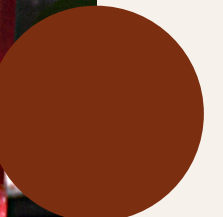
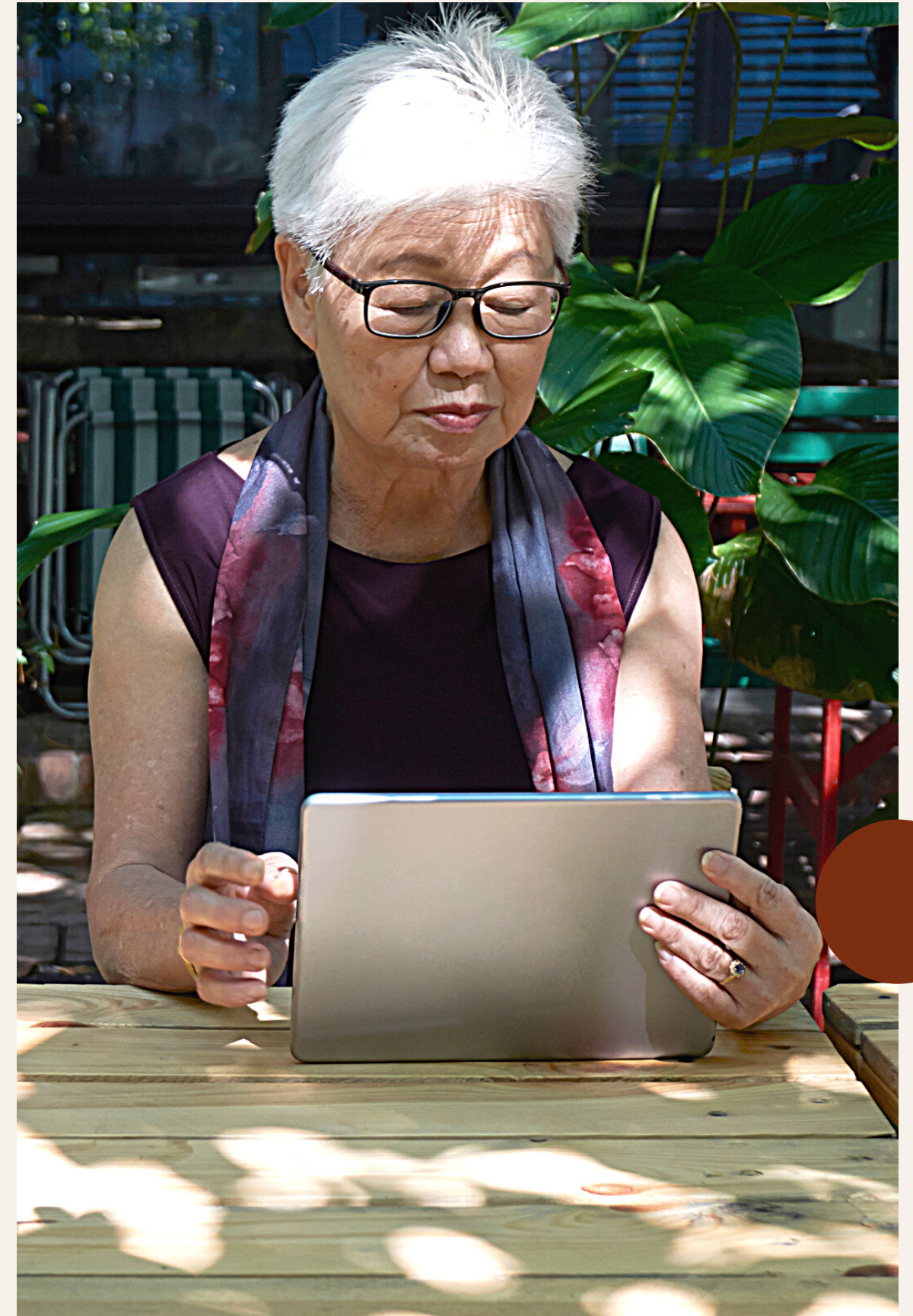




Building Age Inclusive Websites & The Law

Marie Gress, LMSW-Macro
Specialties in Older Adults & Technology
CEO of Kovir LLC





Digital Accessibility isn't about serving the needs of one specific group, it makes more useful and powerful digital spaces for everyone.

Ethically...

This is an inclusion issue.

This is an equity issue.

This is a diversity issue.

... As Christian social workers, we are called to advocate for these issues.



Business Sense...

Enhances your brand

Draw a wider client base

Improve customer loyalty

Future-proof your content

Being proactive saves time, money,
and decreases legal risk.



Legally...

Courts have interpreted the Americans with Disabilities Act (ADA) requirements as being applicable to websites and digital spaces.

Legally, you take risks to not include older adults and others with disabilities in your digital spaces.





Action Steps

Learn more about digital accessibility best practices and leverage empathy.

Run an automated accessibility test

Make Adjustments

Ask older and disabled users to navigate your site

Make Adjustments

Accessibility Tools

- 🔍 Increase Text
- 🔍 Decrease Text
- ▮▮▮ Grayscale
- 🗨 High Contrast
- 👁 Negative Contrast
- 💡 Light Background
- 🔗 Links Underline
- 🔤 Readable Font
- 🔄 Reset



Increasing the Capacity and Impact of Aging Services.



About Kovir LLC *Increasing Capacity and Impact.*

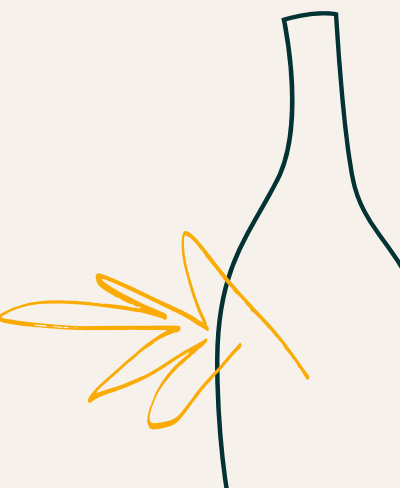
We believe all communities can be better places to live. We desire for all communities to be positively impacted by the professionals and organizations serving them. We hope all communities being served by Kovir clients become more **inclusive places to thrive**.

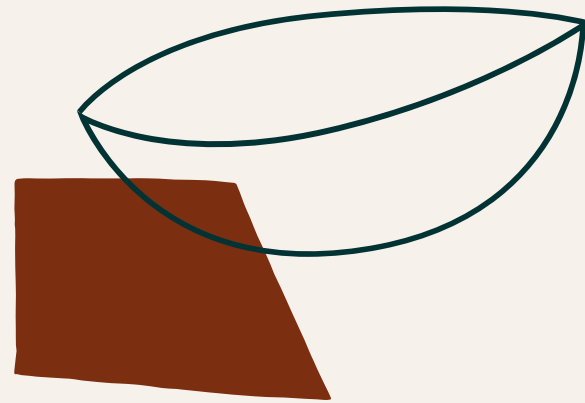
We believe organizations want to be **sustainable with their solutions**. We desire for all organizations to do more with their resources as well as access additional resources to have a meaningful impact on their communities.

We believe all professionals within organizations have something to learn and something to contribute. **We desire for all users to be competent, informed, equipped, and empowered to grow and collaborate.**

As a social enterprise, we believe that we should be profitable in order to remain sustainable and achieve reasonable impact, but also **elevate our values and purpose over the pursuit of profits**. We desire to create or find quality solutions that are affordable for our clients and utilize their available resources best.

We hope by investing in your organization and your team, we can serve all communities to the fullest.





References from 2021:

Milan Seniors for Healthy Living

Benson Virtual Senior Center

Wayne Virtual Senior Center

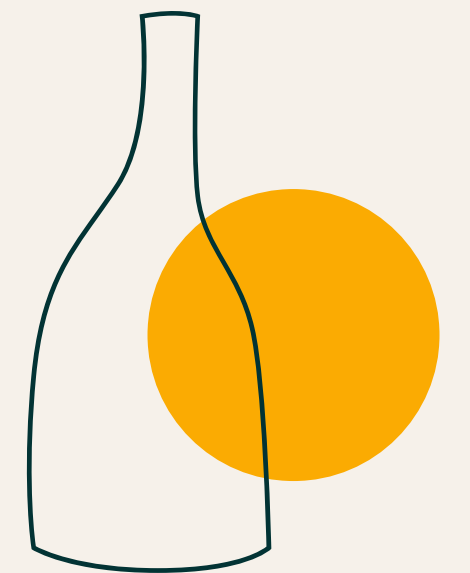
Speaking at NOCA, ACL, NAAP

In-Services provided to Digital Connecting Corps

Research, Support, and Implementation provided to
Area Agency on Aging 1-B

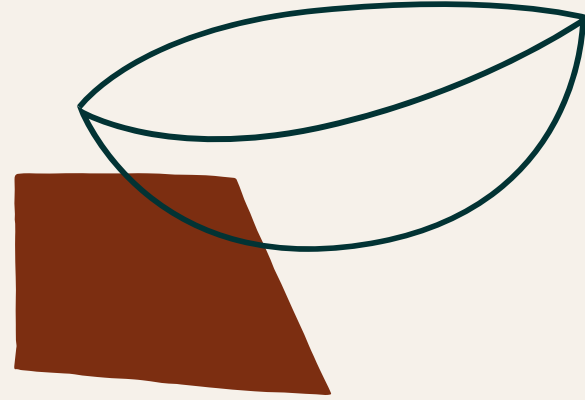
And there is always our own websites:

Kovir LLC | KovirTech | AgeFlux



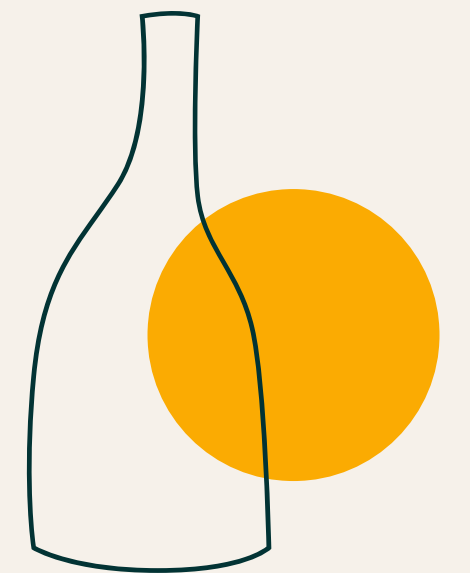
**From Sabrina Hudson,
Director of the Benson Senior Center:**

The technical training and support provided by the Kovir LLC team is very timely and helpful. My overall experience has been good. My favorite thing is the safety and security for our seniors that use the site and soon the mobile app Kovir is building. Seniors feel more comfortable with sharing information and the ease of not being overwhelmed with ads or solicitation.



**From Jennifer Michalak, Executive Director of
Milan Seniors for Healthy Living:**

I highly recommend Kovir LLC!
We have been very pleased with Kovir's management of our website. They have familiarity with senior services, are able to interpret our non-tech requests into working features on our site, are very responsive, and are patient while explaining things so our team understands. They not only have depth of knowledge in website management but also a creative and artistic flair that translates to an individualized website that fits our organizational needs and desires.





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