NDC
National Deaf Center
on Postsecondary Outcomes

"Captioned Media is Equitable Access Poster" poster

[Begin image description. Infographic poster, landscape style. Background is purple with black boxes separating four sub topics. All text is white unless otherwise stated.

Title: "Captioned Media Is Equitable Access"

Sub-title: "National Deaf Center on Postsecondary Outcomes - nationaldeafcenter.org"

In very small text underneath: "This poster was developed under a jointly funded grant through the U.S. Department of Education's Office of Special Education Programs and the Rehabilitation Services Administration, H326D160001. However, the contents do not necessarily represent the positions or policies of the federal government."

Next to the title are the IDEAs that Work logo, the Department of Education seal, and the TA&D Network logo. The full color full NDC logo is in the upper right corner.

Underneath the header is a teal box going across the entire poster. Text inside the box reads: "Captions provide access for over 30 million deaf Americans. Quality is key! Only time-synced, verbatim captions provide equitable access to media content."

The four following black boxes are set up in a staggered 2 X 2 formation.

TOP LEFT BOX:
Title: "Institutional Responsibility". An teal and grey icon of a three story school building with a large clock on a tower and a flag waving from the peak sits to the right of the text body.
Text body: "Institutions that provide informational or instructional video content must ensure that the content is accessible to deaf individuals participating in classes, events, or related services. The U.S. Department of Justice issued a memorandum on "effective communication," which lists closed captioning as a form of auxiliary aid to be provided by covered entities.

The Americans with Disabilities Act and Section 504 of the Rehabilitation Act require postsec-
ondary institutions to ensure that people with disabilities have access to services and benefits,

including all aspects of academic offerings and student life. Institutions
are responsible for adding captions to the following:

• Any required course materials containing media, including archived lecture videos,
prerecord- ed lectures for online courses, and online media content used in the classroom

• Any media created by the institution, including instructional videos and promotional videos"

TOP RIGHT BOX:
Title: "Types of Captions"

Text body: "Captions are the textual representation of the audio content in media, conveying spoken dialogue, sound effects, and speaker identification. Only high-quality, time-synced captions provide equitable access to media materials. Poor-quality captions that are not time synced can cause confusion and lead to misunderstandings."

Three columns are beneath. Each have a column title in a teal box.

First column: "Closed Captions"
Text body: "White letters encased in a black box and hidden until turned on using a decoder. Widely recognized as traditional television captioning."
Image: a row of light bulbs with one light on and an example of closed captions as described in text body. "CHANGE BEGINS WITH AN IDEA."

Second column: "Subtitles"
Text body: "Usually white or yellow letters with a black rim or drop shadow. Widely recognized on foreign films or when speaker audio is unintelligible."
Image: Same row of light bulbs and text with example of subtitles in yellow.

Third column: "Subtitles for SDH"
Text body: "Similar to subtitles but include sound effects, speaker identification, and other essential audible features."
Image: Same image and text, but "(female narrator)" is added and text is in yellow.

BOTTOM LEFT BOX:
Title: "Considerations for Policies and Procedures"
Text body: Providing access is a shared responsibility involving collaboration between the disability services office, faculty, and college administration. In particular, campuswide captioning policies that the college administrators support and enforce help to clarify roles and responsibilities, thereby ensuring tha tmedia is accessible and reducing access barriers."

A 2 X 7 table is below with titles of each column in teal boxes, categories for each row in lime green boxes, and the body of the table in white boxes with black text.

Two columns are titled "Component" and "Purpose". The following are the component and purpose body of six rows.

Accessibility Statements: Set academic policy regarding the use of accessible course materials, including digital materials or supplemental media components.

Protocol for Requests: Establish systems for receiving and processing requests in a timely and effective manner. Outline processes for requesting captioned media, including designated departments or individuals, timelines with anticipated completion dates, and approved vendors.

Purchasing and Procurement Practices: Set explicit guidelines and expectations for the institution and individual departments with regard to securing accessible copies of media, such as DVDs, that are already closed captioned.

Captioning Committee: Organize representatives across departments to address captioned media to help the institution to properly handle captioned media requests at all levels. The committee can draft policies, oversee compliance, inform staff about the procedures, and systematically address complaints regarding access.

Funding Directives: State who is responsible for funding captions and which account funds should be used.

Information and Training: Require instructors to create transcripts for recorded lectures, which can later be converted into on-screen captions.

BOTTOM RIGHT BOX:
Title: Making Captions Available
Text body: Strategies for approaching the captioning process vary. The different options have pros and cons, depending on the circumstances and capacity of the institution, including the necessary turnaround time, staff availability, and staff technical expertise. Institutions should consider whether they have the capacity to create captions on campus. In some cases, outsourcing may be the best option.

Three columns beneath, each with the topic title in teal box and an icon followed by text body and bullet list.

First column: "Use In-House Captioning"
Icon: A teal figure sitting at a desk typing on laptop.
Text body: An institution utilizes staff time, captioning equipment, and software to add captions to media.
• Dedicated staff and office
• Software investment
• Training
• Volunteers

Second column: "Outsource to Vendor"
Icon: Two figures, one teal and one light blue, shake hands with two arrows emerging from above their head that meet at center and veer away towards the figures.
Text body: An institution contracts with an outside captioning agency to add captions to media.
• Level of support available?
• Level of accuracy guaranteed?
• Typical turnaround time?
• Price differential for expedited turnaround?

Third column: "Use Existing Captions"
Icon: CC symbol in teal circle.
Text body: An institution rents or purchases already- captioned media. Consider leveraging partnerships with the following.
• Publishers
• Libraries
• Streaming video providers
• Accessible material companies
• Other institutions

End description]

End of Accessibility Document