

verbit<sup>v</sup>

The Future of Accessible Content  
with AI Technology



# Agenda

1. Introduction
2. The Current Situation: “Stress Mode”
3. The Solution: Recognize & Anticipate Requirements
4. How AI Tech Makes the Difference
5. Verbit’s AI Technology
6. CommonLook’s AI Solution
7. Case Study: George Mason University
8. Q&A



# Who is here?



**Robert Starr,**

Accessible Media Coordinator,  
George Mason University



**Shir Ibgui,**

Marketing Manager,  
Verbit



**David Herr,**

Director of Marketing,  
CommonLook



**Don Behrman,**

Director of Sales & Marketing,  
Verbit



# The Current Situation: “Stress Mode”

- Many universities are creating accessible materials for an individual upon request (reactive approach)
- Unexpected ADA litigation causes stress for the whole university
- When a university is under litigation, the requirements are for an immediate solution, so much pressure to address the issues quickly
- Lack of staffing resources and budget to convert the amount of material needed to get in compliance
- Push back: Lots of difficulty to push the professors to take this seriously, difficult for the university staff to handle all accessibility work in-house



# #1: Facing Litigation or Under Investigation

- UC-Berkeley
- Harvard and MIT
- Fordham University
- The University of Minnesota Duluth published a good list of Higher Education Institutions dealing with Web Accessibility lawsuits and complaints <https://www.d.umn.edu/~lcarlson/ateam/lawsuits.html>



## #2: Reacting to a Time-Sensitive Student Request

- ❏ In many cases, the disability services department at a university will be required to convert the class materials to an accessible format. This is what George Mason does currently as Robert will discuss later in the presentation
- ❏ For Time-sensitive work, the accessibility work can be outsourced, CommonLook does PDF remediation work on demand for many universities
- ❏ This approach works for individual students and does not ensure that the overall accessibility is being met for the general population, it is just solving the problem for one student at a time. Liability risks are still there for the overall university's web site and LMS systems
- ❏ Because this done based on demand, it is very seasonal, so there may not be resources available to meet the demand during off season times



# Poll

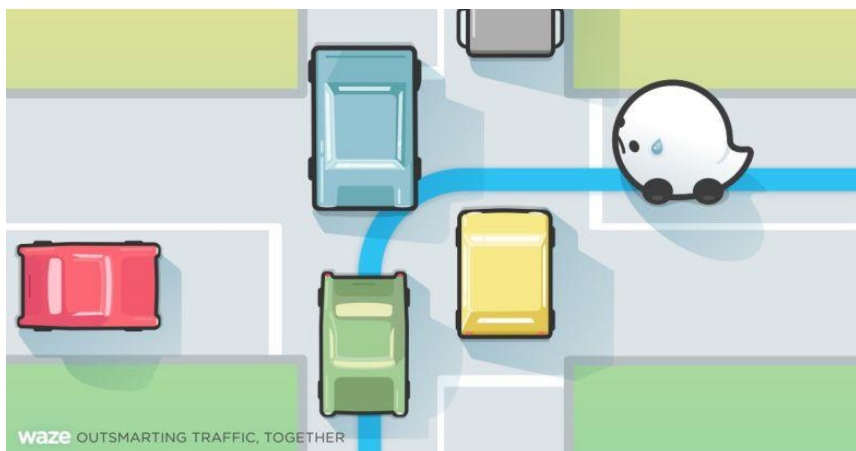
1. On a scale of 1-10, how accessible is your course content?
2. Have you ever faced a litigation?
3. Do you consider your school more proactive or reactive?

# The Solution: Recognize & Anticipate Requirements

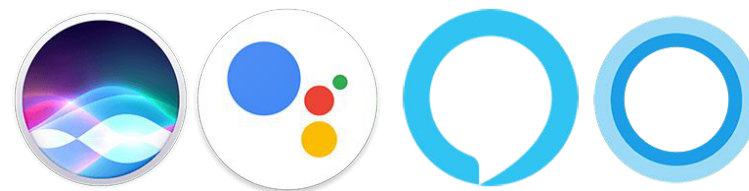




# How AI Tech Makes a Day to Day Difference



Google Maps & Waze



Siri & Alexa



# How AI Makes a Difference in Education

According to the [Artificial Intelligence Market in the US Education Sector](#) report, it is expected that artificial intelligence in U.S. Education will grow by 47.5% from 2017-2021.

([Forbes](#))





# CommonLook's AI Tech & Services

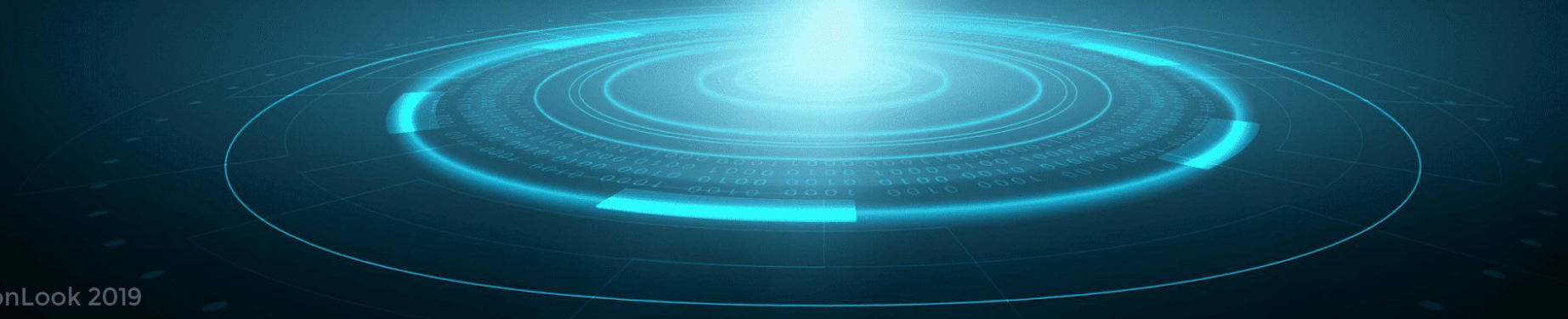
Currently Higher Education is using one of the following methods to ensure PDF content is accessible:

- Manually tagging and remediating content using Adobe AcrobatDC
- Using tools like CommonLook PDF and CommonLook Office to improve efficiency for remediation work
- Converting content to another format
- Outsourcing Remediation of PDF documents (make sure they certify their work!)

INTRODUCING



# CommonLook AI Cloud



# CommonLook AI Cloud



- **Patent-pending technology** for improving the speed and accuracy of PDF remediation services using advanced machine learning.
- The initial release of our solution will be a **cloud-based portal** for uploading of documents to be processed by our proprietary CommonLook tool.
- The files will then be tested by our remediation services team and delivered to back to the client as **100% compliant PDF documents**.

# AI Cloud Features



- Portal for managing documents submitted for remediation
- Software designed to learn from your existing documents
- Best use case is for large quantities of similar documents
- Large quantities of documents can be quickly remediated
- Highly accurate remediation
- Files are final tested for 100% compliance by our professional remediation team

## AI Cloud Benefits

The first in a series of CommonLook AI tools that will be released in the coming year.

### **Major Benefit:**

Allows organizations to remediate large volumes of PDF documents for much less than the cost of traditional manual remediation.

# CommonLook AI Partnership Program

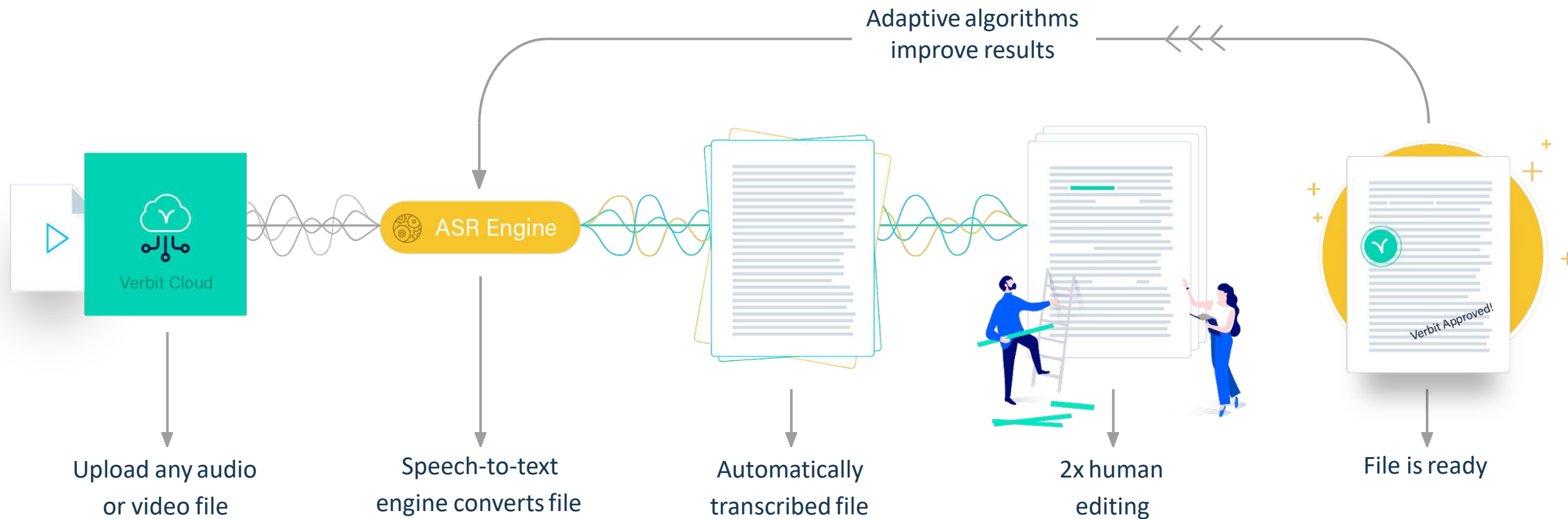


- Looking for a limited number of customer partners who will participate in an early stage pilot program.
- Benefits include access to technology that ensures documents are 100% compliant with the standards, provided at a fraction of the current cost of remediation.
- If you are interested in learning more about this leading-edge program, please fill out the CommonLook AI Partners request form here: [www.commonlook.com/ai-partnership](http://www.commonlook.com/ai-partnership)





# Verbit's AI Tech





# Poll

1. What do you use AI technology for in accessibility?
2. Would you be willing to pilot AI technology on your campus?
3. What is the most important decision-making factor when purchasing a new assistive technology platform solution?



# Case Study: George Mason University

## Problem

### Accommodating an increasing number of students with print/video access

- Blind/Visual Impairment
- Deaf/Hard of Hearing Impairment
- Learning Impairment
- English as Second language

### Issues with lack of timely access to instructional materials

- Lack of communication
- Lack of staffing
- Lack of process



## Solution

### Document Accessibility Program

- 1 full time staff, 1-2 student workers
- Remediate all course and university documents (Word, PPT, PDF)
- CommonLook, Acrobat
- Avg. turnaround – 14.6 days FY18, 8 days FY19

### Video Captions/Transcripts

- Outsource
- Time Saving
- Cost Saving
- Scalable

### Partner with Office of Disability Services and Office of Digital Learning



# GMU - Document Remediation

## Fiscal Year 2018

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### Faculty/Staff Participants:

- 40

### # of Docs Processed

- 498 documents
- 7,956 pages

### By Format

- 196 PPT (39%)
- 147 Word (30%)
- 155 PDF (31%)

### Type of Request

- 49% Compliance (244 requests)
- 51% Disability Accommodation (254 requests)

## Fiscal year 2019

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### Faculty/Staff Participants

- 59 (47.5% ↑ over FY18)

### # of Docs Processed

- 702 documents (41% ↑ over FY18)
- 10,160 pages (28% ↑ over FY18)

### By Format

- 295 PPT (42%)
- 131 Word (19%)
- 276 PDF (39%)

### Type of Request

- 52% Compliance (368 requests)
- 48% Disability Accommodation (334 requests)



# GMU - Video Captions/Transcripts

## Spring 2019 Semester

Faculty/Staff Served: 79

# of videos processed: 1,277

Total # of minutes: 19,733

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## 65 Courses

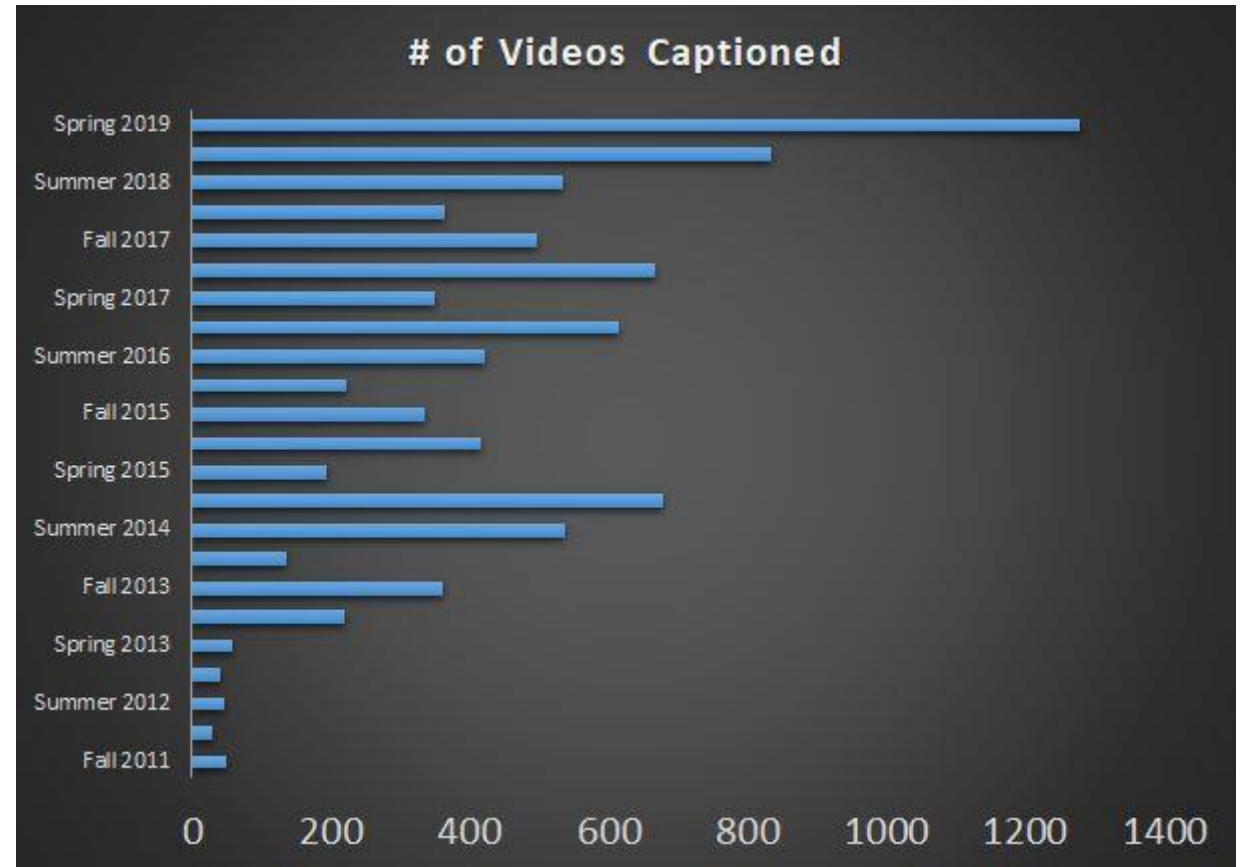
- ✓ Accommodation: 209 videos (16%)
- ✓ Compliance: 1,079 videos (82%)

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## 11 Departments

- ✓ GMU Website: 24 videos (2%)

## Historical Data by Semester





# Q&A

All questions asked throughout the webinar from the comments section will be answered here.





Thank you