

# AMBULANCE-CHASING, OR INVESTING WHERE OUR HEARTS SHOULD BE?

- Bringing a new service and business to the market later this year
- We're committing to a 2-year proof-of-concept project
- We're driven to act now by the fever over lawyers chasing money, but confident that members need clear guidance in these areas
- Your response will be the proof of the pudding

**CUPAnswers Web Services**

We're looking for early movers to help us get this service started!

Enroll Now [ic18.info/was](http://ic18.info/was)

**Website Accessibility Service**  
Scanning, Reporting, Remediation

Concerned about your website and web accessibility? Worried about the WCAG 2.1 guidelines and how your website conforms? CUPAnswers Web Services is launching a new scanning, reporting and remediation service to monitor your website and guide your accessibility journey toward conformance.

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### Siteimprove Monitoring and Reporting

CUPAnswers Web Services will use the Siteimprove tool to monitor both existing sites and sites in development to work towards meeting the guidelines. Along with accessibility guidelines, Siteimprove also offers Web Services to clients looking for SEO, strategic, and other quality assurance issues which will be defined in reports.

**Develop**  
During development, Web Services will build and scan your site simultaneously to maintain transparency issues down the road.

**Launch**  
At site launch, Web Services will assess and refine new websites using Siteimprove and create an action plan for any accessibility issues prior to launch.

**Monitor**  
All enrolled clients will have automated websites that will provide alerts and Web Services will notify the client and create a remediation plan.

**Report**  
Web Services Team will create and deliver a report each month outlining the credit union's website performance using Siteimprove.

Every new Web Services website will utilize Siteimprove throughout development.

CUPAnswers Web Services will use Siteimprove as a tool for ensuring quality of launch. Clients will then have the opportunity to enroll to continue monitoring reports.

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### Scanning, Reporting and Remediating Existing Websites

**How does it work?**

Powered by Siteimprove, a global leader in website content management, this new service scans your website weekly and provides your content managers and specific details about your website's adherence to Web Content Accessibility Guidelines (WCAG) from the World Wide Web Consortium (W3C). According to the W3C, an automated scanner can 100% detect or guarantee conformance with the WCAG guidelines. This tool can help improve both the quality of your website content and monitor adherence to WCAG.

The service begins with a report being created for the state of the existing website, which is then used to discuss and develop a plan for remediation issues that have been identified. Included in the service is up to 10 hours of development and remediation that must be used within the first year of enrollment. In addition, Web Services will monitor and teach clients how to remediate problems for themselves and educate the client on best practices to avoid creating additional conformity issues in the future.

At the conclusion of the 10 hours of developer time, Web Services will provide a new report which can be used to compare the results of the remediation. If the credit union website has not met an acceptable level of conformity, the Web Services Team will provide an estimate for additional time to remediate additional issues.

Reports provided by CUPAnswers are clearly written and are not necessary to remediate. In those cases, Web Services and the client will discuss and agree not to pursue remediation, and these decisions will be tracked within the Siteimprove tool.

Once your credit union website has met an acceptable level of conformity, we will continue to scan and monitor your website and provide monthly reports to your credit union. Every aspect of your content need affect your accessibility findings. If issues appear, Web Services will provide analysis and estimate on time and cost to remediate problem areas.

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**Service Cost**

One time setup fee: \$500  
10 hours of remediation time included

Annual commitment:

- Tier 1 - 0-10 members: \$75/month
- Tier 2 - 10-100 members: \$150/month
- Tier 3 - 100+ members: \$225/month

Remediation: \$100/hour  
included in 15 minute increments

### Website Accessibility Scanning, Reporting and Remediation

#### Frequently Asked Questions

**What are the WCAG 2.1 Guidelines?**  
WCAG was developed by World Wide Web Consortium (W3C), an international community dedicated to accessibility for web sites, including practices for standards. These guidelines are created to guide development and content. The WCAG does not have the force of law, and therefore cannot be complied with, adherence to WCAG standards can help ensure website content is accessible to persons with disabilities.

**How do we say conformance and adherence rather than compliance?**  
WCAG is not law. You are conforming to optional, but recommended, guidelines.

**By using this service is my credit union guaranteed protection against lawsuits alleging ADA violations?**  
No. Unfortunately, we cannot guarantee a lawsuit will not be brought against your credit union. CUPAnswers will provide a service that improves accessibility to your members and visitors. However, it is impossible to predict how an attorney may interpret the recommended conformance guidelines.

**Can I have access to the Siteimprove dashboard for my credit union?**  
No. As part of our partner agreement with Siteimprove, only CUPAnswers employees have access to the dashboard. You may choose to sign up with Siteimprove directly and have your own agreement. However, a CUPAnswers team member will send you a personalized report of the findings from your Siteimprove scans and monitoring.

**What is the ADA?**  
The Americans with Disabilities Act was signed into law in 1990 and prohibits discrimination against people with disabilities. ADA may require accommodations be made to allow any person with disabilities to access your website content. However, it is hard to be unclear how the law applies to website.

**By using this tool is my credit union website ADA Compliant?**  
Unfortunately no. This is because because legally compliant standards have not been established. Therefore, the option exists with adherence to an internationally recognized interpretation of accessibility standards.

Watch for more information as this product continues to develop!

Contact CUPAnswers Web Services:  
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918-285-0111 x275

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