



ALISON HAYNES, M.S., W.A.S.

Enterprise Governance | Digital Accessibility Strategy |
Organizational Change & Communications

EXECUTIVE SUMMARY

- Advances organizational maturity through governance systems designed around organizational realities, stakeholder needs, and strategic objectives.
- Leads enterprise alignment by translating accessibility, risk, compliance, operational, and customer experience objectives into governance practices that drive measurable outcomes.
- Aligns stakeholders through measurable programs, integrated performance metrics, actionable data, and shared accountability.
- Synthesizes and curates complex technical, operational, and user-centered data from scorecards and integrated metrics into executive reporting dashboards and communications that improve visibility, alignment, and decision-making.
- Builds trust across organizations by understanding stakeholder motivation and connecting accessibility initiatives with business goals, user needs, regulatory obligations, and strategic priorities.

ENTERPRISE LEADERSHIP HIGHLIGHTS

- Established governance capabilities across 13+ business units influencing 10,000+ stakeholders and supporting accessibility adoption, executive reporting, risk visibility, and accountability.
- Built stakeholder-specific engagement strategies, scorecards and rubrics, remediation prioritization frameworks, reporting mechanisms, and dashboards that increased visibility, capability, ownership, accountability, and standards adoption.
- Led enterprise change initiatives across technology, procurement, finance, marketing, academic, research, and administrative functions, driving alignment among 10,000+ stakeholders through communication, education, and influence without authority.
- Invited presenter at national and regional conferences on accessibility governance, organizational maturity, standards adoption, and change leadership.
- Developed enterprise communication strategies and engagement campaigns reaching 30,000+ recipients.
- Systematically audited student, employee, and purchasing lifecycles to identify accessibility gaps and risks, advising stakeholders on remediation prioritization and resource allocation.

THOUGHT LEADERSHIP & TEACHING

- Adjunct Professor, Kent State University, specializing in digital accessibility practice, ethics, and universal design.
- Frequent conference presenter on digital accessibility standards, governance, organizational change, and enterprise maturity.
- Developed and delivered accessibility governance presentations reaching thousands of stakeholders across higher education and corporate environments.

PROFESSIONAL EXPERIENCE

Senior Business Analyst, Accessibility Enablement Team, Workplace Investing, Fidelity Investments | Nov 2025–Present

- As part of a cross-functional Accessibility Enablement team, operationalize accessibility governance, compliance workflows, and standards adoption across six business functions, including product, engineering, UX, procurement, content, and workplace education.
- Contribute to KPI development and reporting mechanisms for accessibility testing, VPAT remediation, standards adherence, and risk visibility.
- Advance cross-business alignment, executive visibility, and stakeholder accountability through governance reviews, prioritization frameworks, strategic communications, KPI reporting, and risk-management activities.
- Influence remediation prioritization, standards adoption, and operational improvements through enterprise partnerships and consensus-building without direct authority.
- Support accessibility advocates and business stakeholders in establishing enterprise standards, role-based accessibility best practices, shared initiatives, and organizational maturity.
- Partner on development of an AI-enabled VPAT reporting solution integrating Jira data to improve visibility, speed, accuracy, scalability, and client readiness.

Adjunct Instructor, Kent State University | Jan 2023-Present

- Teach graduate and undergraduate coursework in digital accessibility, user experience, usability, and inclusive design.
- Develop curriculum translating accessibility standards, user needs, and regulatory requirements into practical application.
- Mentor emerging and current professionals in accessibility, usability, and digital experience disciplines.

Assistant Director, Digital Accessibility & Divisional Communications, Kent State University | Nov 2022 – Nov 2025

- Designed governance structures, operating practices, and organizational partnerships that advanced accessibility maturity.
- Led enterprise accessibility strategy across web, mobile, instructional, marketing, and administrative technologies.
- Established monthly reporting and governance reviews with L2 technology, finance, academic, and research leadership, providing visibility into accessibility risk, procurement governance, policy implementation, and strategic priorities.
- Developed executive communications, dashboards, and reporting that increased visibility into technology and accessibility priorities, risks, and outcomes.
- Led training and digital standards efforts reaching 3,000+ stakeholders through consultation, advocacy networks, education, and change-management strategies.
- Established the Equal Access Academy with 23 customized learning experiences; voluntary participation exceeded 33% of employees over four years.
- Created and managed the Inside Equal Access newsletter, growing readership to 10,000+ subscribers with a 52% average open rate.
- Raised accessibility expectations for 120+ external vendors providing procurement teams with actionable risk data and greater visibility into accessibility considerations during purchasing decisions.

Digital Accessibility Compliance Coordinator | Feb 2020 – Nov 2022

- Developed governance processes, testing methodologies, documentation standards, and consultation frameworks supporting institution-wide accessibility adoption and compliance.
- Created a risk-based rubric for procurement reviews and vendor intake processes, establishing governance and prioritization standards that remained effective through five years of organizational change.
- Partnered with security and data teams to create governance intake processes supporting hundreds of requests annually.

- Embedded accessibility within project lifecycles through collaboration with product owners, developers, content creators, and business stakeholders.
- Evaluated websites, applications, documents, and third-party technologies, providing risk-based recommendations and remediation guidance.
- Delivered accessibility consultations, training programs, and communication resources that increased accessibility capability across academic and administrative units.
- Established scalable accessibility resources, reporting practices, and implementation strategies that improved awareness, consistency, and accountability.

Area Coordinator, Residence Services | August 2017 – January 2020

- Led operations, communications, student support, and strategic initiatives for a residential community serving 2,000+ students, while developing 25+ student leaders.
- Created and implemented digital workflows, forms, and communication systems that improved efficiency, usability, and service delivery.
- Built cross-functional partnerships across academic, administrative, facilities, and student affairs organizations.
- Designed and delivered professional development programs for 275+ staff members.

CORE EXPERTISE

Executive Alignment • Enterprise Governance • Accessibility Governance • Strategic Planning • Operating Models • Organizational Maturity • Change Leadership • Executive Communications • KPI Development • Scorecards • Governance Dashboards • Risk Management • Vendor Governance • Role-Based Training Development & Presentation • Ethical Data Visualization • ADA Title II • Section 504/508 • WCAG 2.2 • User Experience Research • Power BI • Power Automate • Excel Reporting and Data Visualization • Jira Reporting • Copilot • Adobe Creative Suite • Adobe Acrobat Pro

EDUCATION

M.S., User Experience Design, Kent State University
B.A., Piano Performance, Indiana University

CERTIFICATION

Web Accessibility Specialist (WAS), International Association of Accessibility Professionals (IAAP)

CONFERENCE PRESENTATIONS AND PROFESSIONAL LEADERSHIP

Ohio Digital Accessibility Working Group (ODAWG), founder and director
California State University at Northridge Assistive Technology Conference (CSUNATC)
Accessing Higher Ground Conference, Association on Higher Education and Disability (AHEAD)
Reimagining the Academy, Miami University
Ohio Higher Education Computing Council (OHECC) Annual Conference
United States Electronic Thesis and Dissertation Association (USETDA) Conference
Midwestern Higher Education Compact (MHEC) Session Presenter
Ohio Higher Education Computing Council (OHECC) Annual Conference