

Online Accessibility and Captioning AdHoc Group
Initial Meeting

April 9, 2015

Agenda and Updated Summary of discussion (4/13/2015)

In attendance:

Linda Acciaro, Director, Communication and Marketing

Betty Jo Cugini, Supervisor for New Media

Vicki T. Sapp, Director, Community & Org'l Dev, Dept. of C.E.D.

Diane Goldsmith, Director Learning & Assessment and Online Learning

Joannah Portman-Daly, Specialist, Instructional Design, Online Learning

Janie Palm, Manager, Instructional Technology and Media Services

Pamela Rohland, Director Disability Services for Students

An AdHoc group gathered to discuss the growing issues related to captioning of online films that are created for marketing purposes or for classroom instruction. Captioning is one of the issues addressed by the URI President's Commission on People with Disabilities and is the topic of action by the National Association for the Deaf. Notes from the discussion follow:

1. Immediate possibilities –
 - a. Captions for Public Website and Gateway Videos (CED, President's Office etc.) short advertising
 - b. Linda will look into adding a statement about website accessibility (including web and audio content) to the relevant university policy.
 - c. For new media and new educational films we can begin to ask questions of all vendors and video requests, "is it accessible with accurate captions?"
 - d. Start with awareness of need and an attitude to support full accessibility. Marketing Department can have influence to say "no film goes on the website with out vetting for accurate captions." This is consistent with their current successful policy for full accessibility of web pages.
 - e. Joannah Portman-Daley will forward instructions for captioning that can be used immediately for any department's work-study employees (see below).
2. Planning for Future needs Long-term
 - a. Short films for some online or hybrid courses
 - i. Identified student needs through DSS might be second order captioning priority
 - ii. Online courses – recommend a course policy for all courses that the first two weeks of films or audio content should be

captioned “in case” of student need. Accommodation funds will support remainder of the semester. It should be publicly clear to students that only first two weeks are routinely captioned.

- iii. The Webinar of March 19, 2015 presented by George Mason University and Three Play Media: “The Long Road from Reactive to Proactive: Developing and Accessibility Strategy” can serve as a model for URI. The slides can be accessed at this link:

http://www.slideshare.net/3Play/the-long-road-from-reactive-to-proactive-developing-an-accessibility-strategy?ref=http://www.3playmedia.com/how-it-works/webinars/reactive-proactive-03-19-2015/?mkt_tok=3RkMMJWWfF9wsRolsq7LZKXonjHpfsX57u8vWqC0IMl%2F0ER3fOvrPUfGjl4DScFml%2BSLDwEYGJlv6SgFTbTBMbVk1bgLUhY%3D

- b. Suggested points of discussion for future Policies for University accessibility
 - i. RFP for vendors and state master price agreement.
 - ii. Determine a reporting location for captioning resources, such as the Help Desk or Classroom Media Assistance.
 - iii. No uncaptioned video goes on website
 - iv. Department who created video is responsible.
 - v. Marketing can add captioning to website policy.
 - vi. Recommendations from Commission for People with Disabilities
 - vii. Purchasing Policies regarding accessible materials
 - viii. Grants/Budgeting Offices could be asked to identify funds for resources to support faculty, students with disabilities, and various departments who need support for captioning short films.
 - ix. Develop procedures for outsourcing vs., in house captioning

(See next page for Captioning instructions from Joannah Portman-Daley)

- respectfully submitted by Pamela Rohland rohland@uri.edu

Captioning your own YouTube Videos

YouTube is a great place to store videos for your class and offers options for adding captioning to your videos

How to add new subtitles or closed captions

- 1 Visit your [Video Manager](#) and click the drop-down menu next to the “Edit” button for the video you’d like to add captions to
- 2 Select **Subtitles and CC**
- 3 Select the original language of the video from the drop-down menu (160 languages)
- 4 Click the **Add subtitles or CC** button
- 5 Choose the language of the subtitles or CC you would like to create
- 6 If you have already started working on that language, you will be brought directly to your draft
- 7 Otherwise, choose one of the following options: “Create new subtitles or CC”, “Transcribe and set timings”, or “Upload a file”. Details below.

Tutorial video: <https://www.youtube.com/watch?v=XJGiS83eQLk>

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Joannah Portman-Daley, Ph.D.