- ➢ **Enhance Training PwD's:**
- • Special / focused training children for special abilities
- • Communications – create support programs like reverse mentoring and more role models and stories (and best practices)
- • Virtual worlds could be a place where "extra training" happens. BUT prerequisite is to make sure that virtual worlds are accessible.
- • Leverage flexible on-line tools for self help, community of support

2

- ➢ **Enhance Communications, Awareness, Training and Education across society**
- • In business, include awareness to accessibility issues as a metric for executive talent
- • HR training particularly small and medium business
- • Train developers on accessibility in their early school, university and professional training
- • Find way to have seen as PwDs are innovation drivers
- • It's the right thing to do argument vs. fix the business argument - do we need more lawsuits or more legislation supporting quotas
- • Reduce cost of supporting PwD's thru development and use of open source SW tools
- • Option to use virtual worlds to simulate disabilities for non-disabled users, such as designers…For example, allow users to "experience" the world as though they were blind, or deaf, or autistic. Include PwD's and accessibility in usability profession

3)

- ➢ **Leverage Technology Advances to improve inclusion and remove negative stereotyping**
- • Virtual Self – agnostic of gender, race. It can level playing field. Can create a more inclusive environment.
- • Communities can be extremely flexible - Note that employees can get support in these communities, 24X7. Let's people job share.
- • Use social networks to create a unified voice / message
- • Awareness, sensitivity, and education – exposure thru Reality TV, u-tube videos, etc.
- • Get PwD's who are willing to share their experiences and situations – use social networks to do this if want to be anonymous
- • Note how buyers are now sensitized to the "Fair Trade" stamp; need to create same affinity for accessibility.

4)

- ➢ **Turn Disability into an innovation driver and business advantage**
- • Drive innovation by solving problems for the through the extreme user. Extract the value of PwD's
- • Create communities (using social media) that are designed for groups with disabilities. Create focused communities around a particular disability and create

champions. Then broaden to mainline communities. (Issue about segmenting the population is controversial…with specialized applications….concern that this is tantamount to "separate but equal." (Facebook can be un-usable so use more appropriate tool – so generalize this statement and FIX Facebook!)

- Option of doing pilots for one of these groups, as test case; then broaden to larger population.(it is an opportunity to develop for EXTREME USERS, and then, better for anyone.)
- Create more social awareness through Twitter, If individuals use "accessible version of Twitter" then mainstream Twitter will take notice
- Focus on "globablization advantages" of accessible technology; for example, easier for Chinese speakers and English speakers to communicate sometimes through a text interface; so there are global advantages to multi-modal interfaces.
- Sell (close the gap) social media for use as communities to PwD's and solve the accesses and AT problems
- Broaden and drive innovation through communities and contests to solve more problems

5)

> **Improve accessibility of MAINSTREAM collaboration technology and making those tools more accessible, inclusive, and robust**
- Dive innovation and build accessibility support into the infrastructure, not one-off technologies or solutions
- Address the general problem o AT's lagging behind IT
- On-line work environments and situations and people are potentially unique or different, but need to be solved in a universal way.
- Address the fact that real-time multi-channel information can create a cognitive load issue.
- Technology is evolving quickly; target needs to be generalized mechanism for accessible interfacing; not for a specific platform like "Facebook" since trends move and particular application doesn't remain "hot.
- Leverage open source technologies
- Development tools themselves need to be accessible
- PwD's in design focus groups as the norm – make it easy for developers to recruit PwD's on-line for example
- Subsidize accessibility solutions through a new tariff (like a wireless surtax) to create a new funding steam to help support R&D funding from government grants
- Convince employers that people can really work in virtual worlds (and telework)
- Train/educate technology students, developers. Imbed accessibility training and knowledge into their processes and designs upfront. Educate virtual world users (content creators)
- Leverage the fact that developing virtual communities is green; saves space.
- Create a mixture and integration of virtual participation and physical participation
- Create standards for VW platforms and technology
- Educate employers on the potential of telework and VW's