

**SIA Final Report
September 4, 2012**

Title of Proposal: ***"Why Captioned Media?"***

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This proposal was in conjunction with a recent emphasis by MnSCU Office of General Counsel and Minnesota Association for Higher Education and Disability (MnAHEAD) to bring greater awareness of the options available to institutions and their faculty to ensure that students with disabilities receive legally required access to media materials.

Proposed and Actual Outcomes

The goals of the grant were:

- A) to bring an expert speaker for the January 2012 Faculty Development In-Service
- B) to collaborate with TLT regarding resources for captioning
- C) to assess the current use of captioned media by WSU teaching faculty

Actual outcomes:

- Erin Poeschel, Wisconsin Caption Work Group and presenter at MnSCU Disability Coordinators' Fall 2011 Meeting and the WI/MN AHEAD Conference May 2011 was contracted.
- I coordinated the in-service with the Faculty Development Committee
- 24 faculty and staff attended the in-service; three of the five faculty who had a student requesting captioned media spring semester were in attendance
- Erin Poeschel provided the Wisconsin Post-Secondary Media Guide, complete with a policy statement template as well as the simulation video, "Why Captioned Media?" from George Brown College.
- I collaborated with TLT and oversaw the Assessment Plan

Timeline

SIA Grants were awarded in early December 2011. The faculty development in-service was January 5, 2012.

Faculty who had students who needed captioned media spring semester received an extra invitation to attend the in-services. There was additional communication prior to and during spring semester 2012. Phases of integrating captioning media were explained. This same process occurred for fall semester 2012 for WSU faculty who have students who need captioned media in classes.

I collaborate with TLT staff to coordinate resources during the spring semester. Elissa Hall was the primary contact regarding captioning. She attended two in-service trainings and was making every effort to find the best model for WSU with integrating technologies and captioning. Chad Kjorlien has provided instructions for faculty who use Tegrity to caption their video media at

<https://help.tegrity.com/how-to-add-closed-captioning-cc-to-tegrity-recordings.html>. With TLT's support, information can be disseminated about captioning to faculty/staff in an as-needed format.

Assessment activities were completed in August 2012.

Assessment Activities

The faculty and staff were sent a Qualtrics survey to determine what percentage of current media is captioned at WSU. Of the approximately 550 teaching faculty, 159 responded to the survey. The following results seem significant:

- 1) Seventy five percent of the respondents (119/159) use media in their classes at WSU
- 2) Fifteen percent (18/119) report that half or more than half of the media is closed captioned. Thirty eight percent said **none** of their media is closed captioned.
- 3) Fifty eight percent (69/119) of the respondents who use media in their classes were aware of the law requiring equal access for students with disabilities.
- 4) A majority of the respondents who use media were **not** aware of the Quality Matters standard of excellence which recommends alternative delivery for accessibility (71% or 85/119.)
- 5) Thirteen percent (15/119) of the faculty who responded know how to add captioning to media used in their classes.

The Next Step

The results of this survey will be shared with Ken Graetz and Chad Kjorlien of TLT and Diane Dingfelder of WSU-Rochester.

Dr. Russ Smith has a student in his class who has requested captioned media. He has interest in serving on a task force to continue the captioning effort. Russ, Chad, and I will invite other interested parties to join us in pursuing additional training and resources for captioning at WSU.

Quality Matters will probably change the recommendation for Standard 8.2 to require alternative delivery for accessibility. Faculty who are designing online courses will need to be aware of this changing requirement and have resources to meet the standard.

Captioning contributes to the success of current students. The San Francisco State University Study found that "augmenting an auditory experience with captions more than doubles the retention and comprehension levels." (Gary D. Robson, The Closed Captioning Handbook, 2004.) Captioning can enhance the quality for all of our students, especially those who are deaf, hard of hearing, returning veterans, international students, etc.

This grant will be represented in a poster session on September 11, 2012 for the Student Life and Development Mini-Retreat.