Voluntary Product Accessibility Template® (VPAT®)

Version 1.1
October 2025

Liaison International Accessibility Conformance Report

VPAT® Version 1.1 – October 2025

Name of Product/Version: Enrollment Marketing Platform (EMP)

Product Description: Web-based application

Report Date: October 31st, 2025

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Notes: EMP is an enrollment solution that allows undergraduate and graduate admissions offices to create web, email, text, print and voice messaging marketing campaigns within one integrated system.

Evaluation Methods Used: A combination of automated and manual accessibility assessment techniques were used to evaluate this application. The technology platforms on which the testing was performed were Windows 10/11 OS, Google Chrome, MS Edge and Firefox browsers.

Applicable Standards/Guidelines: WCAG 2.2 Levels A & AA

This report covers the degree of conformance for the following accessibility standard/guidelines:

Standard/Guideline	Included In Report
Web Content Accessibility Guidelines 2.2	Level A - Yes Level AA - Yes Level AAA - No
ICT Accessibility 508 Standards and 255 Guidelines	No
EN 301 549 Accessibility requirements suitable for public procurement of ICT products and services in Europe	No

Terms

The terms used in the Conformance Level information are defined as follows:

- **Supports**: The functionality of the product has at least one method that meets the criterion without known defects or meets with equivalent facilitation.
- **Partially Supports**: Some functionality of the product does not meet the criterion.
- **Does Not Support**: The majority of product functionality does not meet the criterion.
- **Not Applicable**: The criterion is not relevant to the product.
- **Not Evaluated**: The product has not been evaluated against the criterion. This can be used only in WCAG 2.2 Level AAA.

Pages Included

The following tables list all of the pages that have passed testing by the Liaison EMP QA team from June 1- October 31, 2025:

Web Campaign pages

Unit Name	URL
PURL Landing Page	https://staging-wc.myresponse.me/23576405/landing
PURL Visit Us	https://staging-wc.myresponse.me/23576405/events
PURL Event Registration	https://staging-wc.myresponse.me/23576405/events/show/3873
PURL Event Confirmation	https://staging-wc.myresponse.me/23576405/events/show/3873
PURL Custom Form Success Messages	https://staging-wc.myresponse.me/23576405/test

Unit Name	URL
Inquiry Form	https://staging-wc.myresponse.me/inquiryform
Application Form	https://staging-wc.myresponse.me/23576405/application
PURL Login	https://staging-wc.myresponse.me/login
PURL Asset Page	https://staging-wc.myresponse.me/23576405/sports
PURL Login During Active Session	https://staging-wc.myresponse.me/23576405/one_of_every_widget
PURL Request New PW During Active Session	https://staging-wc.myresponse.me/23576405/one_of_every_widget
PURL Change Temp PW During Active Session	https://staging-wc.myresponse.me/23576405/one_of_every_widget
PURL Header	https://staging-wc.myresponse.me/23576405/one_of_every_widget
PURL Footer	https://staging-wc.myresponse.me/23576405/one_of_every_widget
PURL Widgets	https://staging-wc.myresponse.me/23576405/one_of_every_widget

EMP pages

Unit Name	URL
Login	https://staging.spectrumemp.com/login
Dashboard	https://staging.spectrumemp.com/
EMP Settings – Account Profile section	https://staging.spectrumemp.com/configuration/client_profile
EMP Settings – Designation Fields section	https://staging.spectrumemp.com/configuration/designation_fields
EMP Settings – GoToWebinar Organizer Settings section	https://staging.spectrumemp.com/configuration/gotowebinar
EMP Settings – Label Manager section	https://staging.spectrumemp.com/configuration/labels
Asset Builder	https://staging.spectrumemp.com/assets/edit/16152
Form Builder – Classic (SEM Form section)	https://staging.spectrumemp.com/forms/build/16974
Form Builder – Dynamic (SEM Form section)	https://staging.spectrumemp.com/forms/build/19576
Viewbook Builder	https://staging.spectrumemp.com/viewbook
Viewbook Page Editor	https://staging.spectrumemp.com/webcampaign_pages/show/2035
Viewbook Templates	https://staging.spectrumemp.com/viewbook_templates
Web Campaign Settings	https://staging.spectrumemp.com/webcampaigns

Unit Name	URL
Assets	https://staging.spectrumemp.com/assets/
Forms	https://staging.spectrumemp.com/forms
Creating/Editing Import – File Encoding page	https://staging.spectrumemp.com/imports/select_encoding/43843
Duplicates	https://staging.spectrumemp.com/dedupe

Pages Not Included

The following table lists all of the pages that have not yet passed testing by the Liaison EMP QA team from June 1- October 31, 2025:

EMP pages

Unit Name	URL
EMP Preferences - All Sections	https://staging.spectrumemp.com/preferences
EMP Settings – Alert Messages section	https://staging.spectrumemp.com/configuration/alertmessages
EMP Settings – Annual Contracts section	https://staging.spectrumemp.com/configuration/annual_limits
EMP Settings – Auto Responders section	https://staging.spectrumemp.com/configuration/auto_responders
EMP Settings – Core System Values section	https://staging.spectrumemp.com/configuration/core
EMP Settings – Default Interaction Ratings section	https://staging.spectrumemp.com/configuration/default_interaction_ratings
EMP Settings – Email Settings section	https://staging.spectrumemp.com/configuration/emailsettings
EMP Settings – Export Mappings section	https://staging.spectrumemp.com/configuration/export_mappings
EMP Settings – Fields section	https://staging.spectrumemp.com/configuration/fields
EMP Settings – Field Categories section	https://staging.spectrumemp.com/configuration/field_categories
EMP Settings – Fonts section	https://staging.spectrumemp.com/configuration/fonts
EMP Settings – Form Access section	https://staging.spectrumemp.com/configuration/form_access
EMP Settings – Key Vault section	https://staging.spectrumemp.com/configuration/key_vault
EMP Settings – Link Domain Whitelist section	https://staging.spectrumemp.com/configuration/link_domain_whitelist
EMP Settings – Multiple Applications section	https://staging.spectrumemp.com/configuration/multiple_applications
EMP Settings – Outreach Holidays section	https://staging.spectrumemp.com/configuration/outreach_holidays

Unit Name	URL
EMP Settings – Payment Gateways section	https://staging.spectrumemp.com/configuration/payment_gateways
EMP Settings – Permission Groups section	https://staging.spectrumemp.com/configuration/permission_groups
EMP Settings – Rep Assignments section	https://staging.spectrumemp.com/configuration/repassignments
EMP Settings – SFTP Account section	https://staging.spectrumemp.com/configuration/sftp
EMP Settings – Sources section	https://staging.spectrumemp.com/configuration/sources
EMP Settings – Text Messaging Profile section	https://staging.spectrumemp.com/configuration/text_message_profile
EMP Settings – Touch-points section	https://staging.spectrumemp.com/configuration/touchpoints
EMP Settings – Transports section	https://staging.spectrumemp.com/configuration/transports
EMP Settings – Triggered To-do's section	https://staging.spectrumemp.com/configuration/triggered_todos
EMP Settings – Users section	https://staging.spectrumemp.com/configuration/users
Checklists	https://staging.spectrumemp.com/checklists
Field Rules	https://staging.spectrumemp.com/fields/rules
Calendar	https://staging.spectrumemp.com/calendar
Creating New Event	https://staging.spectrumemp.com/events/view_event
Campaigns	https://staging.spectrumemp.com/email
Creating or Editing Campaign & Track	https://staging.spectrumemp.com/email_tracks/view/18136
Email builder w/ classic template	https://staging.spectrumemp.com/emails/build/47663
Email builder w/ dynamic template	https://staging.spectrumemp.com/emails/build/48757
Campaign Analytics page	https://staging.spectrumemp.com/outreach_campaigns/stats/19652
Email Templates page	https://staging.spectrumemp.com/email_templates
Email Template Builder - Classic	https://staging.spectrumemp.com/email_templates/build/7773
Email Template Builder - Dynamic	https://staging.spectrumemp.com/email_templates/build/7665
Email Conversations	https://staging.spectrumemp.com/email_replies
Text Conversations	https://staging.spectrumemp.com/text_replies
Students (with filter widget open)	https://staging.spectrumemp.com/students
Search for Students	https://staging.spectrumemp.com/records/search?q=Emil+Gilels
Groups	https://staging.spectrumemp.com/groups
Create or Edit Groups (Advanced view)	https://staging.spectrumemp.com/groups/build#/

Unit Name	URL
Group Actions	https://staging.spectrumemp.com/group_actions
Create or Edit Group Actions (with Save Group Action modal—at Confirm step—visible)	https://staging.spectrumemp.com/group_actions
Add New Student	https://staging.spectrumemp.com/records/build
Imports (with filter widget open)	https://staging.spectrumemp.com/imports
Creating/Editing Import – File upload page	https://staging.spectrumemp.com/imports/build
Creating/Editing Import – Field Matching page	https://staging.spectrumemp.com/imports/match_fields/43843
Creating/Editing Import – Asset Matching page	https://staging.spectrumemp.com/imports/match_assets/43843
Exports	https://staging.spectrumemp.com/exports
Creating/Editing Exports	https://staging.spectrumemp.com/exports/build
View & Merging Duplicates (with Resolve Duplicates modal open)	https://staging.spectrumemp.com/dedupe
Student Record	https://staging.spectrumemp.com/students/view/17731063

3rd-Party Accessibility Issues on Included Pages

The following table lists the included pages that still have open accessibility issues related to 3rd-party editors or plugins:

Unit Name	URL	Issues
Asset Builder	https://staging.spectrumemp.com/assets/edit/16152	Related to Tiny MCE Editor
Form Builder – Dynamic (SEM Form section)	https://staging.spectrumemp.com/forms/build/19576	Related to 3rd-party plugin (BEE editor)

WCAG 2.2 Report

Tables 1 and 2 also document conformance with Revised Section 508:

- Chapter 5 – 501.1 Scope, 504.2 Content Creation or Editing
- Chapter 6 – 602.3 Electronic Support Documentation

Note: When reporting on conformance with the WCAG 2.2 Success Criteria, they are scoped for full pages, complete processes, and accessibility-supported ways of using technology as documented in the WCAG 2.2 Conformance Requirements.

Table 1: Success Criteria, Level A

Notes:

Criteria	Conformance Level	Remarks and Explanations
1.1.1 Non-text Content (Level A)	Supports	All the non-text content is provided with appropriate alternative text.
1.2.1 Audio-only and Video-only (Prerecorded) (Level A)	Supports	The product has no multimedia content.
1.2.2 Captions (Prerecorded) (Level A)	Supports	The product has no multimedia content.
1.2.3 Audio Description or Media Alternative (Prerecorded) (Level A)	Supports	The product has no multimedia content.
1.3.1 Info and Relationships (Level A)	Supports with Exception	Meets requirements throughout, except for 1. A Data table deficiency on the Register Event page where content visually appears to be a data table beside the text "Select a date" but is not marked up as one. 2. Errors are not associated programmatically with form controls and as a result they are not exposed to assistive technology users on the following pages: a. Inquiry Form

Criteria	Conformance Level	Remarks and Explanations
		b. Change Temp Pass c. My Account d. Apply Now e. Register Event
1.3.2 Meaningful Sequence (Level A)	Supports	When the sequence in which content is presented affects its meaning, a correct reading sequence can be programmatically determined.
1.3.3 Sensory Characteristics (Level A)	Supports	The product has no multimedia content.
1.4.1 Use of Color (Level A)	Supports with Exception	Meets requirements throughout, except for a Color as Information deficiency on all pages which contain the "Tour Hub" button whose Color presents a deficient contrast ratio of 2.04 instead of the expected 4.5:1.
1.4.2 Audio Control (Level A)	Supports	The product has no multimedia content.
2.1.1 Keyboard (Level A)	Supports with Exception	Meets requirements throughout, except for a Keyboard Navigation deficiency on in-line text alert notifications whose element close (X) is not accessible by keyboard alone. This does not prevent further action from being taken within the following pages. 1. Inquiry form 2. Register event 3. Apply Now 4. Change Temp Pass 5. My Account
2.1.2 No Keyboard Trap (Level A)	Supports	A keyboard user can navigate in page without being trapped at a particular element or component both in forward or backward navigation.
2.2.1 Timing Adjustable (Level A)	Supports	No Timing Adjustable functionality exists in the product.
2.2.2 Pause, Stop, Hide (Level A)	Supports	No Pause, Stop & Hide functionality exists in the product.
2.3.1 Three Flashes or Below Threshold (Level A)	Supports	No Flashes or similar functionality exists in the product.
2.4.1 Bypass Blocks (Level A)	Supports	A mechanism is available to bypass blocks of content that are repeated on multiple Web pages.

Criteria	Conformance Level	Remarks and Explanations
2.4.2 Page Titled (Level A)	Supports	Web pages have titles that describe topic or purpose.
2.4.3 Focus Order (Level A)	Supports	Web pages can be navigated sequentially and the navigation sequences affect meaning and operation; focusable components receive focus in an order that preserves meaning and operability.
2.4.4 Link Purpose (In Context) (Level A)	Supports	The purpose of each link can be determined from the link text alone or from the link text together with its programmatically determined link context, except where the purpose of the link would be ambiguous to users in general.
3.1.1 Language of Page (Level A)	Supports	The default human language of each Web page is programmatically determined.
3.2.1 On Focus (Level A)	Supports	When any component receives focus, it does not initiate a change of context.
3.2.2 On Input (Level A)	Supports	Changing the setting of any user interface component does not automatically cause a change of context unless the user has been advised of the behavior before using the component.
3.3.1 Error Identification (Level A)	Supports	Provided input error is automatically detected, the item that is in error is identified and the error is described to the user in text.
3.3.2 Labels or Instructions (Level A)	Supports	Labels or instructions are provided when content requires user input.
4.1.2 Name, Role, Value (Level A)	Supports with Exception	Meets most requirements throughout, except for a few Name, Role, Value & State deficiencies: 1. State of currently selected page was not defined in High School Modal 2. Selected state of a current date & role for the active dates was not defined in Register event Page 3. Close element(X)'s name & role on in-line text alert notifications was not defined in Inquiry

Criteria	Conformance Level	Remarks and Explanations
		form, Register Event, Apply Now, Change Temp Pass, or My Account Pages
		4. Info icon ("I")'s name & role was not defined in all pages where info icon is present.
		5. Expanded / Collapsed state of the Account button on all pages which contains My Account button

Table 2: Success Criteria, Level AA

Notes:

Criteria	Conformance Level	Remarks and Explanations
1.2.4 Captions (Live) (Level AA)	Supports	The product has no multimedia content.
1.2.5 Audio Description (Prerecorded) (Level AA)	Supports	The product has no multimedia content.
1.4.3 Contrast (Minimum) (Level AA)	Supports with Exception	Meets requirements throughout, except for a Color as Information deficiency on all pages which contain the "Tour Hub" button whose Color presents a deficient contrast ratio of 2.04 instead of the expected 4.5:1.
1.4.4 Resize text (Level AA)	Supports	Except for captions and images of text, text can be resized without assistive technology up to 200 percent without loss of content or functionality.
1.4.5 Images of Text (Level AA)	Supports	The product has no images of text content.
2.4.5 Multiple Ways (Level AA)	Does not Support	Fewer than two ways to find other pages on the site are provided.
2.4.6 Headings and Labels (Level AA)	Supports with Exception	Meets requirements throughout, except for a Descriptive Labels deficiency on the Event Registration date selector whose labels do not clearly convey the purpose of the control.
2.4.7 Focus Visible (Level AA)	Supports with Exception	Meets most requirements throughout, except for Focus Visible (2.4.7.a) deficiencies where the focus indicator (e.g. border or dotted underline / background etc.) is

Criteria	Conformance Level	Remarks and Explanations
		not clearly visible as one tabs through the page (e.g. Left Nav. Elements, including "Jump to Section" Elements, and Event Registration date selector).
3.1.2 Language of Parts (Level AA)	Supports	The product doesn't contain text in different languages.
3.2.3 Consistent Navigation (Level AA)	Supports	The navigation is consistent across the given pages and components.
3.2.4 Consistent Identification (Level AA)	Supports	The icons are consistently observed across all the web pages and components.
3.3.3 Error Suggestion (Level AA)	Supports	Errors presented on the product are sufficient & no error suggestions are required.
3.3.4 Error Prevention (Legal, Financial, Data) (Level AA)	Supports	The product contains no Legal or Financial Data.