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

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Accessing Higher Ground Conference

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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 (KI Hd)
- 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](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.
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)

1. EMAIL REQUEST SUBMISSION RECEIVED VIA CMS
2. SENT TO GA FOR FILE PREP
3. DOCSOFT.GMU.EDU
4. UPLOAD VIDEO TO GMU STREAMING SERVER
5. ATI WEB SERVER (Upload ASX and SMI files)
6. EDIT WITH DOCSOFT:TE
7. DOWNLOAD TRANSCRIPT
8. Email link to ASX file for faculty/staff member (Web Hosting Server)
9. DOCSOFT.GMU.EDU
10. SENT TO GA FOR FILE PREP
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)

- Email request submission received via CMS
- ACCMedia Coordinator prepares file
- Download transcript
- Edit with Docsoft:Te/MovieCaptioner
- Upload video and SRT file to YouTube
- Outsource to 3rd party (>60 minutes)
- Docsoft.gmu.edu
- ACCMedia Coordinator prepares file
- Email request submission received via CMS
## 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)

- **EMAIL REQUEST SUBMISSION RECEIVED VIA ATI WEBSITE**
- **ACCMEDIA COORDINATOR PREPS FILE**
- **YOUTUBE/KALTURA (Primary)**
- **or**
- **DOCSOFT.GMU.EDU**
  - **DOCINFO ONLY: DOWNLOAD SRT file**
  - **YOUTUBE/KALTURA (Primary) or DOCINFO.GMU.EDU**
  - **ACCMEDIA COORDINATOR PREPS FILE**
  - **EMAIL REQUEST SUBMISSION RECEIVED VIA ATI WEBSITE**
  - **UPLOAD FINAL VIDEO AND SRT FILE TO YOUTUBE or KALTURA, THEN SEND LINK(S) OR PUSH VIDEO**
  - **EDIT WITH DOCINFO:TE/MOVIECAPTIONER/YOUTUBE (Primary)**
  - **Outsource to 3rd party**
    - (automatic for videos over 15 minutes or immediate need)
What the numbers show...

Completed Acc Media Requests

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Requests</th>
</tr>
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<tbody>
<tr>
<td>FY12</td>
<td>147</td>
</tr>
<tr>
<td>FY13</td>
<td>371</td>
</tr>
<tr>
<td>FY14</td>
<td>1034</td>
</tr>
<tr>
<td>FY15 (so far)</td>
<td>880</td>
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</table>
FY12-FY14

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

*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)
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
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
Contact Information

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