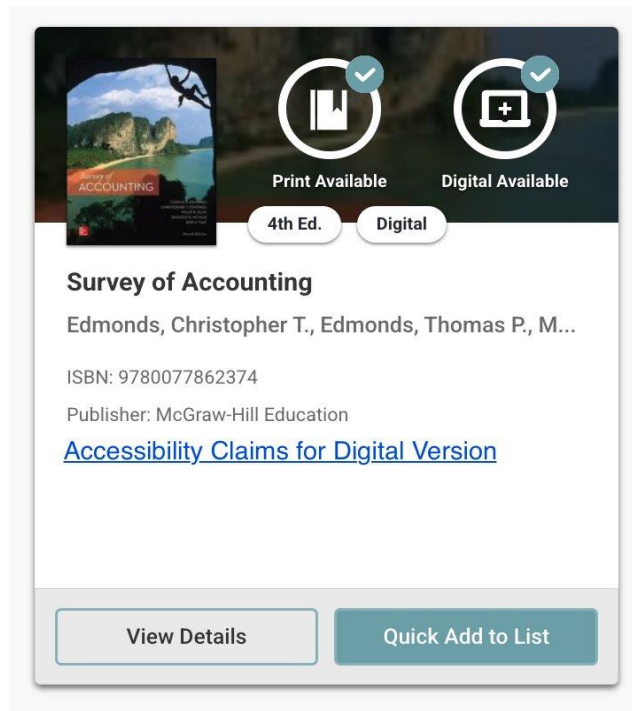
Decide

Make an informed adoption decision. Document your evaluation. If a title poses risk, flag it for faculty review or explore compliant alternatives.

Discovery During the Adoption Process

Instructors see accessibility claims directly on the search result item card before they finalize a title selection. This means:

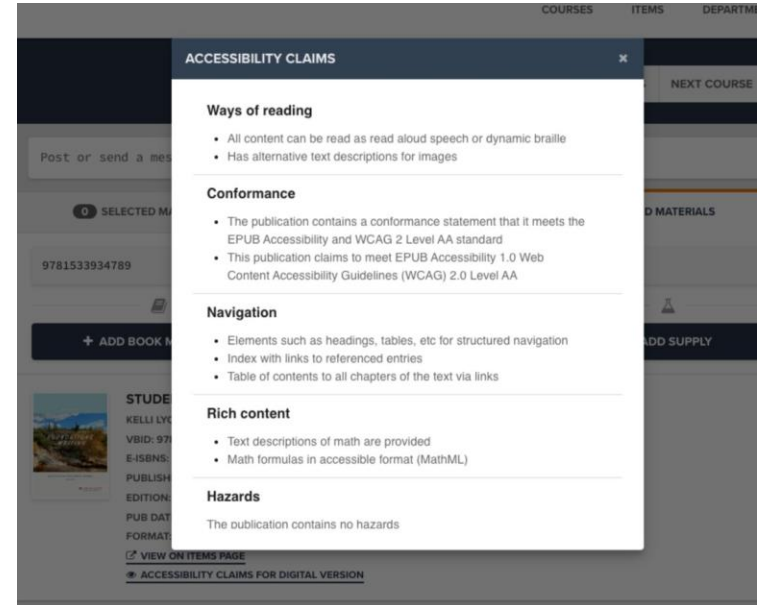
- Accessibility information is available pre-adoption, not just post-purchase
- Faculty can link directly to accessibility claims for digital versions
- Stores can use this same visibility to proactively flag at-risk titles



The screenshot displays a search result card for the textbook 'Survey of Accounting'. The card features a book cover image on the left. To the right of the cover are two circular icons with checkmarks: one for 'Print Available' and one for 'Digital Available'. Below these icons are two buttons: '4th Ed.' and 'Digital'. The title 'Survey of Accounting' is prominently displayed, followed by the authors 'Edmonds, Christopher T., Edmonds, Thomas P., M...'. Below the authors, the ISBN '9780077862374' and the publisher 'McGraw-Hill Education' are listed. A blue link labeled 'Accessibility Claims for Digital Version' is provided. At the bottom of the card are two buttons: 'View Details' and 'Quick Add to List'.

What to Look For: Accessibility Claims and Metadata

- **Ways of Reading:** Screen reader support, read-aloud capability, braille, image alt text
- **Conformance:** WCAG 2.1 AA conformance statement and certifier credential
- **Navigation:** Table of contents, headings, index links, page list
- **Rich Content:** MathML for formulas, video captions, transcripts
- **Hazards:** Flashing content, motion simulation, or sound warnings



Transparency for Students and Instructors

What students see in Bookshelf:

The screenshot shows a user interface for a digital library. On the left is a navigation sidebar with options: Home, Search, MY SHELVES (My Library, Favorites, Expired), Store, My Account, Help, and Feedback. The main area is titled 'My Library' and displays a grid of book covers. Each cover includes the title, author, edition, and a 'Courseware + Etextbook' label. Below the grid, there are three detailed views of books:

- Medical-Surgical Nursing** (9th Edition) by Ignatavicius, Workman, and Rebar. It features a 'Courseware + Etextbook' label and 'Accessibility Claims'.
- MyLab Statistics with Pearson eText Access Code for Elementary Statistics** (14th Edition) by Mario F. Triola. It features a 'Courseware + Etextbook' label and 'Accessibility Claims'.
- Spanish for the Professions** (1st Edition) by Cengage Learning. It features a 'Courseware + Etextbook' label and 'Accessibility Claims'.

Below these are three more book covers: **High Acuity Nursing** (EXPIRING SOON), **The Beast in the Jungle** (The Originals), and **Disaster Nursing and Emergency Preparedness** (1st Edition).

Why this matters for stores:

- Store staff can confidently recommend titles with verified accessibility claims which reduces liability risk at point of fulfillment
- Instructors gain visibility into accessibility information for course materials and content format availability
- Students can self-identify titles that meet their needs before opting in or purchasing

How VitalSource Addresses Accessibility

1

Discovery

Users need to find relevant content and use metadata to understand what is in the content.

2

Disclosure

Users need to understand any platform limitations that deliver the content.

3

Debt

Continuous Improvement
Vendors need to keep closing the gaps identified in disclosures.

Stores benefit from all three as downstream partners.

Bookshelf's Assistive Technology



Compatibility with all major screen readers such as Microsoft Narrator, JAWS, NVDA, TalkBack, VoiceOver, and more



Common accessibility shortcuts with scrubber bar, table of contents, and search that makes navigation easy



Built-in speech functionality with Read Aloud



Font choices including OpenDyslexic, so users can read in comfort



Content controls, including altering screen colors, night mode, and magnification

Self-Service Reporting Tools for Stores



Active Titles Report

Get a full view of every digital title currently in your catalog including format, publisher, and adoption status.



Accessibility Risk Report

Identify titles flagged as high-risk for accessibility compliance before students are enrolled or a complaint is filed.

How stores use these reports:

- Pull the Accessibility Risk report before each term's adoption window
- Flag at-risk titles to faculty for review and potential replacement
- Document your evaluation process to demonstrate due diligence

Ensuring Your Vendors Are Invested

Green Flags ✓

- Published VPAT/ACR available on request
- WCAG 2.1 AA conformance statement on title metadata
- Clear remediation roadmap with milestones
- Proactive notification when titles are updated for accessibility
- Over 60% of EPUBs include accessibility metadata

Red Flags ✗

- No accessibility documentation available
- Vague claims; "we're working on it" with no timeline
- Unable to provide VPAT or ACR
- No accessibility metadata in ONIX or EPUB files
- No third-party audits of platform or content

Questions to Ask

- Do you have a current VPAT or ACR available for this title?
- Does this title carry a WCAG 2.1 AA conformance statement?
- How do you notify partners when accessibility metadata is updated?

Discussion and Action Items

Let's Talk It Through

- What's your current process for evaluating accessibility before adopting a title? Is there one?
- Have you or your institution received any faculty or student complaints related to inaccessible course materials?
- How are you communicating accessibility information to faculty today, and what's missing?

Next Steps

- Pull the Accessibility Risk report for your current catalog before the next adoption window
- Ask your top 3 publishers for their VPAT/ACR documentation
- Schedule a conversation with your VitalSource rep to review at-risk titles

Resources

VitalSource Accessibility Hub

accessibility.vitalsource.com

VPAT/ACR reference, accessibility statement, platform documentation

ADA Title II Final Rule

ada.gov/resources/2024-03-08-web-rule/

DOJ's rule establishing WCAG 2.1 AA as the federal standard for state/local entities

NACS/ICBA Resources

[NACS HUB](#)

Industry association guidance on accessibility compliance for campus stores

Connect with Us

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