

Digital Accessibility

What's Coming Your Way: July 2026 – April 2027

A Foundation Years in the Making

Accessibility isn't new to us. Since 2019, the statewide UC Master Gardener team has been building accessibility guidance into training, onboarding, office hours, newsletters, and website resources. We've covered social media, documents, PDFs, websites, videos, and volunteer communication — consistently and over many years.

This plan doesn't begin that work. It makes it more visible, more consistent, and easier to act on as we move toward the April 2027 deadline. Whether you've been building accessible habits for years or you're just finding your footing, there's a place for you in this plan.

See the appendix at the end of this document for a full recap of what we've done together since 2019.

Why This Matters

UC Master Gardeners serve all Californians. That includes people with visual impairments, hearing loss, cognitive differences, and a range of other needs who deserve equal access to everything we publish — our social posts, documents, websites, newsletters, and events.

Accessible content is not a compliance checkbox. It's how we make sure no one is left out. That commitment doesn't have a deadline.

The deadline and what it covers

HHS and the DOJ extended federal digital accessibility regulations, and UC has updated its IT Accessibility Policy accordingly. Our deadline for UC ANR and UC Master Gardener programs is April 2027. All new content must be accessible as it is created — that's true right now and every day going forward. The April 2027 deadline is specifically about remediating older content that hasn't yet met accessibility standards. The extended timeline gives us the runway to work backward through what already exists.

What You'll Receive Each Month

Every month from July 2026 through April 2027, you'll get one focused topic through three touchpoints. You don't have to do anything differently to receive them — they'll come through the channels you already use.

Channel	When	What	Who
CT Post	1st Tuesday of each month	Topic overview with practical steps and links	Coordinators and volunteer leaders
Office Hours	1st Tuesday, 11am–12pm (same day)	Live session focused on that month's topic — bring your questions	Open to all
Rooted in Marketing	2nd Tuesday of each month	Short story on the same topic	Coordinators and volunteer communicators
Coordinators Website	Updated monthly	Archive of every resource, added as it publishes	All

Everything is archived on the Coordinators accessibility page as it publishes, so you can go back to any topic at any time. All resources are on the [Coordinators Accessibility Page](#).

Ten Months, Ten Topics

Here's what's coming. Each month builds on the last — from understanding where you stand, to making the most impactful fixes, to finishing the remediation work before April 26.

Month	Topic	What's in it for you
1 · Jul '26	Reset and Reframe	What the deadline means, the two tracks of work, and your three starting priorities.
2 · Aug '26	Self-Audit Tool	A checklist to assess where your county stands across all nine content areas. This is your roadmap.
3 · Sep '26	Priority Hierarchy	A ranked list of the highest-impact, lowest-effort fixes — where to put your energy first.
4 · Oct '26	Alt Text and Social Media	A deep dive into alt text: what good looks like, how to do it on the platforms you use, and real examples.
5 · Nov '26	Document Basics	One habit that makes everything more accessible: heading styles over bold text.
6 · Dec '26	County Spotlight No. 1	A county that's been doing the work shares what they did, how long it took, and what you can borrow.

Month	Topic	What's in it for you
7 · Jan '27	Mid-Point Check-In	Where should you be by now? A progress guide with four months left.
8 · Feb '27	Website Basics	The accessibility fixes you can make yourself — no developer required.
9 · Mar '27	Email and Newsletter	Accessible habits for the content that reaches the most people. One month left.
10 · Apr '27	Final Push + Spotlights	Last call. Two county stories — steady progress and a late start that caught up. Everything you need, linked in one place.
Apr 26	Deadline	April 26, 2027.

Where to Start Right Now

You don't have to wait for July. Three things you can do today that will make an immediate difference:

- **Social media alt text.** Add alt text to every image before you post it on social media.
- **Document heading structure.** Use heading styles instead of bold text when you create documents and PDFs.
- **Descriptive link text.** Replace “click here” with text that describes where the link goes.

Questions and Support

We know this can feel like a lot. That's exactly why we've set up monthly touchpoints and kept Office Hours open for questions. You don't have to figure this out alone.

- Questions? Email [Barbra Braaten](#).
- Join Office Hours: [Office Hours Zoom link](#)
- All resources in one place: [Coordinators Accessibility Page](#)

Appendix: Accessibility Work to Date

A brief recap of what the statewide UC Master Gardener team has shared, built, and delivered on accessibility since 2019.

- Make it Accessible: SiteBuilder for Everyone (CSIT, July 2019)
- [Social Media Accessibility](#) (UC MG, October 2019)
- Inclusive Content: Best Practices for Creating Engaging Online Content & Improving Accessibility for Individuals with Disabilities (Extension, October 2020)
- [Digital Inclusion — Making Our Content More Accessible](#) (January 2021)
- [UC Master Gardener Program Coordinator website on Accessibility](#) created (January 2021)
- [Accessibility Guides Aim to Help Creators: Practical Tips Available for Social Media Content](#) (April 2024)
- [Volunteer Communicator Orientation Webinar](#) (October 2024)
- [UC ANR Website Guidelines webinar](#) (February 2026)
- Statewide Communications Office Hours — themed accessibility tips and tricks series:
 - April 7 — Images and alt text
 - April 14 — Website headings
 - April 21 — PDFs
 - April 28 — Social media video descriptions
 - May 5 — PowerPoints
- [Rooted in Marketing Newsletter](#) — accessibility training, tips, and resources shared in multiple editions (ongoing)
- Accessibility tips and resources shared in the [UC Master Gardener social media Facebook group](#) (ongoing)
- New Coordinator Onboarding — accessibility fundamentals (ongoing)

Developed by UC Master Gardener Statewide Office to help guide UC Master Gardener staff and volunteers with remediation of older digital content and keeping new content accessible.

Barbra Braaten · UC Master Gardeners Statewide Communications · Accessibility Deadline: April 26, 2027