Science Museum of Virginia

Digital Accessibility and Compliance:

The Science Museum of Virginia recognizes the importance of digital accessibility and its responsibility to ensure that technology, digital resources, and online services are accessible to all guests, employees, and members of the public. The Museum has made a concerted effort to incorporate accessibility considerations into the development, maintenance, and ongoing evaluation of guest- and employee-facing websites, digital documents, and other information and communication technology (ICT). We view digital accessibility not simply as a regulatory obligation, but as an essential component of providing an inclusive and equitable experience for everyone who interacts with the Museum.

The Museum's websites (www.smv.org, dsc.smv.org, www.novasci.org) serve as one of its primary communication platforms, providing guests with essential information about exhibits, programs, events, admissions, memberships, and guest services. We have worked closely with our third-party web development partners to incorporate accessibility standards and address applicable federal and state requirements. Similarly, our ticketing platform (https://ticketing.smv.org, dsctickets.smv.org) is a critical component of the guest experience. We have engaged with our third-party ticketing provider to ensure accessibility requirements are considered in the platform's functionality, design, and ongoing support, including applicable Virginia Information Technologies Agency (VITA) standards and state and federal digital accessibility requirements.

Digital media is another important component of the Museum's communication and educational outreach. Museum videos are hosted on YouTube (https://www.youtube.com/@ScienceMuseumVA) and embedded or linked through the Museum's website and social media platforms. YouTube provides captioning and transcription features that support accessibility for individuals who are deaf or hard of hearing and those who benefit from written content. The Museum also utilizes Facebook (https://www.facebook.com/ScienceMuseumofVirginia) and Instagram (https://www.instagram.com/sciencemuseumofvirginia) to communicate with guests and the broader community. Staff routinely incorporate descriptive text into social media posts and provide summaries of video content to help ensure information is accessible to individuals with varying accessibility needs. The Museum will continue to evaluate its digital media practices, including captions, transcripts, descriptive text, and alternative text for images, as part of its broader accessibility efforts.

As the Museum prepares for its organization-wide rebranding efforts in 2027, accessibility will remain an important consideration throughout the process. This includes reviewing and updating digital content, website functionality, documents, and other public-facing materials to identify opportunities for

improvement and support continued compliance with applicable accessibility requirements. We recognize that rebranding presents an opportunity not only to refresh our visual identity but also to strengthen the accessibility and usability of our digital presence.

The Science Museum of Virginia is an evolving institution, continually introducing new exhibits, educational experiences, programs, and digital content. As these offerings are developed, we work with internal teams, external vendors, and creative partners to incorporate accessibility considerations throughout the planning, design, development, and implementation processes. Our goal is to identify potential accessibility barriers early and work collaboratively to address them so that new content and technologies provide equitable access and meaningful engagement for individuals with varying accessibility needs.

The Museum recognizes that digital accessibility is an ongoing responsibility and that technology, content, and regulatory expectations continue to evolve. We will continue to evaluate our digital platforms, work with our technology partners, and address identified accessibility gaps as they arise. Where technology is identified as not conforming to applicable accessibility requirements and does not qualify for an established exception, the Museum will assess the necessary corrective actions and associated resources. Through these continued efforts, the Science Museum of Virginia remains committed to advancing digital accessibility and supporting compliance with applicable federal and state laws and regulations.

Fiscal Impact

A reliable estimate of the fiscal impact associated with bringing any identified nonconforming information and communication technology into compliance will depend on the findings and outcomes of the Museum's current strategic planning, rebranding initiative, and accessibility assessment processes. The Museum must first validate outstanding findings, determine the extent of any necessary remediation, assess other applicable technology and digital resources, and confirm which corrective actions may already be covered under existing vendor agreements and service arrangements.

Potential costs may include staff time associated with document remediation and review of digital materials, including captions, transcripts, and alternative text; additional vendor services or development work beyond existing contractual agreements; and specialized accessibility testing, software, or technology modifications identified through the broader assessment. At this time, these potential costs have not been fully evaluated or quantified.

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An undetermined fiscal impact should not be interpreted as an indication that there will be no associated costs. The Museum will work to develop reasonable fiscal estimates as assessment findings are validated, remediation requirements are established, and vendor pricing and resource needs become available. These estimates will distinguish between work that can be accommodated through existing operating resources and services and any additional funding that may be necessary to address identified accessibility requirements.

Agency Approval:



Agency Director: Rich Conti

Date: Nov 25, 2026