



From Accommodations to Inclusion: **How to Build a Captioning Budget That Benefits All Students**





Who is here?



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Agenda

- 01 The road to Inclusion
- 02 The path Utah State University is on
- 03 The path George Mason University is on
- 04 The path forward for Your Institution
- 05 Q & A's

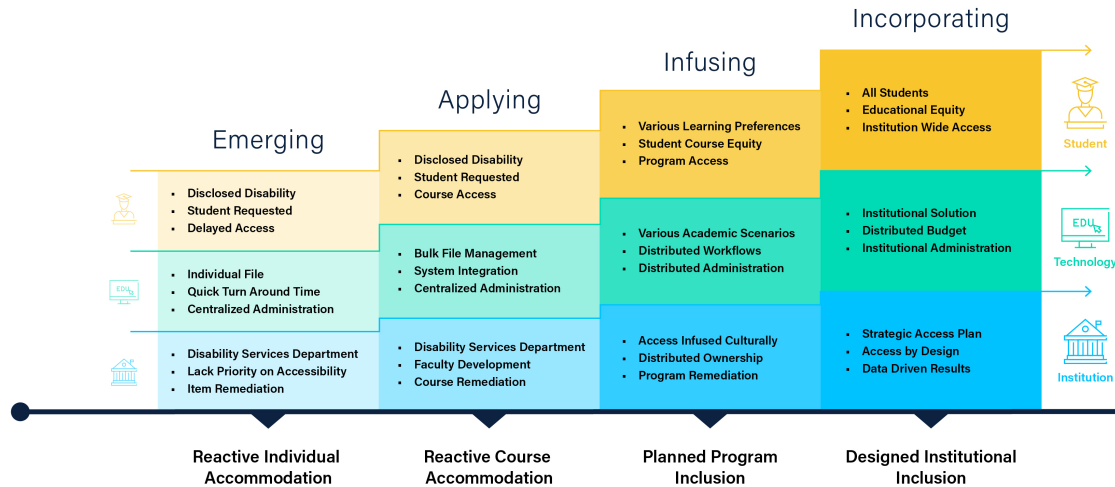




The **biggest hindrance** to digital accessibility in education . . . The underlying perception that digital accessibility is optional.

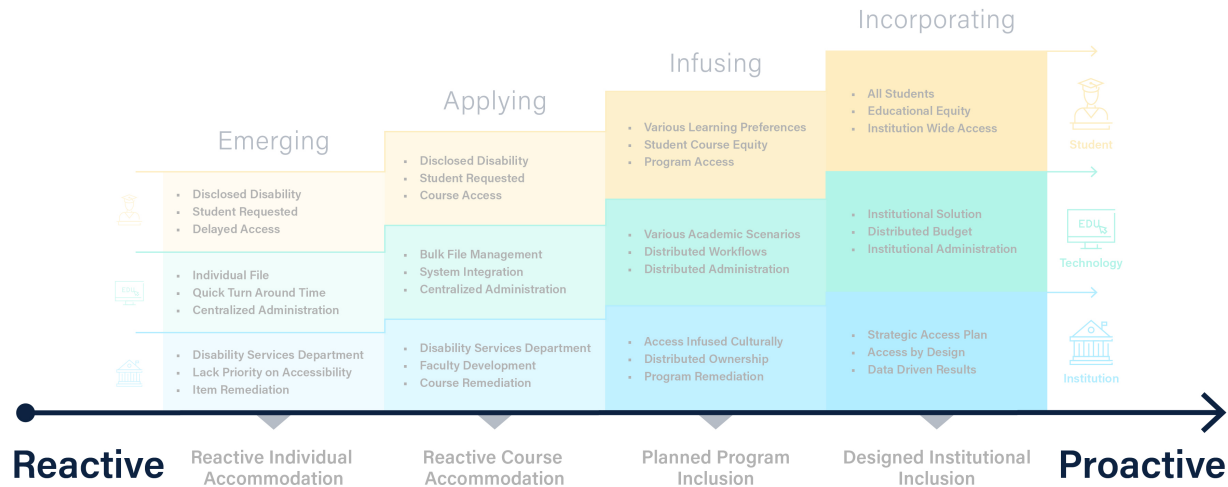


Verbit Maturity Model™ for Higher-Ed



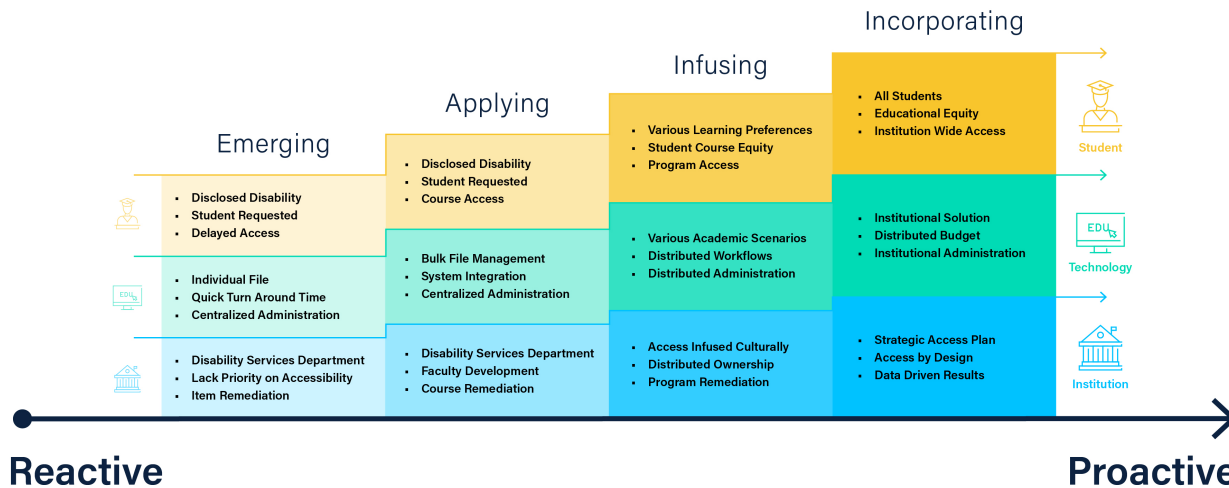


Verbit Maturity Model[™] for Higher-Ed





Verbit Maturity Model TM for Higher-Ed





Utah State University

Christopher Phillips



Highlight the Benefits!

SPECIAL DEAL

Limited time offer!

*term and conditions apply



Benefits

- **Second Language Learners**
 - **Literacy**
 - **Learner Preference**
 - **Noisy Contexts**
 - **Availability of Transcript**
 - **Findability**
-




Benefits

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Especially when you caption videos for
accommodations

A black-framed sign with a white background, mounted on a textured wall. The sign contains the text "Reframe the Budget Conversation" in a bold, black, sans-serif font, arranged in three lines.

Reframe the Budget Conversation



Instead of:

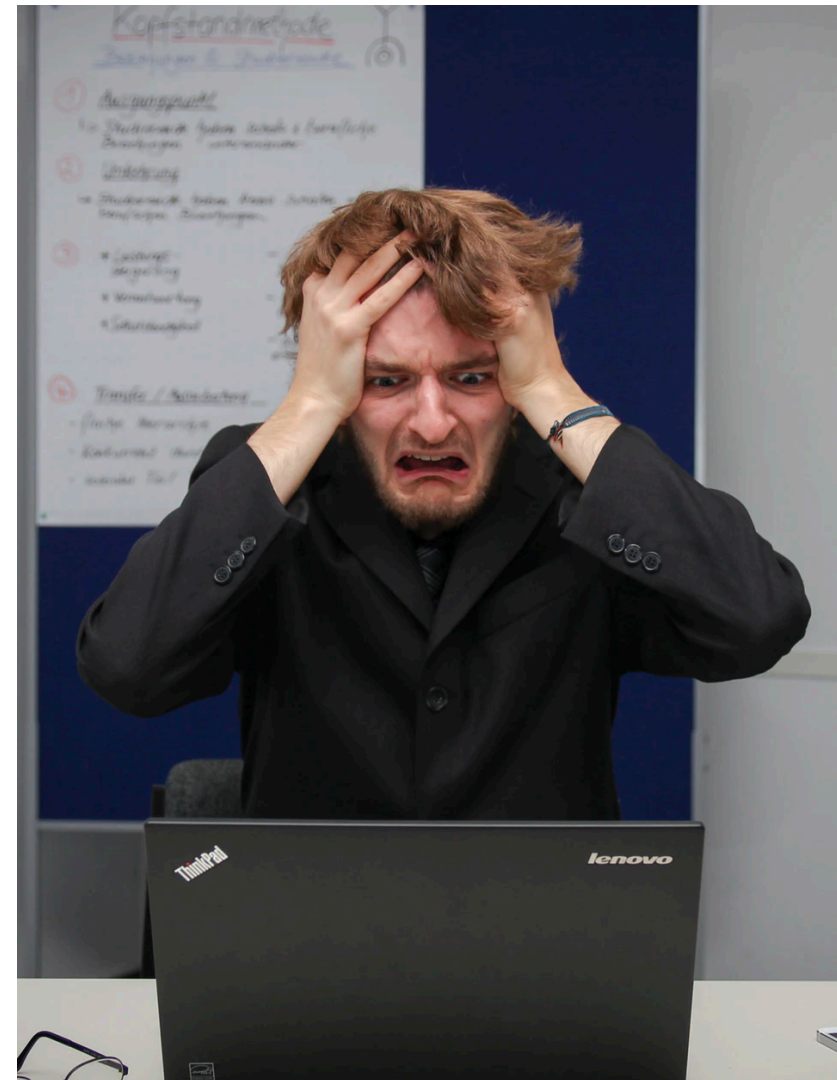
Why would we create a
budget to caption more
videos?



Change the conversation to:

Why wouldn't we provide a
budget to caption more
videos given the
tremendous benefits that
come from captioning?

Leverage Frustration



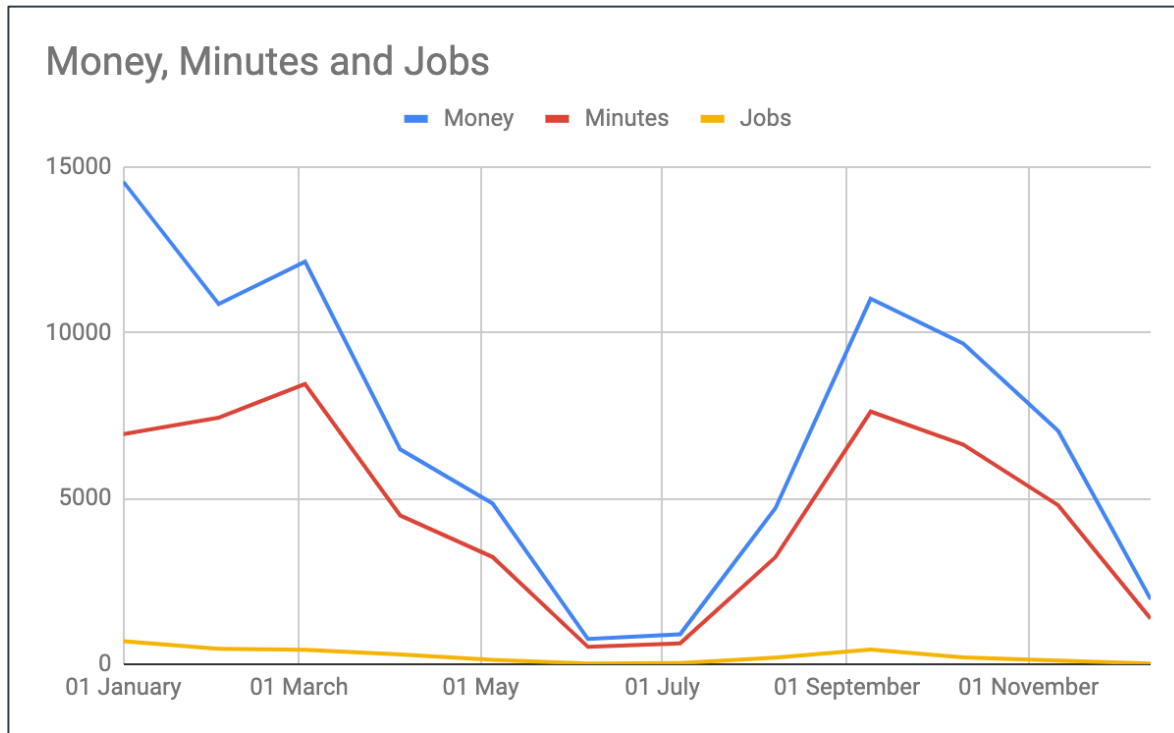


If there is a problem you
can't fix, **make the problem
bigger** until someone who
can fix it does.

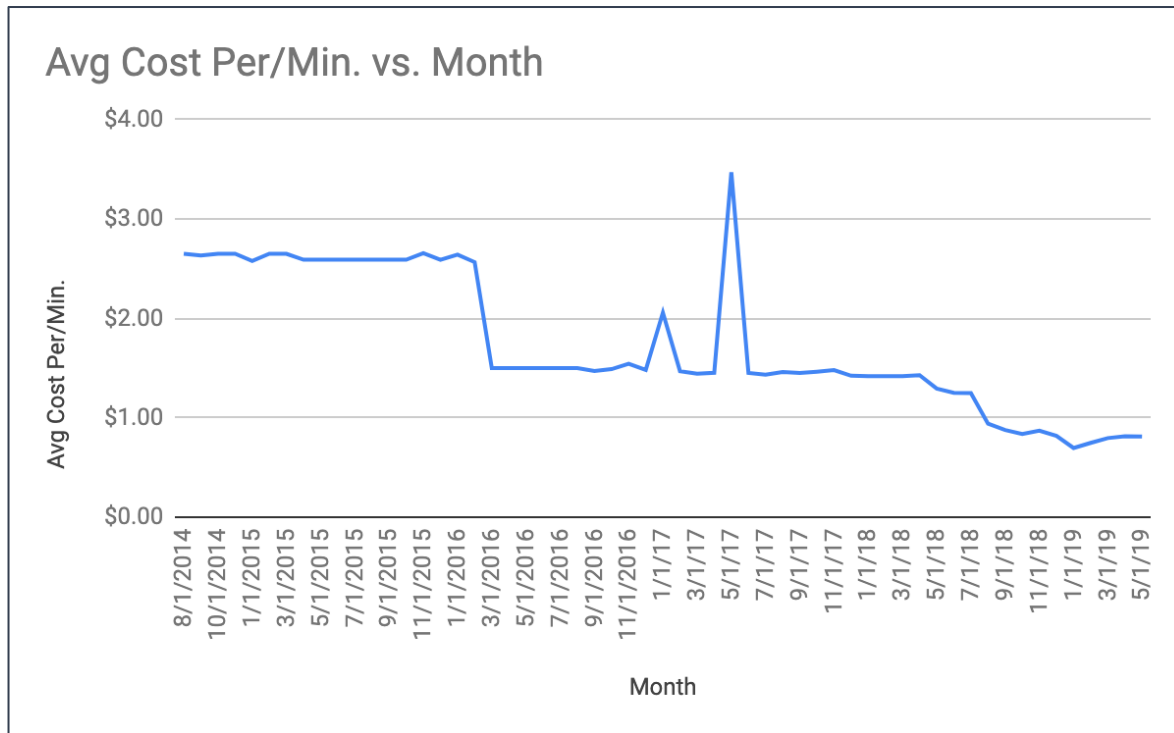
Track Expenses



Minutes, Money, Jobs



Average Cost per Minute





George Mason University

Robert Starr



What was happening at Mason?

Prior to 2009 – No Solution

August 2009 – Purchased

Docsoft:AV Unit

- ATI paid 1/3 upfront costs, Kellar Institute for Human disAbilities (KIHD) covered rest
- 50/50 split of annual maintenance costs w/ KIHD

After 1st year...still no captioning!

- Unit was not being utilized
- Pushback from faculty/staff
 - Lack of time/resources

2011

National cases had Mason equivalents!

- Deaf student enrolled in DL section of an IT course

Who's paying for this?

- No budget for captioning
-



What was happening at Mason?

2011

- Proposal submitted for in-house captioning services
 - Staffing: 1PT to FT, 2 grad students
 - Technology (laptops, Docsoft licensing, etc.)
 - Unexpected costs (outsourcing captioning and Audio Description)

2012

- Avg. Cost per minute (Outsourced): \$2.94
 - Avg. Cost per minute (Student): \$5.87
 - Cost savings (Students): $2,335 * \$2.94 = \$6,864.90 - \$13,707.62 = (\$6,842.13)$
-



Progress and Hindrances

Progress

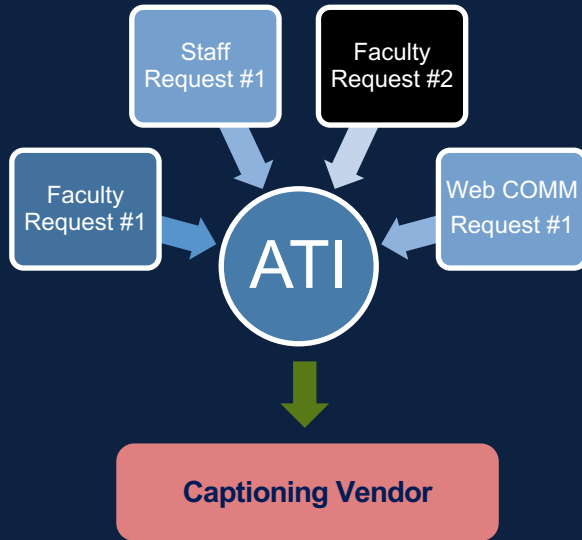
- **Inclusion!** University shift (Kaltura)
- Growing predictability
- RFP for captioning/transcription
- Improved workflows
- Relationship growth from faculty/staff
- Technology advancement
 - Vendors capabilities
 - Digital access to media
- Strategic planning

Hindrances

- A lot of manual hand-off
 - Lack of predictability
 - GA's couldn't handle most immediate requests
 - Hire/Lose/Re-hire SWs
 - Outsourcing costs (in early years)
 - Early faculty/staff buy-in
-



Centralized Captioning Model



Process overview

- Faculty/staff submit captioning request
 - ATI processes request and records/tracks request information
 - Download file from YouTube/3rd-party Website, if file not in Kaltura
 - Push videos from Kaltura to vendor server
 - Video pushed from Kaltura to Blackboard.
 - ATI pays costs
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Strategic Partnership



Ongoing Relationships

- Disability Services
 - Information Technology Unit
 - Online Learning Services
 - Instructional Design Team
 - University Libraries
 - Distance Education
 - Communications & Marketing
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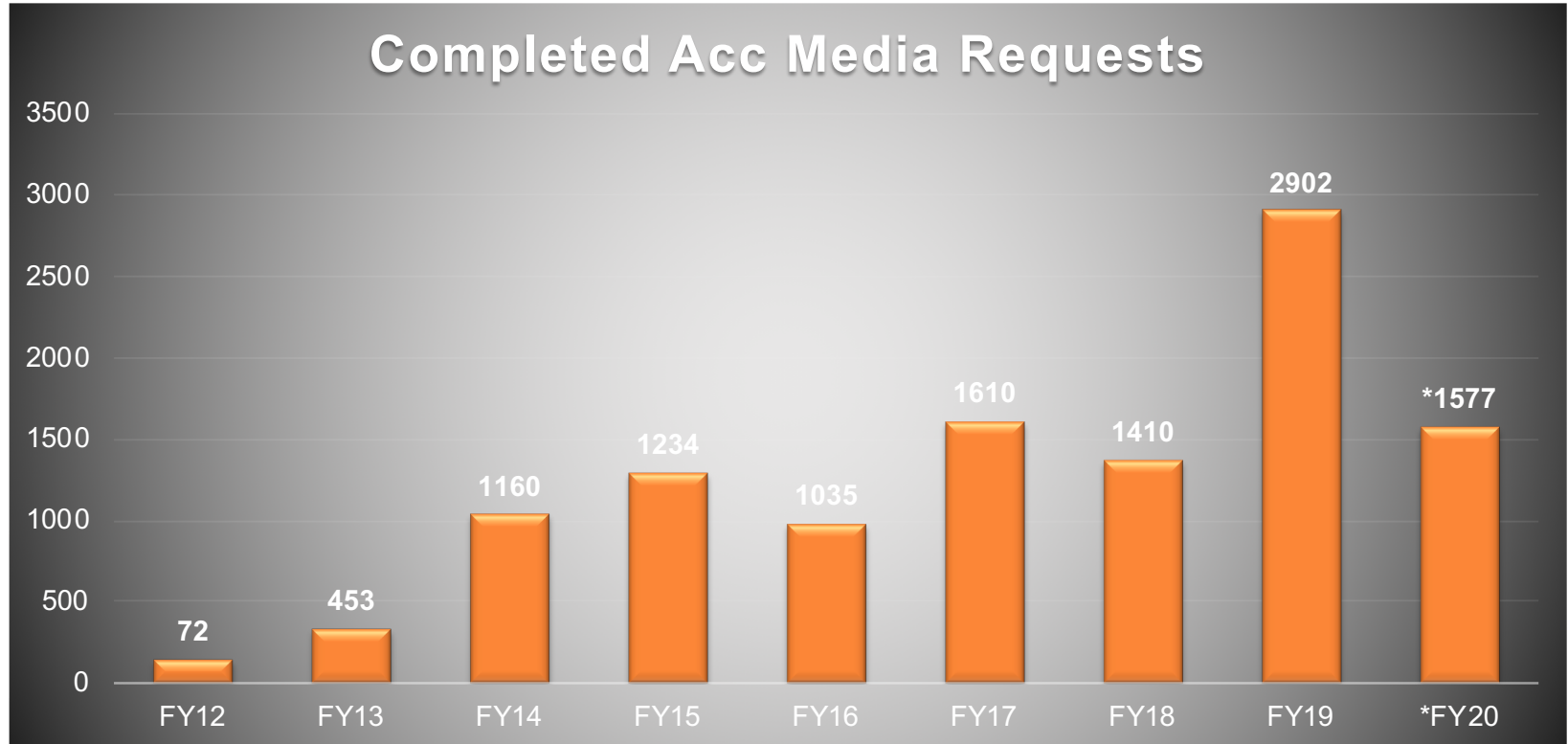


Who's Using the Service?

- Over 146 faculty/staff members have made requests for 168 courses
 - Top 3 Schools/Colleges making requests
 - College of Education and Human Development (723 videos)
 - College of Health and Human Services (397 videos)
 - College of Humanities and Social Sciences (366 videos)
 - Reasons for Request
 - Compliance for DE Course – 81.1%
 - Compliance for F2F Course – 2.3%
 - Compliance for Websites – 2.5%
 - Disability Accommodation – 14.1%
-



Completed Accessible Media Requests FY12-Present





Cost Comparison by FY

	FY12	FY13	FY14	FY15	FY 16	FY17	FY18	FY19
Total Minutes	3,453	7,309	16,419	19,261	17,318	27,738	20,549	40,135
Total Hours	57.55	121.82	278.4	321	289	462.3	342.5	668.9
Total Jobs	195	371	1034	1296	979	1,610	1,410	2,902
Hours (Outsourced)	18.63	68.97	222.55	275.95	277	431.5	315.3	668.2
Jobs (Outsourced)	24	177	901	1136	909	1,508	1,239	2,894
Avg. Cost/Min (Outsourced)	\$2.94	\$2.73	\$2.35	\$2.19	\$1.45	\$1.45	\$1.35	\$1.31
Hours (In-house)	38.92	52.85	51.1	45.05	11	30.8	22.85	
Jobs (In-house)	171	194	133	160	70	102	169	

3-yr averages

- Hours: 491.2 /year
- Jobs: 1974 /year
- Costs: \$1.37 /video minute



Into The Future

Assess Workflow

- Continue working with stakeholders (DS, ODL, Library)
- Continue tracking media, finding new areas for tracking

Continue to improve campus buy-in

- Targeted marketing (Semi-annual mailings)
- Semester Faculty/Staff Surveys
- Semester Student Surveys (D/HOH)
- Faculty/Staff Trainings (each semester)
- MAAPS Initiative – Mason Academic Accessibility Plans

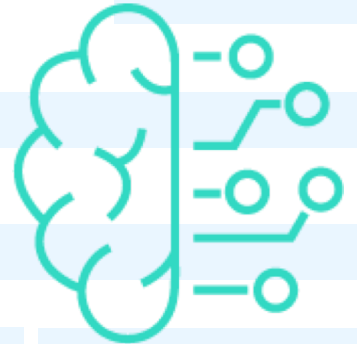
Improve costs/timelines

- Statewide Captioning & Transcription contract
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The Path Forward

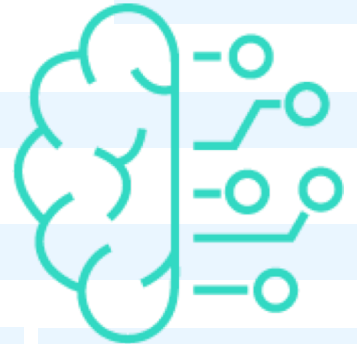
How does this apply to your institution?





The Path Forward

What are some key takeaways?





Q & A



Thank You.

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