

SENATE RESOLUTION
[NUMBER - SR-S24-004]

PRIMARY AUTHOR(S)	Teesha Sreeram (CHASS Senator) Skylar Lee (Senate Intern) Anahita Hooshyari far (First-Year Fellow)
SECONDARY AUTHOR(S)	Andrew Friedman (Student Disability Union Chair of Recruitment) Student Disability Union Ray Khan (CHASS Senator) Abby Choy (President Pro Tempore) Nadia Colon (CHASS Senator)
SPONSOR(S)	

TITLE	Accessibility in Media across UCR
--------------	-----------------------------------

WHEREAS, a [Photo Image Description](#) is a description of the image to allow people using screen reading programs to have a better understanding of what is being shown;

WHEREAS, it is important that social media be accessible to all people and students to promote a culture of inclusivity for all;

WHEREAS, visual accessibility for all people groups can be improved through the incorporation of appropriate language, color contrasts, and formatting;

WHEREAS, Photo Image Descriptions can be implemented as a feature on an account's post, allowing for accessibility to the visually impaired audience;

WHEREAS, posting "camel case," or with the capitalization of each word in a hashtag, helps reading software interpret the letters. Ex. Instead of "#senateresolution", use "#SenateResolution";

WHEREAS, As having elaborate captions may be difficult to understand, using simplified language can be helpful to non-native English speakers. Ex. Instead of "Cast your ballot for visionary leadership and progressive change, to promote integrity and innovation transformative policies that shape our collective future.", use "Vote for a leader who cares about making things better and changing our future for the better.";

WHEREAS, When using acronyms utilizing dashes in between each letter helps reading software interpret the letters. Ex. Instead of "ASUCR", using "A-S-U-C-R";

WHEREAS, Improving color contrast enhances how content appears for people with visual impairments and disabilities. For photo slide decks with many words, this helps with readability;

WHEREAS, Having transcripts on videos helps the hearing-impaired audience which can be edited into the video or placed in the caption;

WHEREAS, [8 million Americans deal with visual impairments](#) showing that there is a pertinent need for accessibility in media;

WHEREAS, When describing a photo, use straightforward language to describe what's in the image. Some platforms can generate image descriptions automatically when writing alt text/Photo Image Descriptions. Keep descriptions concise (125 characters max) and minimize periods, as longer texts and excessive punctuation can affect reader software;

WHEREAS, we have a duty to comply with the ADA in regards to what our UCR campus produces physically and digitally for students to interact with;

WHEREAS, according to a SRC Faculty Laura C. Riley and Dr. Maria Keller between 8-24 students per year have visual impairments on the UCR Campus. This number is subject to fluctuation. Regardless of the number of students affected by visual impairments, a lot of students outsource resources to read and see messages whether it be online or a physical copy;

WHEREAS, [“More than 156,000 people with hearing difficulty lives in the Riverside-San Bernardino-Ontario metropolitan area, according to the U.S. Census Bureau 2019 American Community Survey. The city also is home to the California School for the Deaf Riverside \(CSDR\), which serves young people across Southern California and elsewhere”](#) which includes our UCR students as well;

WHEREAS, students with a hearing disability/impairment can utilize Photo Image Descriptions on videos to serve as a sort of transcript that would not otherwise come with the video by itself. It would also serve as a means of including these student populations so they do not have to feel isolated in social media platforms.

Now, therefore, be it

RESOLVED, That The Associated Students of the University of California, Riverside -

- (1) *Let It Be Further Resolved* that ASUCR calls upon registered student organizations to implement photo IDs in all social media platforms.
- (2) *Let it Be Further Resolved,* that ASUCR integrates accessibility into their own social media platforms through Photo IDs, camelcase, image descriptions, and other accessibility tools.
- (3) *Let it Be Further Resolved,* that ASUCR creates an accessibility guide for student organizations to follow.
- (4) *Let It Be Further Resolved* that ASUCR calls upon student life to integrate accessibility in media into yearly club leadership training
- (5) *Let It Be Further Resolved* that ASUCR calls upon registered student organizations to implement photo ids in all social media platforms.
- (6) *Let It Be Further Resolved* that ASUCR calls upon UCR to expand the [Inclusive Style Guide](#) to include accessibility standards for visual or auditory impairments in media.

- (7) *Let It Be Finally Resolved* that ASUCR calls upon Professors, TAs, and faculty to include closed captions on videos and in course materials where applicable.

Cc:

The Highlander

Student Life

Chancellor Wilcox

Residential Life

Registered Student Organizations

Academic Senate

Student Disability Resource Center

Communications Staff

Associate Vice Chancellor & Chief Communications & Marketing Office

Victoria Nguyen

Executive Vice President

SUBMITTED ON - 5/9/2024

COMMITTEE APPROVED ON - 5/9/2024

VOTE COUNT - 4-0-0

SENATE APPROVED ON - 5/15/2024

VOTE COUNT - 9-0-0