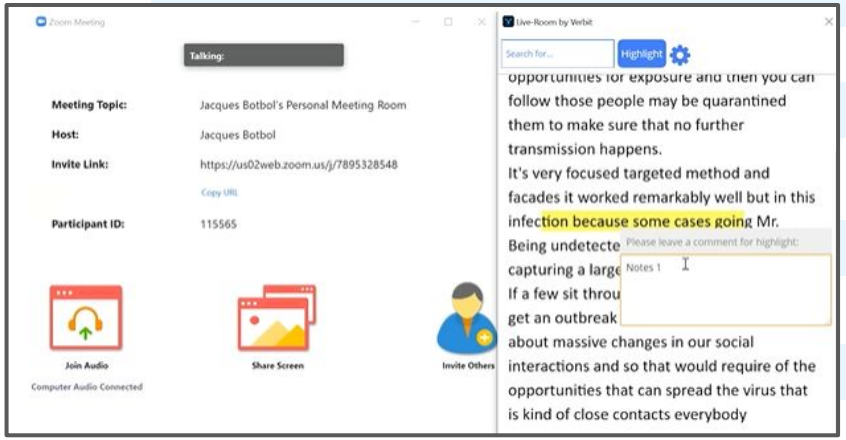
verbit webinar

# KEEP C.A.L.M. and Caption On

How VIRGINIA TECH is making media more inclusive

# Enabling Verbit's Built-In Captions & Live Transcription in Zoom

- To enable **closed captions**, please click the CC button on the bottom menu of Zoom.
- To enable the live **transcript**, click on the arrow next to the CC button and select 'View Full Transcript'.



# Setting The Stage

Universities are looking to expand their footprints of accessibility and universal design and testing new methods with the shift to online learning.

One university who is effectively approaching accessibility and media design, **Virginia Tech**, is successfully **educating faculty** and **gaining buy-in from executive leadership** to bring its plan of inclusivity to fruition.

# SPEAKERS

## Mark Nichols

Senior Director of Universal Design and Accessible Technologies, Virginia Tech

## Christa Miller

Director, Inclusive Media Design, Virginia Tech

## Scott Ready

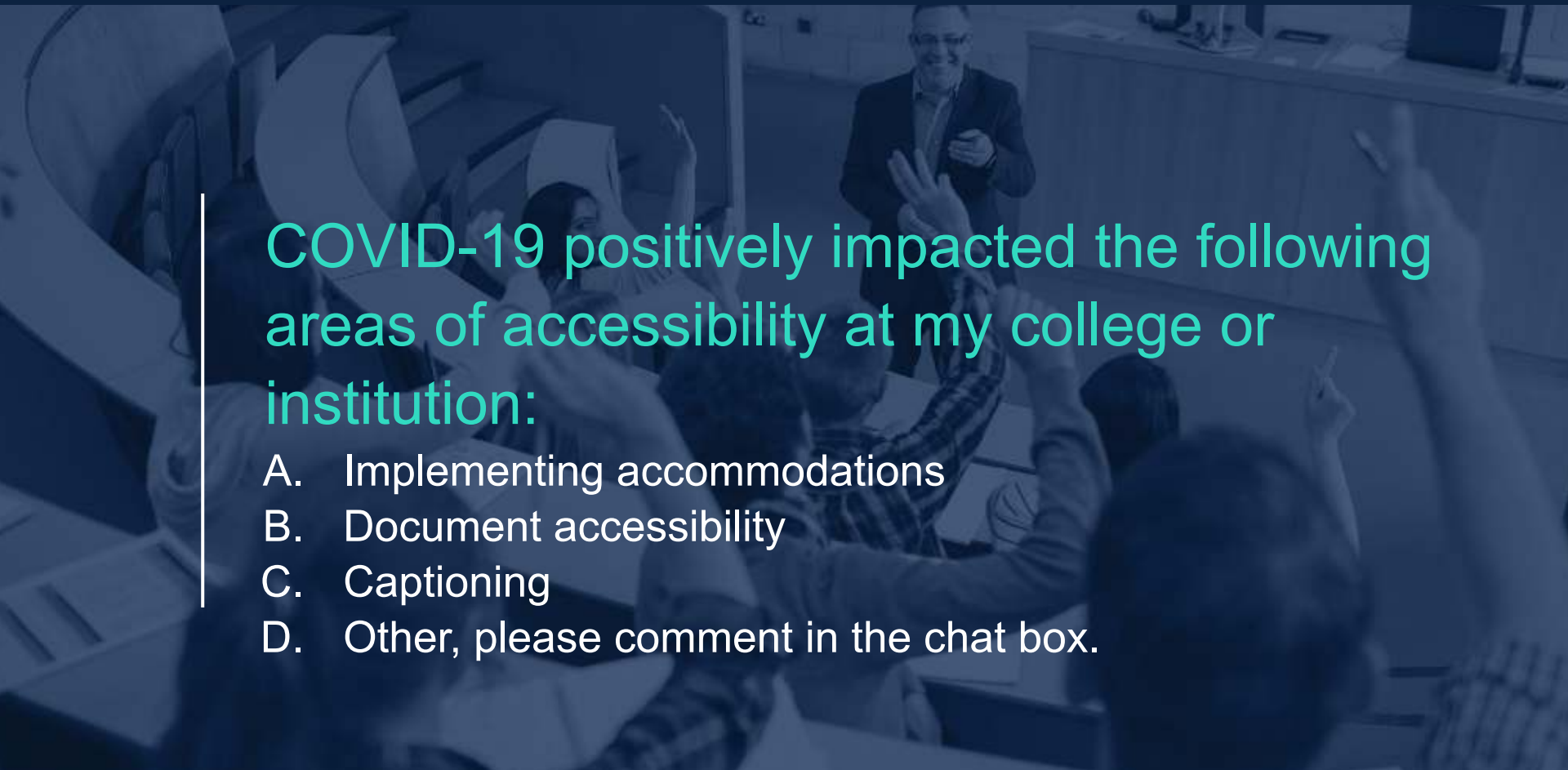
Senior Customer Success Manager and Accessibility Evangelist, Verbit

# AGENDA

1. Introduction
2. Delving into **KEEP C.A.L.M. and Caption On** Initiative
3. Virginia Tech’s Approach to Captioning
4. Strategic Planning & Future Efforts
5. Audience Q&A

## How much captioning support is your college or university currently providing?

A. None
B. Accommodations only
C. Accommodations and select course work
D. Full legal compliance



## COVID-19 positively impacted the following areas of accessibility at my college or institution:

A. Implementing accommodations
B. Document accessibility
C. Captioning
D. Other, please comment in the chat box.

## Which type(s) of captioning do you currently support?

A. Automatic Speech Recognition (machine generated)
B. Professional post-production captioning
C. Professional live captioning
D. Transcripts
E. Other, please comment in the chat box.

Phase 1: Virginia Tech's
KEEP C.A.L.M. and Caption
On Campaign

# KEEP C.A.L.M. & Caption On
# Introduction to the Initiative

## What is KEEP C.A.L.M. and Caption On?

# KEEP C.A.L.M. & Caption On: Overview
(Launched 2018)

## Concept

## Goals

“Turn it on!”

## Features

- Video for Instruction
- Student outreach & engagement
- Support / Training

Verbit

Build Community

Policy alignment

# “Turn it on!”

Inclusive Media

Foundation for systemic change

# Features

Video for Instruction

Student outreach and engagement

Support and Training

# How Virginia Tech meets **accessibility needs** and works with Verbit to **create inclusive media**

# Virginia Tech's Approach to Captioning

## Dark Ages

- Uncoordinated effort
- Lack of institutional buy-in
- Bare minimum support

## Pre-COVID-19

Growth spurt

## COVID-19 Era

Verbit

# Pre COVID-19 Captioning Growth Spurt

Grassroots

Top Down

Virginia Initiatives

Verbit

# COVID-19 Era - Centralized Support

Post-production

Live captioning

ASR captioning

# Strategic Planning & Future Efforts

Auto-ASR

Professional captioning reverse-billing

Live Captioning

# Summary

## Keep C.A.L.M. and Caption On

1. Identify the gap
2. Make a plan
3. Turn it on

Accessibility is a journey, not a destination

# Additional Questions?

Submit them now in the Q&A.

# VERBIT'S NEXT WEBINAR: *SAVE THE DATE*

# Thank You.

© All rights reserved to Verbit Inc.

verbit