

CAPTIONING AND TRANSCRIPTION PROJECT

Establishing a Successful Accessible Media Program in Higher Education: A Overview of Workflows, Costs, and Next Steps at George Mason University



TODAY'S AGENDA

- Who we are
- Mandates
- How we got started
- Overview of the captioning workflow
- Breaking down numbers
- Next steps
- Contact Info

ABOUT US

LOCATION AND ENROLLMENT

- Enrollment (Projected Fall 2018)
 - ~34k+ students from 130+ countries
 - Projected increases of 1k students per year over next 5-6 years (online)
- Over 1500+ Instructional and Research Faculty
- 10 colleges and schools
- Campus locations
 - 4 locations in Northern Virginia (Fairfax/*Main*, Arlington, Manassas, and Sterling)
 - International: Songdo (Korea)



ATI'S MISSION & SERVICES

Mission

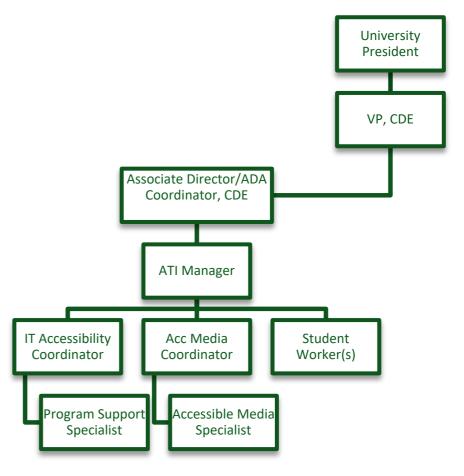
 Develop, coordinate, and implement a university-wide technology accessibility plan

Services

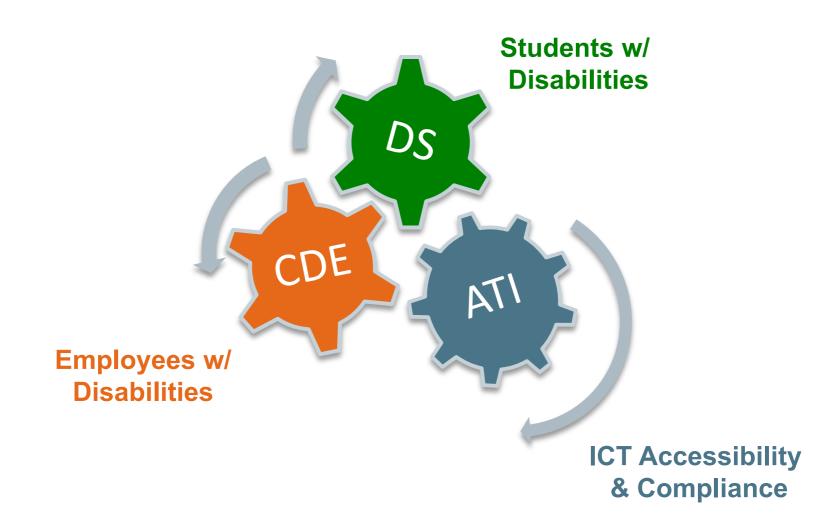
- Accessible Text (alternate formats)
- Accessible Media (captioning/transcription)
- Web Accessibility
- Assistive Technology
 Assessments, Support, and
 Training

ATI STAFF & REPORTING STRUCTURE

- ATI operates under
 Compliance, Diversity, and
 Ethics Office
 - Reports up through ADA Coordinator to VP for CDE, who reports directly to University President
- More information about us available at http://ati.gmu.edu
- Presentation: https://ati.gmu.edu/resources/p resentations/



ACCESSIBILITY@MASON: A COLLABORATIVE PARTNERSHIP



THE LEGAL
LANDSCAPE AND
TECHNOLOGY
ACCESSIBILITY IN
HIGHER ED

DISABILITY LAWS: 504 AND ADA

Rehabilitation Act (1973): 504

 Equivalent access to all federal programs and services receiving federal financial assistance

ADA (1998): Titles II, III

- Extended 504 to public and commercial entities

Legal Challenges

- Centered on what is a "place of public accommodation"?
- DOJ/OCR rely on revised Section 508/WCAG 2.0 for guidance





ACCESSIBILITY LAWS & GUIDELINES: 508, WCAG, AND CVAA

Rehabilitation Act (1973): 508

- Covers federal agencies and states/Orgs that have adopted 508
- Revised 508 includes WCAG 2.0
 Levels A and AA

WCAG 2.0

- Primarily focused on web-based content
- Integrated into revised 508 standards

21st Century Video and Communications Act, CVAA (2010): Title II

- Requires CC content on TV be CC when distributed online
- Who's responsible for compliance?



LEGAL SETTLEMENTS: NETFLIX, EDX, FEDEX

National Association of the Deaf (NAD), et al. v Netflix

- Issue: mail-order DVDs (captioned) vs. online streaming content (not captioned)
- Settlement: Netflix was required to caption all online streaming content by 2014
- Redefined "places of public accommodation" not limited to just physical structures

NAD vs. Harvard/MIT (edX)

- Issue: lack of captioning or inaccurate captioning (YouTube) provided for online course materials
- Settlement: Web, platform, and mobile apps must conform to WCAG 2.0 AA; hire ICT accessibility staff; implement ICT accessibility policies; conduct ICT accessibility training

EEOC vs. FedEx

- Issues: Failure to provide ASL or closed captioning for training videos; failure to make modifications to sound sensitive equipment (moving equipment, scanners, etc.)
- Still in litigation

Accessibility Lawsuits: Resolution Agreements (Captions)

- ✓ Univ. of Miami-Ohio (2016)*
- ✓ Harvard/MIT EdX (2015)*
- ✓ Univ. of Montana (2014)*
- ✓ Youngstown State (2014)*
- ✓ SCTCS (2013)*
- ✓ Univ. of Kentucky (2012)*
- ✓ Ohio State Univ. (2010)*

- All cases reference a lack of captions, inaccurate captions, and/or video with no audio descriptions on websites and in online courses
- Technically, any resolution requiring WCAG 2.0 compliance is indirectly requiring captioning.

WORLD CONTENT ACCESSIBILITY GUIDELINES (WCAG): TIME-BASED MEDIA

- Level A (minimum) Captions, Prerecorded (1.2.2): Captions are provided for all prerecorded audio content in synchronized media, except when the media is a media alternative for text and is clearly labeled as such
 - Note: You are not alone. Most institutions are not here yet!
- Level AA (should) Captions, Live (1.2.4): Captions are provided for all live audio content in synchronized media
- Level AAA (aspirational) Sign Language, Prerecorded (1.2.6): Sign language interpretation is provided for all prerecorded audio content in synchronized media

Intro to Factoring

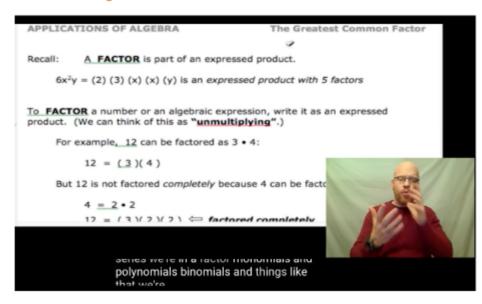


Image from http://www.deaftec.org/resources/math/self-instruction/intro-factoring

GMU-SPECIFIC POLICIES

University Policy 1308 – EIT Accessibility Policy

 Policy mirrors language from existing legal settlements (e.g., definitions, scope)

Streaming Media Policy

 Defines how library and ATI partner to address captioning/audio description of library-owned content

HOW WE GOT STARTED WITH CAPTIONING

WHAT WAS HAPPENING AT MASON?

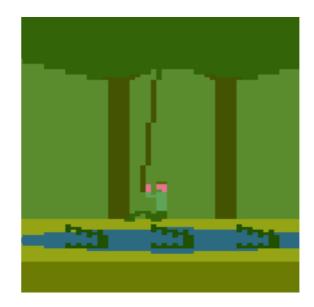
Timeline: 2011

- National cases had Mason equivalents!
 - Deaf student enrolled in DL section of an IT course
- Who's paying for this?
 - No budget for captioning
- We were process-challenged
 - Did not have a strategy when these types of issues cropped up
- Poor results from automated solution
 - Faculty, for many reasons, would not clean up their own content

EARLY PITFALLS

Timeline: 2011 - 2013

- Improperly trained student workers
 - Lead to increased costs
- Faculty assumptions
 - Assumed buy-in would not be as challenging
- University's IT infrastructure was insufficient
 - Existing IT infrastructure did not support streaming media content effectively



EXISTING WORKFLOW

STRATEGIC PARTNERSHIPS (ACCMEDIA)



Disability Services

Pre-semester faculty workshops

Office of Digital Learning (Provost's Office)

- OCDI Workshops
- SOUPR

Information Technology Services

- Online Learning Services (Bb, Kaltura)

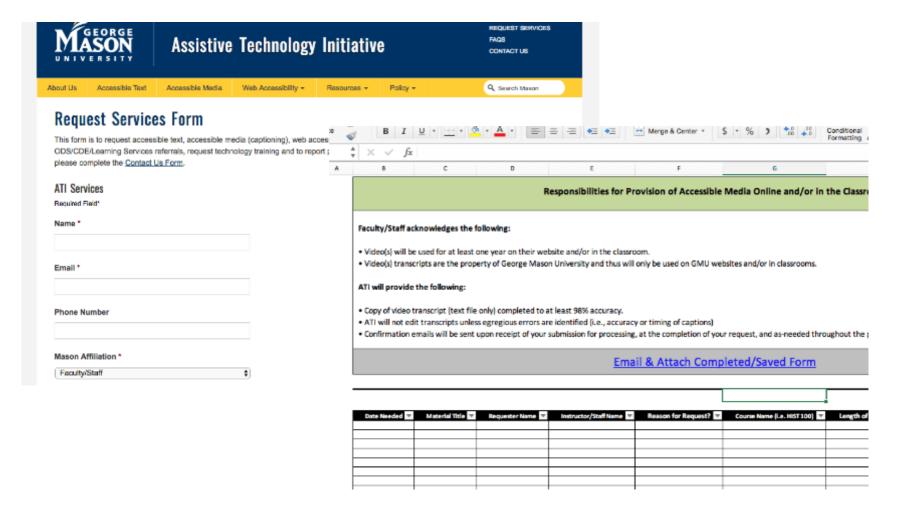
University Libraries

Library requests, purchasing & procurement

Communications & Marketing

Front-facing multimedia content

REQUESTS SUBMITTED (INDIVIDUAL/BULK)



FACULTY/STAFF RESPONSIBILITIES

Faculty/Staff acknowledges the following:

- Video(s) will be used for at least one year
- Video(s) transcripts are the property of George Mason University and thus will only be used on GMU websites and/or in classrooms.

ATI will provide the following:

- Copy of video transcript (text file only, at least 98% accurate).
- ATI will not edit transcripts unless egregious errors are identified (i.e., accuracy or timing of captions)
- Confirmation emails sent upon receipt of your submission for processing, at the completion of your request, and as-needed throughout the process.

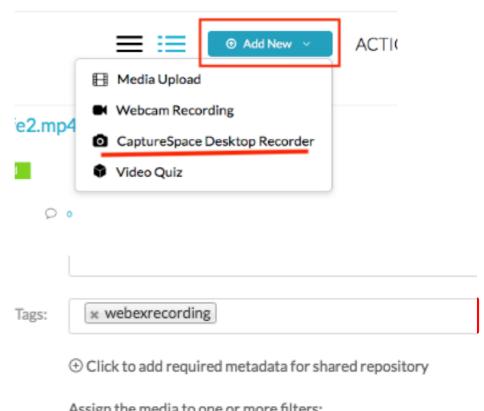
RECEIVING REQUESTS...

Kaltura (My Media)

- Integrates with Blackboard via My Media
- Faculty can upload videos using Media Upload, Webcam, or Desktop Recorder
- Add 'captions' tag

Additional submission methods

- YouTube
- Vimeo
- Library
- 3rd-party



Assign the media to one or more filters:

KALTURA, CAPTIONING, & APIS

Kaltura (Video Management Platform)

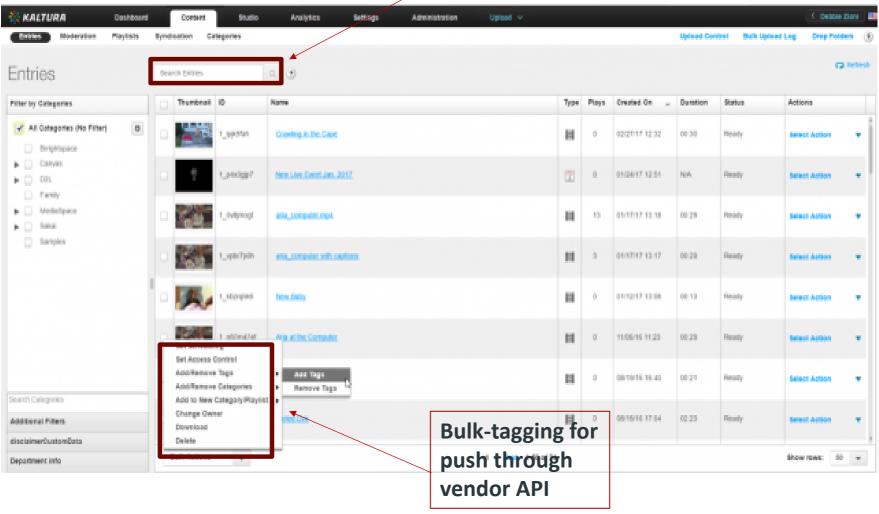
- Integrates with Blackboard Learn
- APIs with captioning vendors (Cielo24, 3Play Media)
 - Content can be pushed from platform directly to vendor (via tags)
 - Tagging to support different TATs (turnaround times)
 - Vendor uploads completed captions back to video
 - Use vendor supported editing tools for ease of any needed corrections*
 - Additional features (i.e., searchable video)**





PRIMARY KMC WORKFLOW...

Search for specific tags...i.e., 'captions'



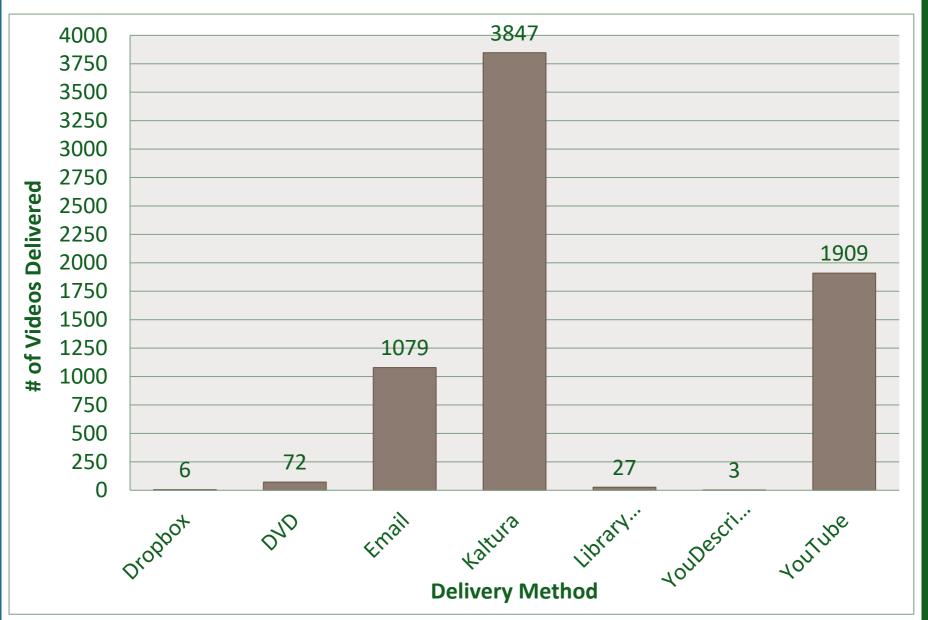
GEORGE MASON UNIVERSITY

Managing the Workflow...

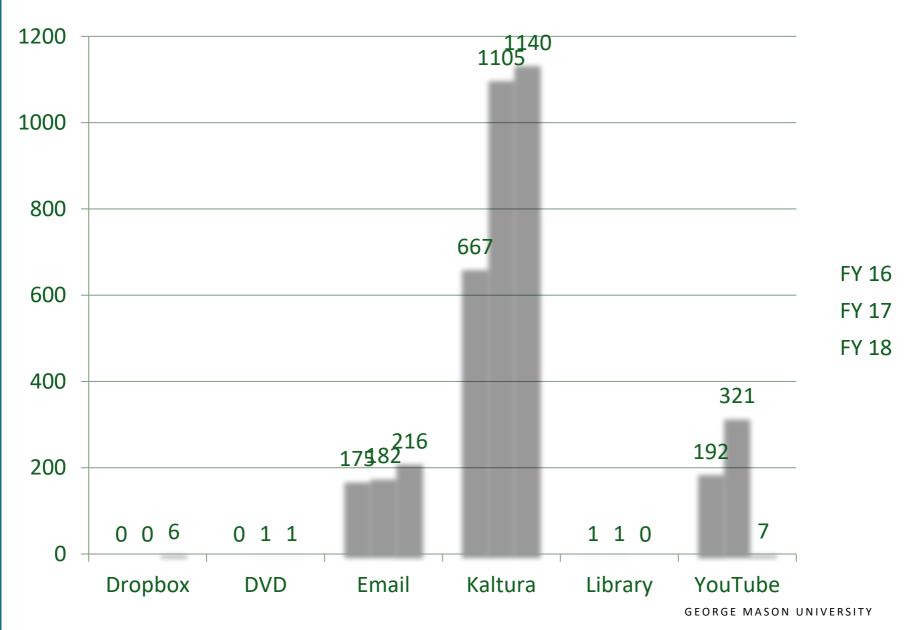
Using Kaltura (KMC), AccMedia Coordinator...

- If necessary, pulls videos from other 3rd-party sources uploads within Kaltura
- Provide technical assistance to faculty/staff who are unfamiliar with Kaltura
- Coordinator adds 'captions' tag(s) to requested content (individual or bulk tagging)
- Determines TAT and tags with vendor appropriate time indication
- Assigns content to faculty member within KMC
- If material comes from Library works with media services librarian to digitize and caption library content
- Edits any glaring errors before resending to faculty members with transcripts

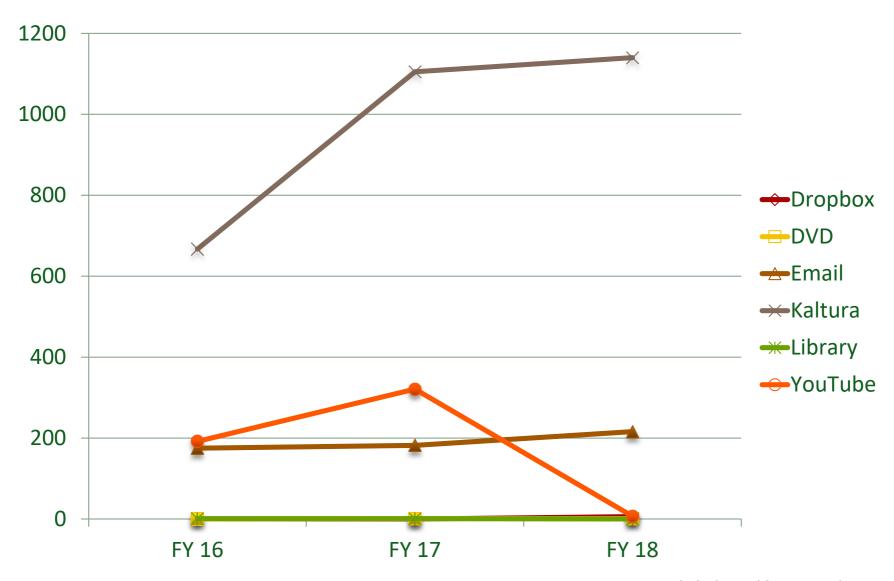
How files are delivered (Since Jan. 2012)



How files are delivered (By FY)



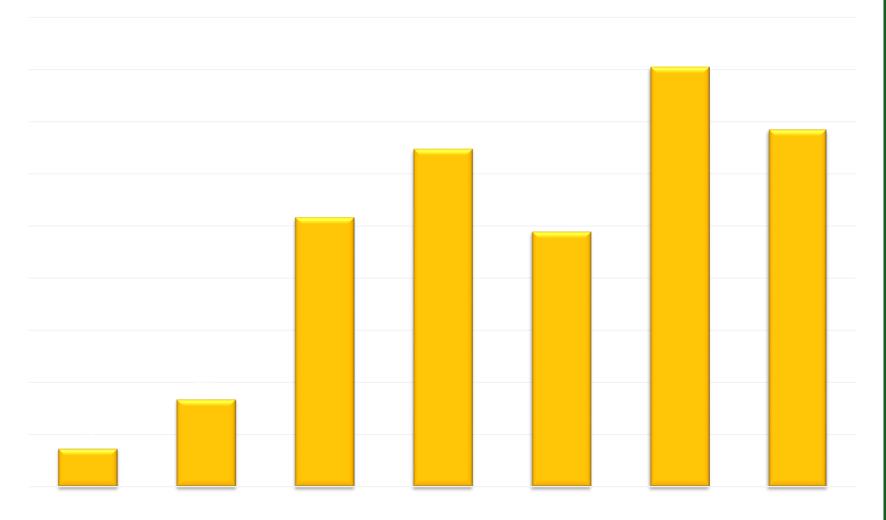
How files are delivered (FY Trendlines)



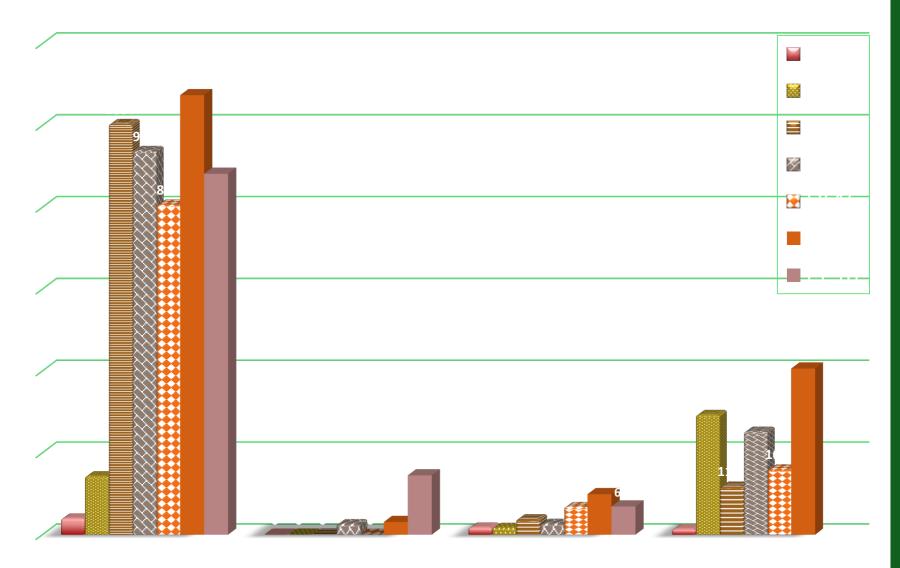


COMPLETED ACCESSIBLE MEDIA REQUESTS, FY12-PRESENT

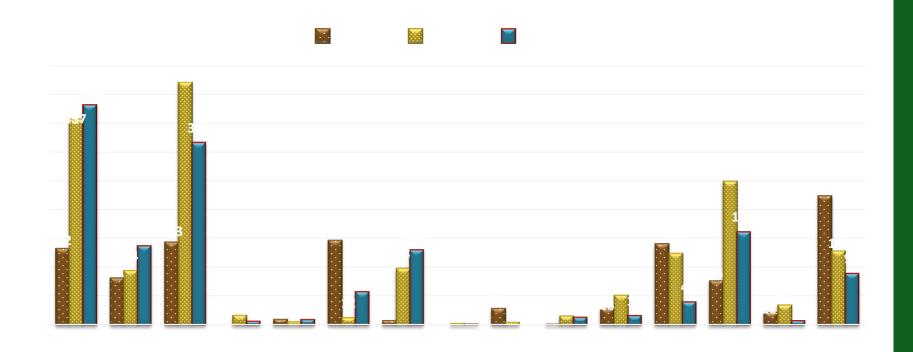
Completed Acc Media Requests



COMPLIANCE BREAKDOWN VS. ACCOMMODATION



VIDEO BREAKDOWN PER ACADEMIC UNIT





COST COMPARISONS BY FY

	FY12*	FY13	FY14	FY15	FY 16	FY17	FY18
Total Minutes	3,453	7,309	16,419	19,261	17,318	27,738	20,549
Total Hours	57.55	121.82	278.4	321	289	462.3	342.5
Total Jobs	195	371	1034	1296	979	1,610	1,410
Hours (Outsourced)	18.63	68.97	222.55	275.95	277	431.5	315.3
Jobs (Outsourced)	24	177	901	1136	909	1,508	1,239
Avg. Cost/Min (Outsourced)	\$2.94	\$2.73	\$2.35	\$2.19	\$1.45	\$1.45	\$1.35
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: 364 hours/year

• Jobs: 1,333/year

• Costs: \$1.42/video minute

USING DATA TO ENHANCE DECISION-MAKING

Who's Using the Service?

- Over 378 faculty/staff members have made requests

- Top 5 Schools/Colleges/Units making requests

- Volgenau School of Engineering
- College of Humanities and Social Sciences
- College of Education & Human Development
- School of Business
- College of Science

Reasons for Request

- Compliance for DE Course 70%
- Compliance for F2F Course 3%
- Compliance for Websites 5%
- Disability Accommodation 22%

NEXT STEPS

Assess Workflow

- Continue working with stakeholders (DS, ODL, Library, ITS)
- 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 (c/o DS)
- Social Media Outreach via @AccessibleMason Twitter
- Faculty/Staff Trainings (each semester c/o DS, ODL)
- Online Course Reviews (c/o ODL)

- Improve costs/timelines

ADDITIONAL INITIATIVES



MAAPS

MAAPs (Mason Academic Accessibility Plans)

- Focuses students with unique and challenging academic needs (high-risk)
- Targets their faculty (current and future), degree programs, department chairs, etc.

ICT
Accessibility
Training
Approach in
recent
DOJ/OCR
Settlements

Whole Institution (Top-down)



Targeted Approach/Risk-Specific (High-Risk/High-Impact)

STATEWIDE CAPTIONING/TRANSCRIPTION RFP

- **VHEPC** Virginia Higher Education Procurement Consortium (established Dec 2014)
 - Contracts were established with the intent to allow for cooperative procurement
 - In addition to VASCUPP members (See below), includes Virginia Community College System (23 campuses), CNU, and UVA-Wise
 - VASCUPP members Virginia Association of State College and University Purchasing Professionals
 - 11 member institutions (GMU, JMU, UVA, VT, ODU, Radford, VCU, VMI, William & Mary, Longwood, and UMW)

CAPTIONING/TRANSCRIPTION RFP CONT.

- Allows for:
 - **Reduce overall costs** for all through collective purchasing (e.g., higher education, executive branch agencies, etc.)
 - Capacity-building opportunities
 - In-state modeling (distributed, centralized, 2-yr, 4-yr, etc.)
 - Institutional competition
 - Win-win for vendors and institutions

RFP TIMELINE

Sept 2017

- Started bringing partner institutions together in Fall 2017
- Some were already using existing GMU contracts
- WebEx discussions (Assessed needs, Current workload)
- Jan 2018
 - Came up with collective general requirements
- Feb 2018
 - RFP draft revisions completed, sent out to vendors
- April/May 2018
 - Received 9 bids
- June 2018
 - Settled on 3 vendors
- Aug/Sept 2018 (anticipated)
 - Contract should be executed in coming month(s)

THINGS TO CONSIDER FOR YOUR INSTITUTION...

- **Budget** (i.e., Where's the money coming from?)
 - What's your budget?
- **Build infrastructure** (i.e., budget, tools, staffing, partners)
 - In-house (i.e., students, staff/faculty) vs. Outsourcing
- Institutional Culture
 - Distributed vs. Centralized
 - You need a good steward!
- **Identify your stakeholders** (i.e., What are your priorities?)
 - Front-facing websites
 - Online learning
 - Faculty teaching students with sensory impairments
- Develop policies and procedures
- Educate, Educate, Educate!!



CONTACTING US

Assistive Technology Initiative (ATI)

4400 University Drive, MSN 6A11 Aquia Building, Rm. 238 Fairfax, VA 22030

Phone: 703-993-4329

Fax: 703-993-4743

E-mail: ati@gmu.edu

Web: http://ati.gmu.edu,

Twitter: @AccessibleMason