



Driving Strategy with Ally Data

New England BUG

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Presenter



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Agenda

- Introductions
- Context
- Guided Exercise: Using Ally's Institutional Report to Determine Strategy
- Communicating with Faculty
- Q&A
- Resources & Support

Guided Exercise: Using Ally's Institutional Report to Determine Strategy



Guided Exercise Context

- Title II updates are prompting renewed focus on accessibility readiness
- The goal of this session is to demonstrate data-informed prioritization
- We'll use Ally report data to identify high-impact remediation opportunities
- All recommended actions leverage existing Ally tools and resources to support scalable progress

Exercise Overview



Using demonstration data from the Ally Institutional Report to model moving from insight to action



Review 1 specific key data point and walk through example scenarios showing different strategic paths



Identify next steps and connect them to existing Ally resources (guidance, training, support)

Key Data Point: Scanned Documents

- Criteria used for selecting this specific data point:
 - Severity: Severe
 - # of content items w/ issue: 203
- Additional reasons:
 - Severe issue that significantly impacts students using screen reader
 - Scanned PDFs dramatically lower overall accessibility score
 - Addressing this issue can raise the score more quickly than fixing lower-severity issues
 - Instructors can use Ally's PDF Quick Fix!



Suggested Strategies

- Create targeted trainings focused on identifying and fixing scanned PDFs
- offer just-in-time help focused on scanned pdfs
- Develop short, task-based resources (quick tips, how-to guides, short videos) centered on PDF accessibility
- Embed PDF Quick Fix info into existing faculty materials and trainings
- Integrate scanned PDF guidance into course design, syllabus, or content-creation resources

Ally Instructional Resources

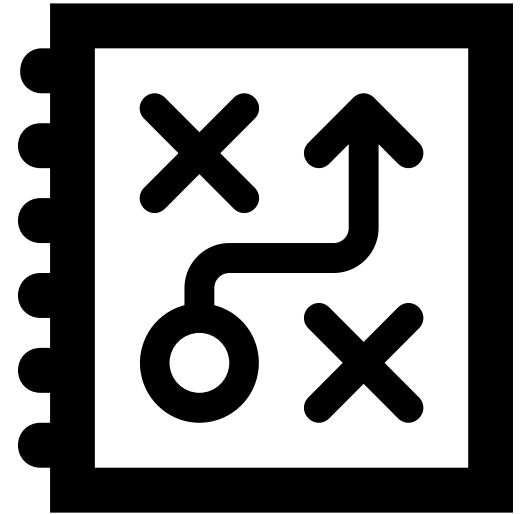
- [PDF Remediation Options \(Ally Support Article for Instructors\)](#)
- [Scanned PDFs \(Ally Support Article for Instructors\)](#)
- [Quick Fixes Big Impact Accessibility Wins for your PDFs \(blog post\)](#)
- [How you Can Make Quick PDF Fixes in Anthology Ally Right Now \(Blog post\)](#): includes instructions and a video!
- PDF Quick Fixes guide

Determining your Strategy



Selecting your Strategy

- **Be strategic about the end goal**
 - Raise overall score
 - Improve file score
 - Prompt faculty engagement in remediation
 - Increase # of instructor fixes
- **Things to consider:**
 - Most severe issues
 - Issue that has impacted highest # of content items
 - Specific issues that can be addressed with PDF quick fixes or AI Alt text assistant
 - Specific issues you know faculty are confident in addressing
 - # of instructor fixes in usage data



Strategy Implementation Template

Action	Timeline	Responsible Party	Notes & Considerations
Create targeted resources on PDF Quick Fixes	February 21st	CETL, Instructional Design Team	Use existing Ally resources (guide, support articles), guide instructors to use the CAR to identify scanned documents
Offer just-in-time help focused on scanned pdfs	ASAP and ongoing	CETL, Instructional Design Team	Have scanned PDFs at the ready for demo examples
Create internal challenge focused on scanned PDFs: PDF Quick Fix Sprint	Early March	CETL, Instructional Design Team, Accessibility Services	Use gamification as an incentive-any prizes to give away? Have it last for 1 full day, devote time and space for faculty to come and remediate.

Communicating with Faculty



Finding the Right Hook

- Accessibility is the right thing to do!
- Progress over Perfection.
- Accessibility is necessary for some, beneficial for all.
- Increase in student engagement.
- Accessibility is inherently part of course design.
- Faculty are not expected to go at this alone-lean into the tools and resources available to them to provide comfort and support.
- It is the law!

Use Humor

Scanned PDFs are.....



Communicating Expectations



Lead with the Why, not the Rules



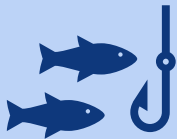
Focus on the big picture



Keep it Human, not technical



Make expectations clear and doable



Use the right hook



Highlight support, not reinforcement

Communication Methods

1

Utilize Email templates

2

Get faculty face time in dept. meetings and share strategy

3

Embed resources on strategy into existing trainings, materials, standing meetings

4

Use multiple channels to reinforce the message (email, meetings, existing forums)

Title II-Focused Messaging Template

- Ready-to-send instructor message on Title II updates, impacts, and Ally support.
 - to be shared with Bevin for dispersal
- Highlights Ally features that allow for quick, efficient remediation: AI Alt Text Assistant and PDF Quick Fixes
- Emphasizes human-centered accessibility and instructors' shared responsibility in creating accessible content



Ally Communication Resources

- [Positioning Ally](#): language suggestions for how to talk about Ally and the importance of digital accessibility
- [Communication Resources](#): includes messaging templates for instructors, PPTS for instructors to use when introducing Ally to their students and PPTs for admins to use when working with faculty.
- [Ally Adoption Strategy Guide for Administrators](#): includes section on creating a communication plan

Q&A

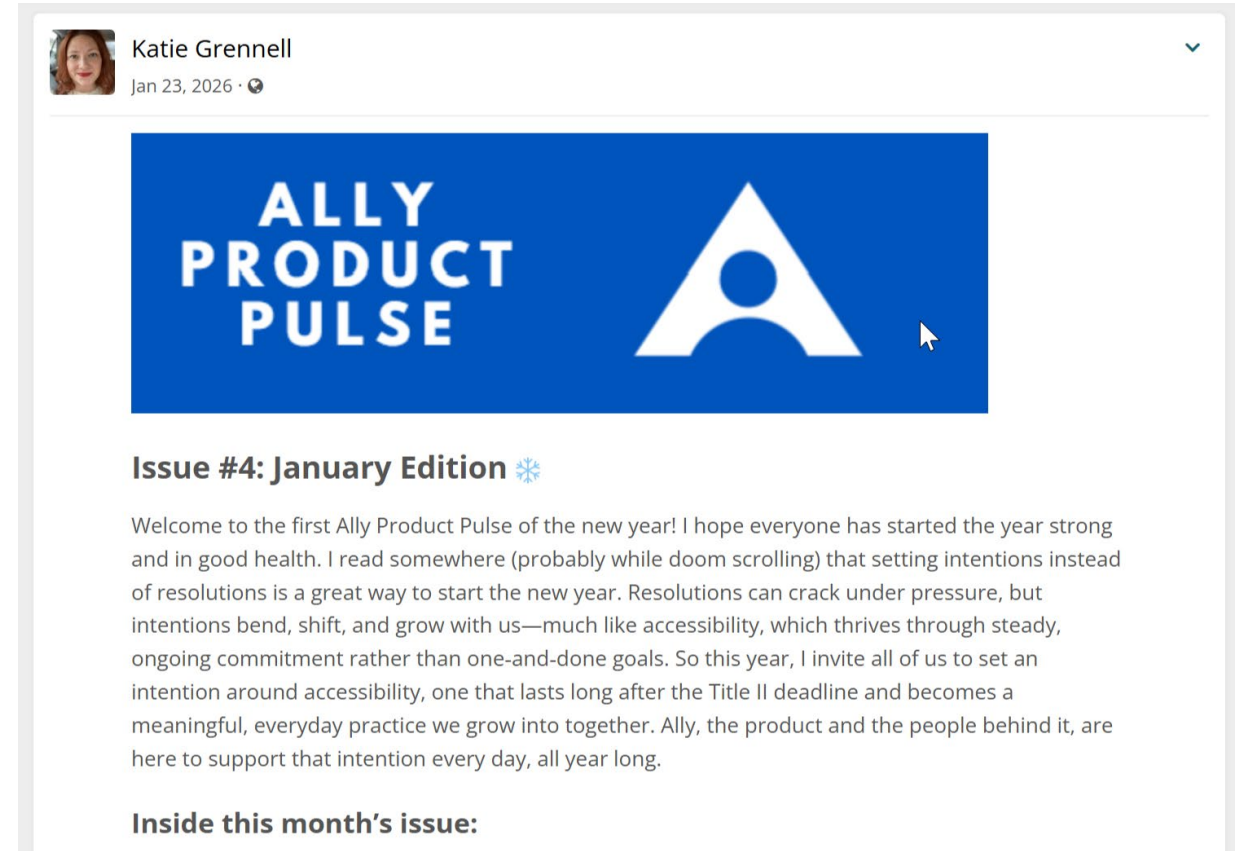


Resources & Support



Ally Product Pulse

- What is it?
 - Monthly roundup of Ally-related news and content, including new feature releases, recently published content, upcoming events, and a “Did You Know?” highlight.
- Where does this live?
 - Anthology Community: [Ally Product Pulse-January Edition](#)
 - Ally User Group: [Ally Product Pulse-January Edition](#)

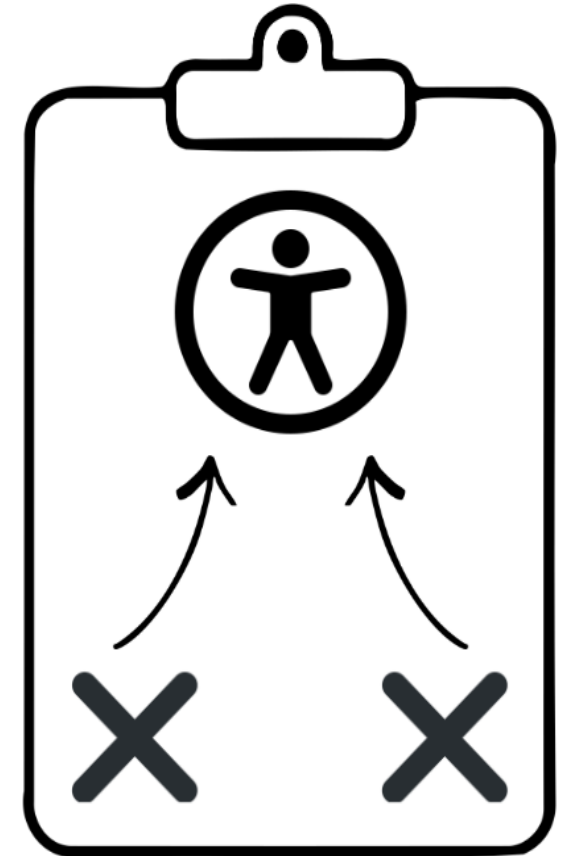


Title II Strategy Guide & Playbook - Coming Soon!

A practical playbook for Title II readiness and building a sustainable accessibility strategy, including:

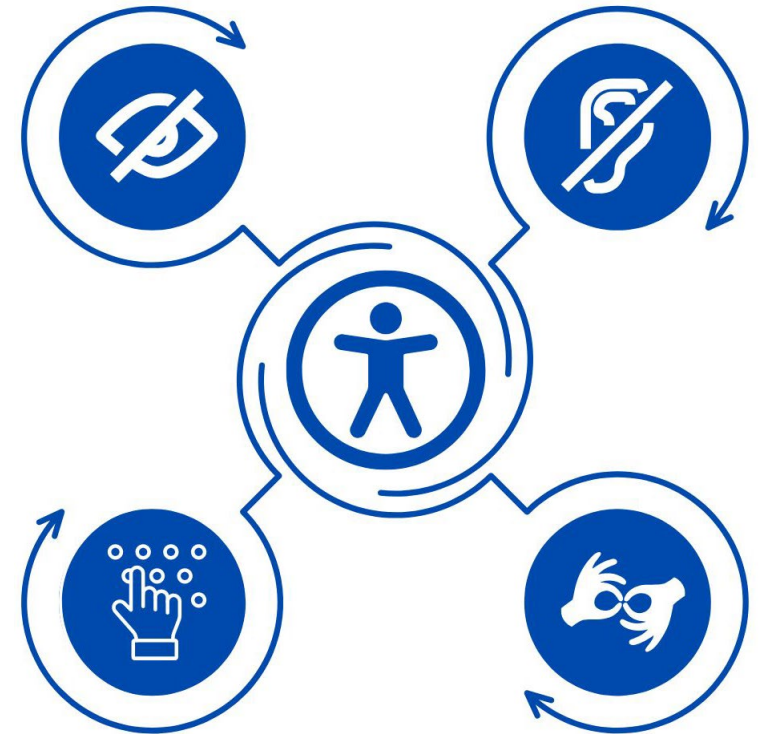
- Simple frameworks to guide action at any maturity level: Learn → Plan → Act → Sustain.
- A focus on realistic, cross-team execution with clear ownership and measurable progress

All informed by workshops and real-world input from accessibility experts across multiple institutions!



Title II & Beyond Resources

- [Higher Ed Prepares for New Era of Accessibility-Inside Higher Ed Article](#)
- [How to Meet the New Title II Requirements-University Business Op-ed by Dr. Amy Lomellini](#)
- [From Compliance to Culture: Building a Sustainable Accessibility Strategy](#) (on demand webinar)
- [Accessibility Strategies to Address the Impact of ADA Title II Updates](#) (on demand webinar)
- [Get Ready for Title II](#) (blog post)
- [Ally Communication and Adoption Toolkit](#): Collection of resources for administrators & faculty to drive Ally adoption

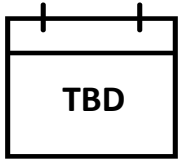


Connect With Us!



Join the next Wester Region User Group meeting!

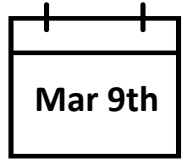
Date and time to be determined



Join our Monthly Ally Office Hours!

We hold Office Hours every 2nd Monday of the month.

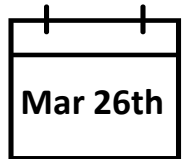
<https://connect.anthology.com/ally-office-hours>



Join one of our International User Group meetings!

This group meets on the 3rd Thursday every other month.

<https://usergroup.ally.ac/>



Visit One of Our User Group Communities!

<https://usergroup.ally.ac/> and <https://community.anthology.com/>



Share Your Product Ideas!

<https://community.anthology.com/idea-exchange>

