

## Lecture Capture Transcripts for Disability Services

### Question:

We are using Mediasite Lecture Capture but it does not provide a text transcript out of the box. A separate transcription partnering services is required and we are looking at options.

In the past, we've provided transcription service as a 'one off service' for those students who registered with the Office of Disabilities Services and needed this accommodation. Their new manager is now explaining that all videos must have a transcript regardless of any disabilities requirements. Granted, there are plenty of studies that show text provided alongside a lecture video is beneficial to the learning process but as you can imagine, this can get quite expensive if you consider the 23,500 + minutes of video from just the last Fall semester at \$2.15/min!

My question is, how are other institutions handling this and which services are they using for their transcription services?

- John Lane, Director, Technology Learning Services Information Technology, University of Houston-Downtown
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### Answers:

Texas Tech has been piloting a captioning lab; I thought the following might be beneficial to this conversation.

Summary of Pilot Program Purpose: The purpose of the Captioning Lab Pilot Program was to provide faculty members with an option to help them meet federal guidelines requiring that all videos and recorded materials used in the classroom be captioned for both face-to-face and online environments. The initial pilot proposal suggests that assessment will be conducted by measuring the cost per semester when compared to the use of an outside vendor as well as measuring the turn-around time in which we can produce materials to maintain ADA compliance with reasonable time frames.

Progress thus far:

- A steering committee met several times to consider process and progress. Members included representatives from IT, the CIOs office, the Teaching, Learning, and Professional Development Center, Worldwide eLearning Staff, and Student Disability Services.



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- The TLPDC hired a total of 10 undergraduate students to produce captions for recorded lectures. 5 resigned due to incompatibility with the work.
- Our current process primarily focuses on videos hosted on Mediasite. Step 1: Students download the video and then upload them to Docsoft for transcription. Step 2: A transcription is then downloaded and fine-tuned in Camtasia Studio 8. Camtasia enables our students to easily view the video and captions synchronously. Camtasia has an ADA Compliance button that verifies captions meet compliance standards. Step 3: We then export and upload the caption file to Mediasite. The Mediasite player enables viewers to turn on CC and view captions synchronously with their video.
- After consultation with the English Department, 2 online Ph.D students from English with experience in accessibility issues were hired to serve as reviewers for completed captions and to help train undergraduate student workers.
- In coordination with IT, a six-month trial was negotiated with Docsoft to test the advantages of using voice to text capturing hardware. Docsoft can be “trained” per profile/speaker to improve accuracy and this was done in early August and again in September for one faculty member as part of this pilot. Our records indicate that with this particular faculty member’s videos, our captioning rate improved 36%.
- Faculty members from the following colleges agreed to participate in the pilot program: Media and Communication, Business, Arts and Sciences, University Studies, and Human Sciences.

#### Summary of Statistics:

- 6 courses - 101 videos (Total time: 54 hours, 2 minutes, 3 seconds)
- Average video length: 32 minutes, 6 seconds
- Average time to caption in minutes: 18 minutes to 1 minute of video
- Average time to caption per video: 9 hours, 31 minutes, 58 seconds
- It is highly likely that our anticipated cost per course and time to caption would improve with time. This pilot project is still in early stages and the learning curve is steep.

Cost and Institution Comparison: Based on information gathered by Student Disability Services, the regular cost of captioning with the third-party vendor Texas Tech contracts with is around \$3.85 per minute of video. There are also some set up charges each time for jobs for things like transcript set up etc. They estimate that a 40-minute video would cost approximately \$150.75 and a set of videos (40 videos = would cost \$6,030.00).

Challenges: Utilizing undergraduate student assistants is quite challenging in this role. Our resignation rates alone emphasize this challenge. They quickly become distracted and error-prone with the understandably boring task of captioning, and their lack of familiarity with discipline-specific vocabulary increases the review time for the graduate student reviewers, the captioning coordinator and the faculty member.

The employee managing the Captioning Lab Pilot Program has a full-time role as an instructional designer,



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and the captioning lab took a significant portion of this staff members time with a very high learning curve. If we pursue a long-term solution for a Texas Tech captioning lab, a full-time coordinator would be necessary.

Recommendations: Outsourcing with a third-party vendor is more cost effective. Although our internal numbers would improve with time and experience, it is unlikely that we can beat or even match a vendor, particularly when other resource heavy costs (space, a coordinator, equipment) are taken into consideration.

Acknowledgements: The Captioning Lab Pilot Program has been quite labor intensive and many colleagues have worked together to hire/schedule/supervisor student assistants, manage the Docsoft hardware, coordinate with faculty members and more.

- Justin R Louder, Assistant Vice Provost, Texas Tech University

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At Chattanooga State, we have three possibilities that we are using for existing videos and new videos to add captioning.

1. Dragon. (Transcript Creation) We run this product on the iPad. We downloaded it for free, and it can be used to transcribe as someone is speaking, or placed the iPad in front of a speaker and it will transcribe a video playing on the computer. The transcription occurs in real time, so a thirty-minute video is transcribed in thirty minutes. It is important to check the text for errors, but this product does have a very high accuracy rate. The transcript can be emailed directly from Dragon. The text can be copied and pasted into a Word document. It can also be copied and pasted from the Word document into the caption boxes in Camtasia Studio.
2. Camtasia Studio. (Open Captioning) This product has a speech-to-text tool which can be utilized. Updates must be made to the caption text to correct any errors. There is an "Import captions...." button, or the text can be copied and pasted from a Word document into the caption boxes.
3. YouTube Channel. (Open/Closed Captioning) Creating a YouTube channel and uploading the videos has several advantages. You can choose to have YouTube automatically create captioning when you upload a video to the channel. As always, it is important to check for errors, but we found this to be very easy to check and make corrections. One feature of YouTube is the open/closed captioning option, so each student can determine to turn captioning on or off. Users can also click 'Transcript' and see the full transcript of the video. Finally, YouTube offers a language setting which allows the user is choosing the language in which the captions will appear.

- Judy Lowe, Assistant Vice President, Chattanooga State Community College

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We are in the process of fine tuning a system we set up to caption/transcribe 13 weekly 1hr 45min courses part of our Tax Law program held on campus that are then posted online for both residential and



online participants. We are currently utilizing 3Play Media, which is a captioning service that handles all our shorter form video captioning services for other programs across our online campus. <http://www.3playmedia.com/>

The price is significantly lower than the \$3.85/min mentioned previously, and the quality we find is excellent. With the program described above, we use echo360's lecture capture program to record the classes, and then the audio file automatically is sent to the captioning service for editing. Once the captions/transcripts are complete, the files are automatically sent back to the video as a viewing option for the students.

With regards to the short form videos, the feature we like is the interactive transcript that can be easily added to our existing players in the course. The plugin creates a collapsible transcript that can be downloaded, printed, and is also searchable. In the feedback we receive from students, they find this very helpful beyond just an accessibility standpoint when following along with videos, making additional notes, etc. <http://www.3playmedia.com/services-features/plugins/interactive-transcript/>

- Rob Haley, Senior Media Producer, Office of Distance Education, Boston University

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For a longer term, enterprise-centric solution some may also want to examine network hardware/software options like Docsoft: <http://www.docsoft.com/Products/>

Oklahoma State University (for one) has been utilizing the product and may be able to comment on its efficacy. If your institution has been considering a centralized, campus or system-wide media captioning/transcription solution, then this type of product may be an ideal option.

- Joseph M. Nast, Assistive Technology Lab Coordinator, Lone Star College Cy Fair

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