Accessible Media @ Mason: The Costs of Doing Business FY12-FY14 Updates

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Accessing Higher Ground Conference

November 19, 2014

GEORGE MASON UNIVERSITY

What we'll cover

- **About the ATI**

- **Accessible Media@Mason**

  – How We Got Started

  – How We Have Evolved

  – Costs

  – Next Steps

- **Questions/Answers**

Strategic Partnerships, How We Got Started, How We Have Evolved, Next Steps

ACCESSIBLE MEDIA @ MASON

Strategic Partnerships (AccMedia)...

- Disability Services (DS)
- Information Technology Unit (ITU)
  - Online Learning Services
  - Instructional Design Team (ID)
- University Libraries (UL)
- Kellar Institute for Human disAbilities (KIHd)
- Distance Education (DE)

Background (*Docsoft:AV* unit)

Prior to 2009 – No Solution

August 2009 – Purchased *[Docsoft:AV](#)* Unit

- ATI paid 1/3 upfront costs, Kellar Institute (KIHd) covered rest
- 50/50 split of annual maintenance costs w/ KIHd
  - ATI
    - Manage access to service
    - Provide *Docsoft:AV and :TE* applications training to faculty and staff
    - Market and promote
  - KIHd
    - Host *Docsoft:AV* unit on their server
    - Set up website, http://docsoft.gmu.edu

Docsoft:AV Unit & *:TE* Application

:AV (*Appliance*)

- Unit is used to automatically generate text transcripts and closed captioning formats

- Supports number of different formats

- Speaker profiles

- Supports multiple user accounts (10GB limit/user)

- 60 hours/week

:TE (Application)

- Software application allows user to edit transcripts created using *Docsoft:AV* unit.

Background (*Docsoft:AV* unit cont'd)

After 1st year…still no captioning!

– **Unit was not being utilized**

- One staff member captioned videos (on her own time) for one of their departmental programs
- One staff member transcribed interviews from research project
- Received requests from grad students to transcribe research

– **Pushback from faculty/staff**

- Myth regarding voice transcription capability (not 100%!)
- Lack of resources on part of departments/units
- Lack of faculty/staff technical knowledge
- Lack of time

Background (Proposal)

- **January 2011** – Submitted proposal to provide in-house captioning services

  Proposal Highlights
    – Accessible Media Process/Procedures (input from several stakeholders)
    – Increase 1 PT staff to FT
    – 2 hourly student-wage positions
    – 2 new computer workstations
    – Equipment for converting VHS to DVD*
    – Costs for outsourcing (CC and AD)
    – Hardware licensing costs - *Docsoft:AV* unit
    – Software licensing costs

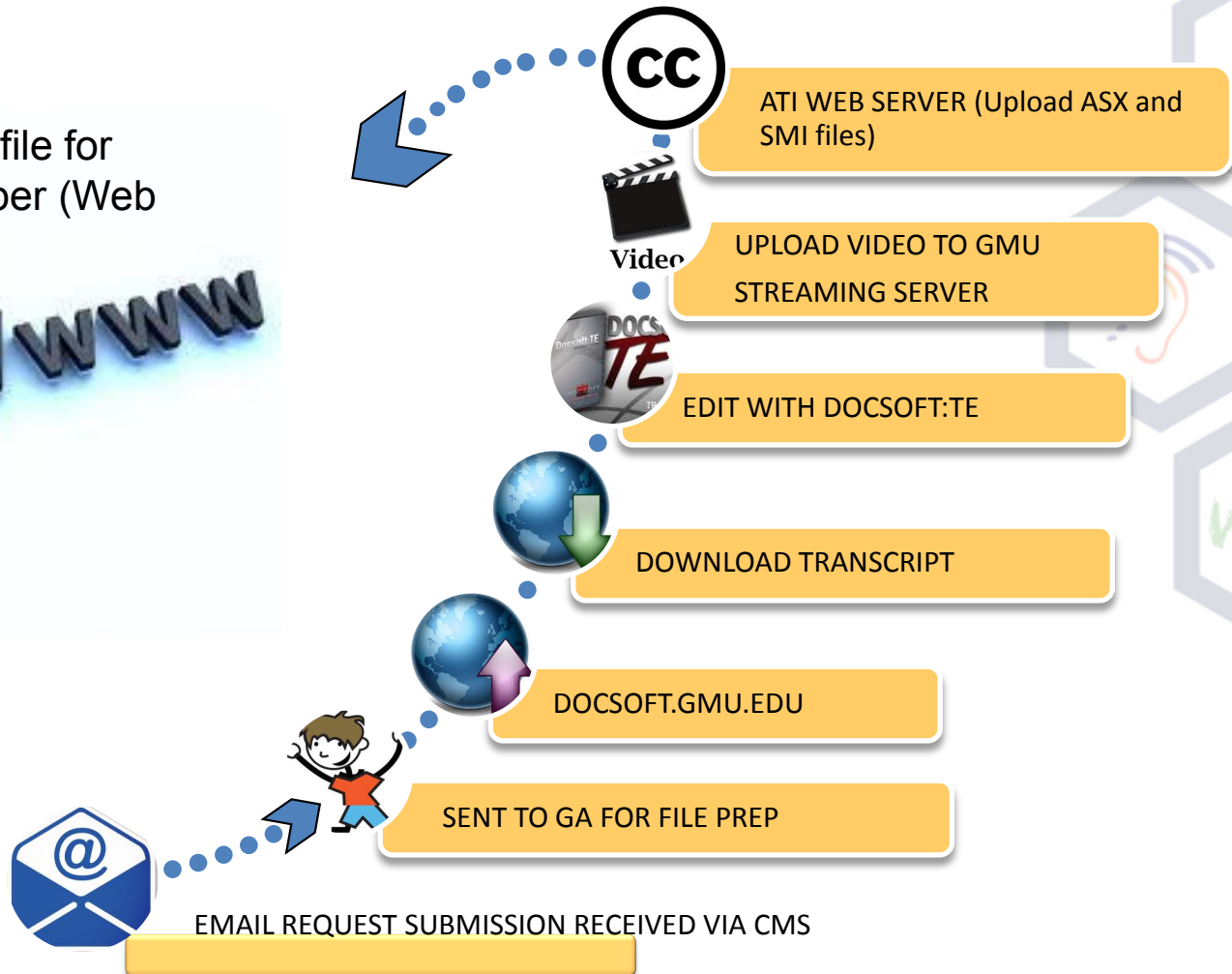- **June 2011 – FY2012 Budget Approved for $40k!**

Background (Pilot)

- **Sum 2011**
  - Hired/Trained 2 grad assistants – *Docsoft:AV* and *:TE* applications
  - Developed [online request form](#)
  - Established accessible media workflow (w/ stakeholders from library and DE)

- **Aug./Sept. 2011** – Pilot Project launched
  - Worked with 1 Instructional Designer
  - Emphasis on Windows Media Files (WMV)
  - Content came from:
  - YouTube, GMU-TV station, iTunesU, DE courses, Mason "channels" (i.e., YouTube, Vimeo)
  - **3-week turnaround time** on jobs

Accessible Media Pilot Workflow (Fall 2011)

Email link to ASX file for faculty/staff member (Web Hosting Server)

http://www

ATI WEB SERVER (Upload ASX and SMI files)

UPLOAD VIDEO TO GMU STREAMING SERVER

EDIT WITH DOCSOFT:TE

DOWNLOAD TRANSCRIPT

DOCSOFT.GMU.EDU

SENT TO GA FOR FILE PREP

EMAIL REQUEST SUBMISSION RECEIVED VIA CMS

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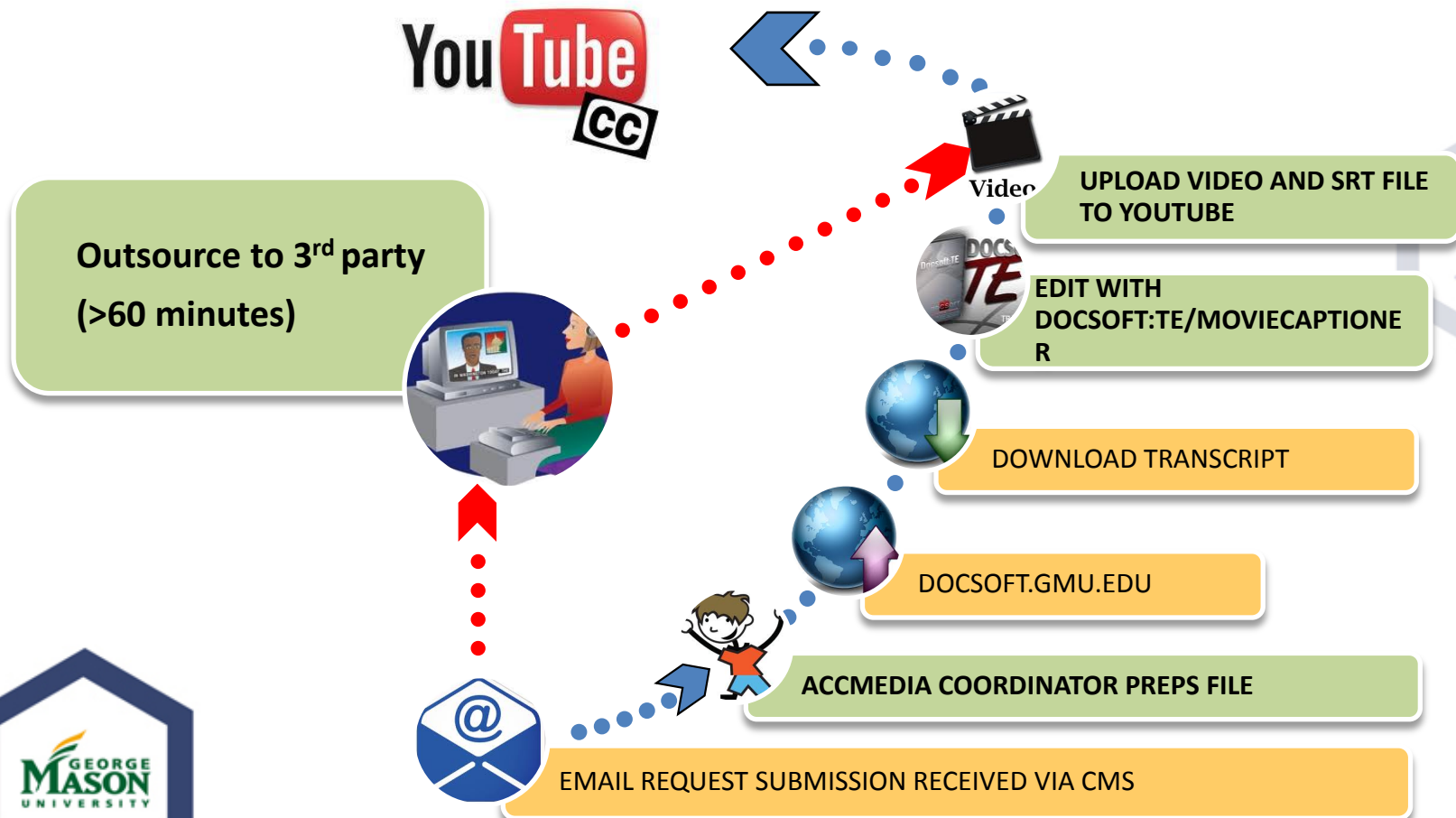
Pilot Project Results

- **Timeframe (Fall 2011)**
  - Captioned just under 12 hours of video
  - Most submissions from ID, some from websites

- **Host of Issues Identified!**
  - Timing, Delivery method (WMV, server issues, buffering)
  - Streaming server accounts (5GB limit)
  - Quality of captions
  - Video description
  - Lack of technical knowledge
  - Marketing
  - HD videos
  - When to outsource??

Retool for Spring Rollout

- **End of Jan 2012 (Beginning of Spring semester)**
  Goal to make service available to entire university

- **How we fixed issues?**
  - Delivery method (Created YouTube channel)
  - Quality of captions (e.g., Media Access Group at WGBH Best Practices)
  - Policy to address video description requests
  - Lack of technical knowledge (Trial & Error)
  - Marketing (DE Council, Faculty Orientation Workshops, CDE, ID, Library)
  - When to outsource?? (Established some guidelines…e.g., over 60 min, less than 3-wk)

Improved Accessible Media Workflow (Spring 2012)

YouTube cc

Outsource to 3rd party (>60 minutes)

UPLOAD VIDEO AND SRT FILE TO YOUTUBE

EDIT WITH DOCSOFT:TE/MOVIECAPTIONER

DOWNLOAD TRANSCRIPT

DOCSOFT.GMU.EDU

ACCMEDIA COORDINATOR PREPS FILE

EMAIL REQUEST SUBMISSION RECEIVED VIA CMS

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Evolution since FY12

FY13 Highlights

- **Good**
  - Scalable
  - YouTube was familiar
  - GA's were improving
  - 2.5x # of requests from FY12
  - DE course reviews
  - Reduced turnaround time to 7 days

- **Bad**
  - Lack of predictability
  - GA's couldn't handle most immediate requests
  - Copyright issues (2 YouTube accounts)
  - A lot of manual hand-off
  - Hire/Losing/Re-hiring SWs

FY14 Highlights

- **Good**
  - Scalability…University shift toward new video mgmt. platform (Kaltura)
  - Growing predictability
  - 2.8x # of requests from FY13
  - RFP for captioning/transcription
  - Improved workflows
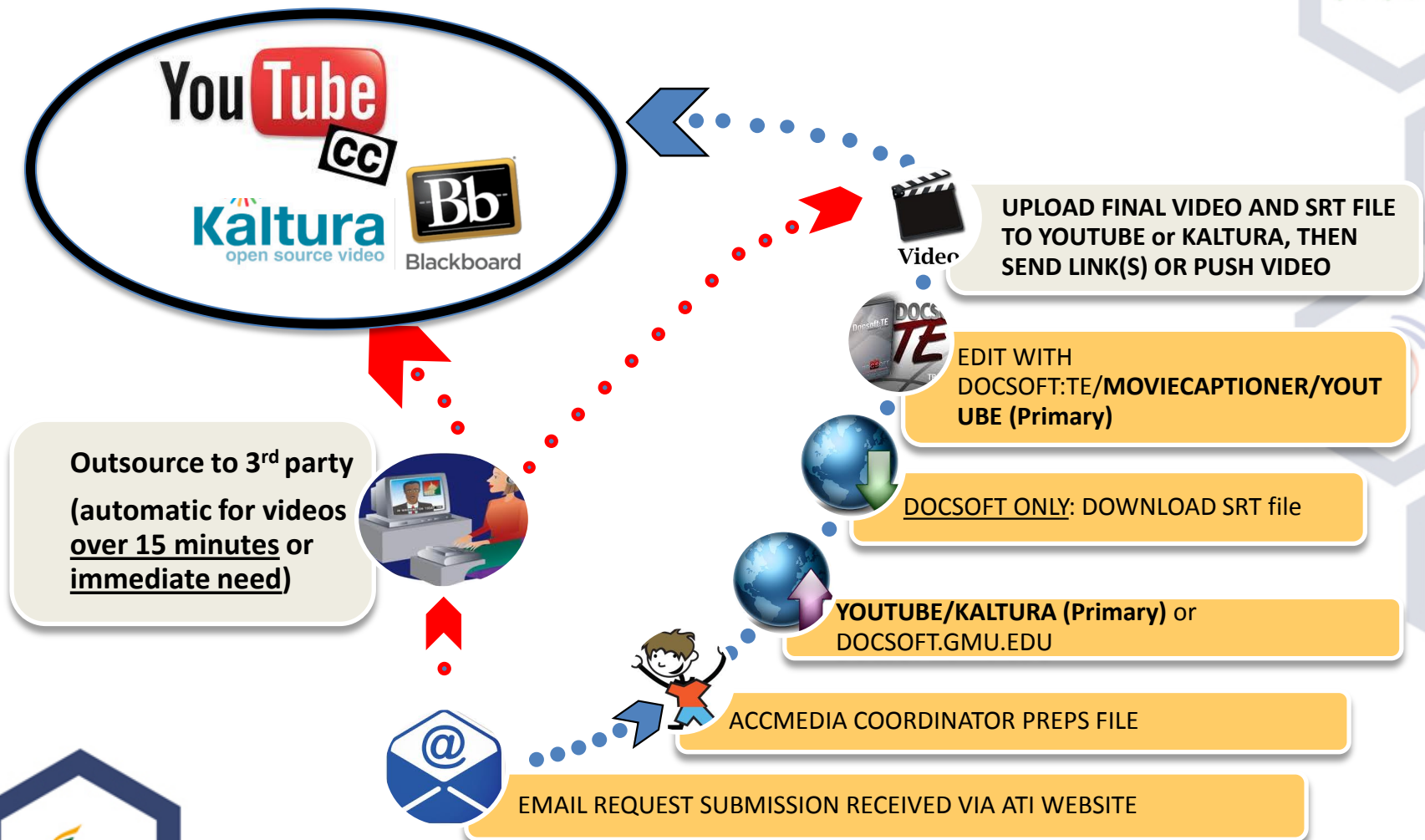 - Reduced turnaround time to 4 business days

- **Bad**
  - Copyright Issues (Added 3rd YouTube account)
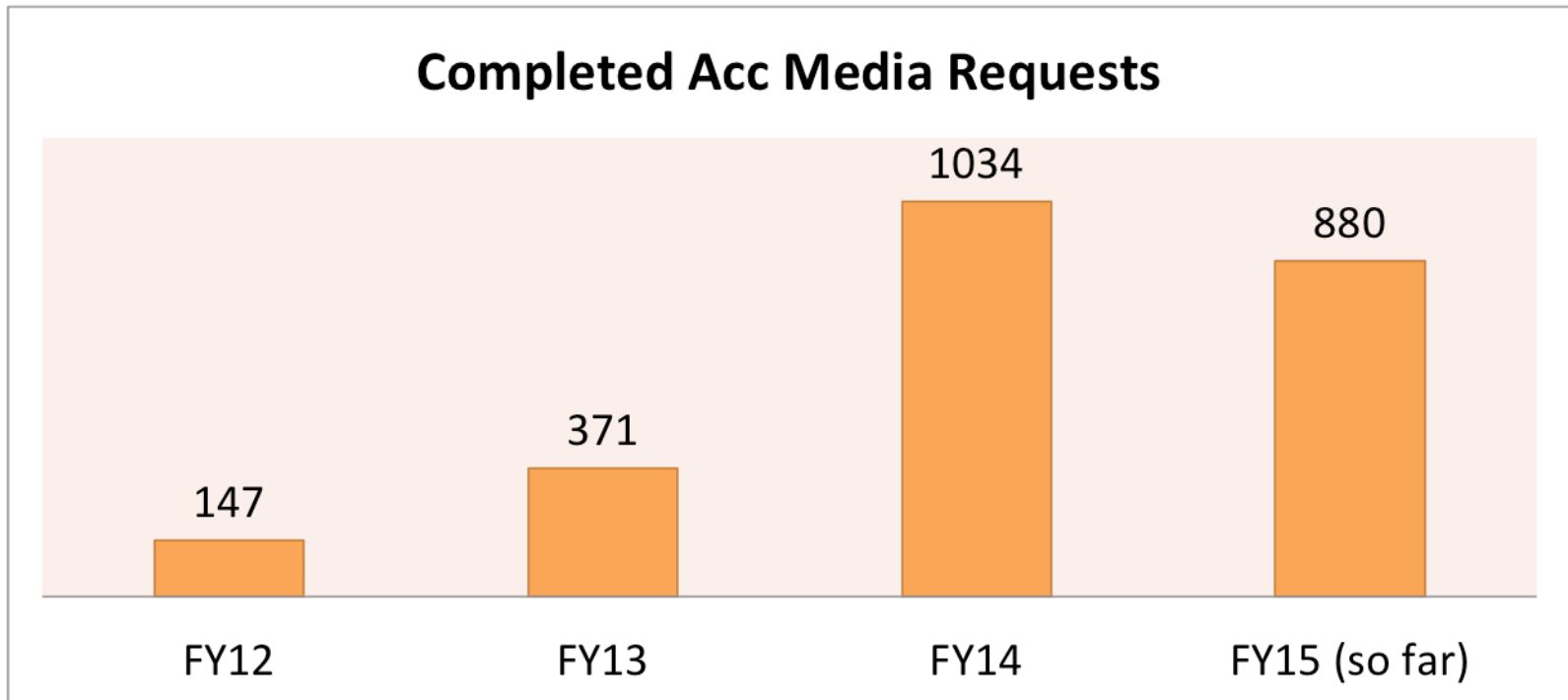 - Outsourcing costs

Kaltura Pilot (Spring 2014)

- ITU purchased and implemented Kaltura video management platform during Spr/Sum 2014...full implementation Fall 2014/Spr 2015

- Solved a number of captioning issues
    - Easy process for addressing last-minute requests
    - Standardized video management process (workflow, player, etc.)
    - RFP for captioning/transcription vendors with Kaltura partnerships
    - Streamlined workflows/timelines/costs
    - Allowed for scalability

Updated Accessible Media Workflow (Fall 2014)

UPLOAD FINAL VIDEO AND SRT FILE TO YOUTUBE or KALTURA, THEN SEND LINK(S) OR PUSH VIDEO

EDIT WITH DOCSOFT:TE/**MOVIECAPTIONER/YOUTUBE (Primary)**

Outsource to 3rd party (automatic for videos under 15 minutes or immediate need)

DOCSOFT ONLY: DOWNLOAD SRT file

YOUTUBE/KALTURA (Primary) or DOCSOFT.GMU.EDU

ACCMEDIA COORDINATOR PREPS FILE

EMAIL REQUEST SUBMISSION RECEIVED VIA ATI WEBSITE

What the numbers show…

Completed Acc Media Requests

- FY12: 147
- FY13: 371
- FY14: 1034
- FY15 (so far): 880

FY12-FY14

COSTS

	FY12*	FY13	FY14
Total Minutes	3,453	7,309	16,419
Total Hours	57.55	121.82	278.4
Total Jobs	195	371	1034
Hours (Outsourced)	18.63	68.97	222.55
Jobs (Outsourced)	24	177	901
Total Costs (Outsourced)	$3,297.40	$11,325.10	$31,403.56
Avg. Cost (Outsourced)	**$2.94**	**$2.73**	**$2.35**
Hours (In-house)*	38.92	52.85	51.1
Jobs (In-house)*	171	194	133
Total Costs (In-house)*	$13,723.45	$0	$0
Avg. Cost (In-house)*	**$5.87**	$0	$0
Cost Savings	($6,858.55)*	$8,656.53	$7,205.10

*In FY12, all in-house work is attributed solely to grad students. That work is now shared amongst a number of Mason staff/faculty in FY13 and FY14.

Cost Comparisons by FY

FY12 Costs (Per-minute, Annual)

Total Minutes (FY12):   **3,453**

Total Hours (FY12):   **57.55**

Total Jobs (FY12):   **195**

Total Hours (Outsourced in FY12):   18.63

Total Jobs (Outsourced in FY12):   24

Total Costs for Outsourcing in FY12: $3,297.40

Avg. Cost per video minute (Outsourced): $2.94

Total Hours (Grad Students in FY12):   38.92 (2,335 minutes)

Total Jobs (Grad Students in FY12):   171

Total Costs (Grad Students in FY12): $13,723.45

Avg. Cost per video minute (Student): $5.87

Cost savings (Students): 2,335 * $2.94 = $6,864.90 - $13,723.45 = ($6,858.55)

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Drilling Down By Grad Student (In-house FY12)

Grad Student #1

Total Jobs (FY12):　　　　　102

Total Hours (FY12):　　　　　21.8

Avg. Cost per video minute (GA #1): $7.93

Grad Student #2

Total Jobs (FY12):　　　　　69

Total Hours (FY12):　　　　　17.1

Avg. Cost per video minute (GA #2): $3.26

Who's Using the Service?, Things to Consider, Next Steps

SUMMARIZING

Who's Using the Service?

- **Over 150 faculty/staff members have made requests**

- **Top 3 Schools/Colleges/Units making requests**
  - Volgenau School of Engineering
  - College of Humanities and Social Sciences
  - College of Science

- **Reasons for Request**
  - Compliance for DE Course – 73.2%
  - Compliance for F2F Course – 1.1%
  - Web Compliance – 3.3%
  - Disability Accommodation – 22.4%

Things to Consider for your Institution…

- **Budget/Prioritization**
- **Build infrastructure first**
  - Platform
  - Editing tools
- **Involve stakeholders early**
- **In-house (i.e., students, staff/faculty) vs. Outsourcing**
  - What model fits best at your institution?
  - Goals...Accommodation vs. Compliance?
  - What can you afford?
- **Develop policies and procedures**
  - Turnaround time for requests?
  - How will they make requests?
- **Training, Training, Training!!**

Next Steps

- **Assess Workflow**
  - **Working with stakeholders (DE, Library)**
  - **Accurately track work directly related to accessible media**

- **Continue to improve campus buy-in**
  - **Faculty/Staff Trainings (Kaltura)**
  - **Everything located in one place**

- **Improve costs/timelines**
  - **RFP for captioning to continuing reducing per minute costs**
  - **Outsource all requests over 15 minutes**

Questions

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