



# COMMUNITY BANKERS ASSOCIATION OF ILLINOIS

## Webinar – On-Demand Web Link

### ADA Website Compliance: Requirements, Common Issues & Litigation

Friday, April 6, 2018

10 - 11:30 a.m.

Financial institutions across the country are receiving demand letters from law firms representing disabled clients, who claim they were denied access to goods and services in violation of the Americans with Disabilities Act (ADA). Large sums of money are being demanded to settle the claims. The letters cite website readability and accessibility issues, such as content expressed only in graphics or a font size that is too small. In recent months, the number of ADA suits against financial institutions has spiked sharply! Compliance with ADA website regulations is not something you can afford to postpone. Your website serves as your 24/7 branch and just like your brick and mortar locations, it should provide equal access and opportunities to all. Recent pullback of rulemaking from the Department of Justice does not negate the risk of private lawsuits or limit potential liability if your website does not meet accessibility guidelines. This session reviews common issues cited in demand letters and provides guidelines and best practices to help you prepare a plan to update your website to meet the proposed accessibility standards and avoid costly litigation.

#### HIGHLIGHTS

- Online barriers for people with disabilities
- Solutions to common website accessibility problems
- Issues identified in recent litigation and how to protect your institution
- Detailed review of WCAG 3.0 AA website accessibility guidelines preferred by the Department of Justice
- How ADA requirements affect mobile banking
- Action plan and policy language to prepare for the necessary updates

#### TAKE-AWAY TOOLKIT

- Website accessibility guidelines fact sheet
- Website ADA compliance checklist
- Website ADA compliance action plan
- Sample website policy language
- Employee training log
- Quiz you can administer to measure staff learning and a separate answer key

**Attendance verification for CE credits provided upon request.**

#### WHO SHOULD ATTEND?

This informative session is designed for compliance officers, IT officers, marketing personnel, and staff responsible for website development and maintenance.

#### ABOUT THE PRESENTER

**Dawn Kincaid, Brode Consulting Services, Inc.**, began her banking career while attending The Ohio State University, Columbus. She has 17 years' experience in client service, operations, information technology, administrative and board relations, marketing, and compliance. Most recently Kincaid served as the senior vice president of Operations for a central-Ohio-based community bank, where she created and refined policies and procedures, conducted self-audits and risk assessments, and organized implementation of new products and services. Kincaid has served in the roles of compliance, BSA/AML, CRA, privacy, and security officer. She has led training initiatives, prepared due diligence information, completed a variety of regulatory applications, and coordinated internal and external audits and exams.

#### THREE REGISTRATION OPTIONS

##### 1. LIVE WEBINAR

The live webinar option allows you to have one telephone connection for the audio portion and one Internet connection (from a single computer terminal) to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that allow entrance to the seminar. The session is approximately 90 minutes, including question and answer sessions. Seminar materials, including instructions, PIN number, and handouts are emailed to you prior to the broadcast. You need the most-current version of Adobe Reader available free at [www.adobe.com](http://www.adobe.com).

##### 2. ON-DEMAND WEB LINK\*\*

Can't attend the live webinar? The ON-DEMAND WEB LINK\*\* is a recording of the live event including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Within five business days following the webinar, you are provided with a web link that can be viewed anytime for the next six months. This link expires six months after the live program date.

##### 3. BOTH LIVE WEBINAR AND ON-DEMAND WEB LINK\*\*

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**AFFORDABLE TRAINING, WHEN AND WHERE YOU CHOOSE.**

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**ADA Website Compliance: Requirements, Common Issues & Litigation Telephone/Webcast**  
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