



ADA Accessibility in EAB Navigate Messaging

Quick Guide for Faculty & Staff | Effective April 2026 | WCAG 2.1 Level AA

Accessible messages ensure all students, including those using screen readers, can fully engage with your communication in Navigate.

Start Here: The Big 4

1. Break Up Your Message

- Use short paragraphs
- Add spacing between sections
- Avoid long blocks of text

2. Use Clear, Descriptive Links

Do NOT write: “Click here” or paste full URLs

Do write: “Schedule a/an _____ Appointment” or “View the/my Schedule”

3. Be Careful with Images

- Add **alt text** to every image or flyer and repeat any important text from the image in your message

Best practice: Limit image use when possible

4. Keep It Clear and Focused

- One main message
- One clear action
- Use bullet points when helpful
- Use numeric lists when steps to take/action items are listed
- Use the built-in email signature feature under “User Settings” to apply to emails

Professional & Consistent Messaging

EAB Navigate is an official university communication tool. All messages should reflect a professional, student-centered tone.

Expectations

- Use clear, respectful, and professional language
- Avoid slang, excessive emojis, or overly casual tone
- Ensure messages are easy to understand and actionable

Use Templates When Available

Care Units are strongly encouraged to use shared templates for campaigns and student outreach. Templates can be edited in regard to dates, but messages can be set by Care Unit Leads or designated leads for specific areas.

Templates help:

- Ensure ADA compliance
- Maintain consistent messaging across campus
- Reduce confusion for students receiving messages from multiple areas
- Reduce message creation by individuals, leading to more time available.

Why This Matters

Students often receive multiple Navigate messages from different offices. When messaging varies widely in tone, structure, and clarity, it can:

- Create confusion
- Reduce response rates
- Impact student trust and engagement

Write Messages That Work

Use Simple Structure

Example:

Need Help This Week?

Tutoring and academic coaching are available.

Next Step: Schedule your appointment below.

Headings help screen readers navigate content

Use Strong Subject Lines

- Be specific and action-oriented

Examples:

- “Action Needed: Schedule Your Tutoring Appointment”
- “Reminder: Coaching Support Available This Week”

Subject lines are read first by screen readers

Limit Emojis and Symbols

- Emojis are read aloud, use sparingly.

Keeps messages clear and professional

Common Navigate Issues to Avoid

- Copying flyers into emails without text
- Long, unstructured paragraphs
- “Click here” links
- Missing alt text on images
- Overly long messages with multiple goals

Quick Checklist Before Sending

- Message is easy to skim
- Links are descriptive
- No key info is only in an image
- Content is clear and concise
- One main call to action

Bottom Line

Accessible messages are simply **clear, structured, and intentional**. If your message is easy to read and act on, it is likely accessible.