

# It's All About the Captioning



**Nazely Kurkjian**

*Coordinator of Disability, Diversity & Nontraditional Student Services*

SUNY System Administration

# Order of Presentation

- Audio-Visual Accessibility
- Laws & Technical Standards
- Considerations & Challenges
- How campuses are handling
- Expectations
- Copyright
- Industry Trends
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# Audio-visual Accessibility

## Effective Communication

### Auxiliary Aids & Services:

- Transcript
- Closed captions
- Open captions
- Audio descriptions
- Video remote interpreting
- Real time captioning



# Captioning



Barriers:

Lack of/Unintelligible  
closed captions

Insufficient description by  
text or audio

Accessibility Criteria:

Intelligibly-captioned  
multimedia and  
descriptive audio.

# Relevant Laws & Technical Standards

Section 504 - Rehabilitation Act of 1973

Americans with Disabilities Act of 1990

Web Content Accessibility Guidelines (WCAG) 2.0 AA

Upcoming: SANPRM

*What UC Berkeley Taught Us*

# Considerations & Challenges

## Resources

- Cost
- Personnel
- Time
- Tools

## Responsibility

# Nationally

Campuses with a video accessibility strategy:

- Establishment of a formal policy
- Define clear roles and responsibilities
- Have a process in place to remediate content on the spot
- Clearly communicate where to locate accessible content
- Provide training to create accessible content

*Trending: Requiring all content to be captioned*

# SUNY

Video accessibility/compliance policy

Video accessibility process in place

- Variation in roles & responsibility, how to request, tools & vendors used, funding mechanisms

Assessment

- Surveys for faculty, students with hearing impairments



# SUNY Administration Efforts

## Video Accessibility Surveys

- Faculty
- Professional Staff

## Future

- Accessibility website
- CC Vendor Agreements
- Pilots

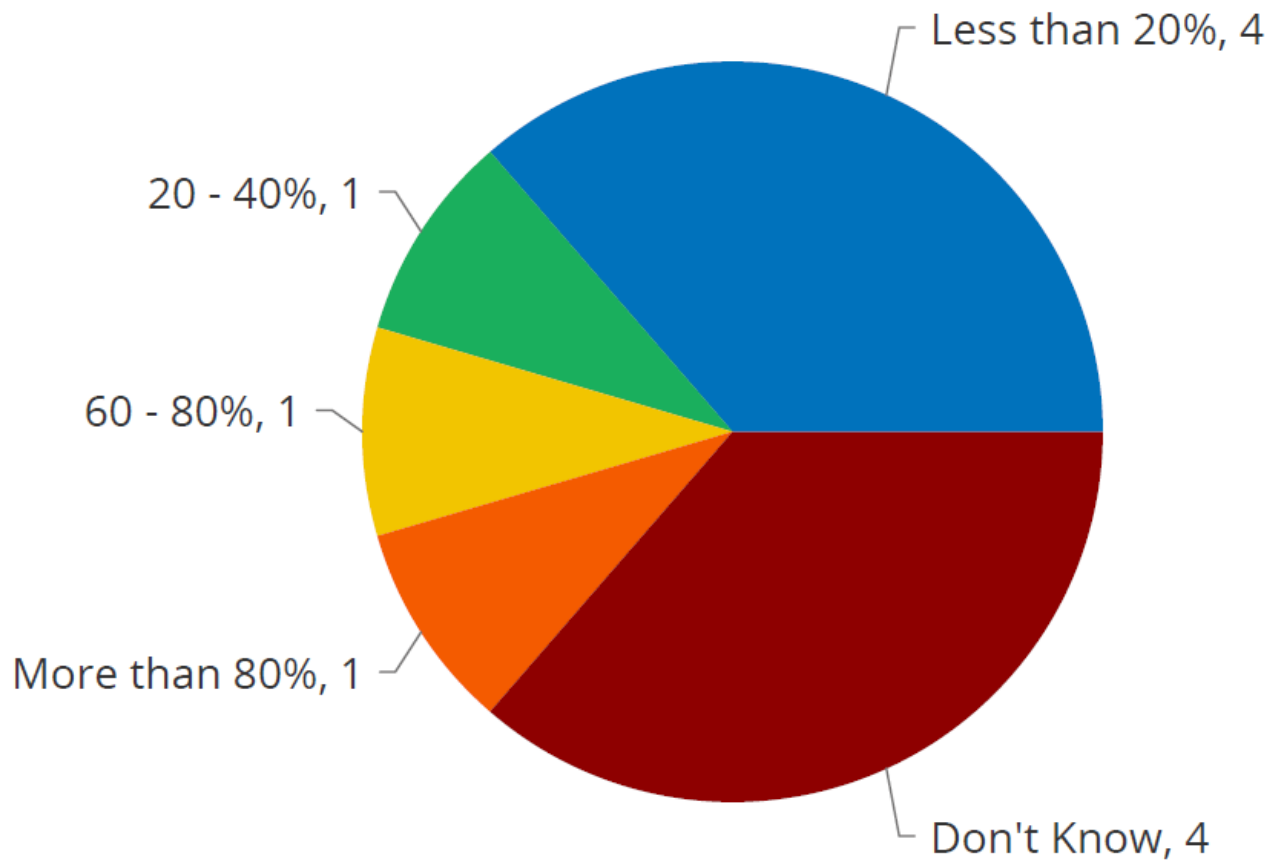
# SUNY Administration Surveys

## Professionals:

- How much video? We don't know...
- Diversity in responsibility (where it lives, who pays for, etc.)

## Faculty:

- Why not? Lack of training, knowledge; No requirement



# Expectations

Public websites/open settings must be captioned

Films and videos used repeatedly must be captioned

Captions must be at least 95% accurate

“After the fact” is not acceptable anymore

“As needed” OK for one-time use in closed setting, if no one needs accommodation

# Copyright

Purchase or obtain copy

- Commercial shows for television
- Academic videos
- News clips

Owns copy without captions

Does not own. Receive permission from owner to caption

# Industry Trends

Captioning vendor integrations with most video hosting products and websites

Automated captioning/transcription is getting better and cheaper

Video management systems are including subtitle editor & automated closed captioning within system

# Takeaways

1. Caption proactively as much as possible. Prioritize content.
2. Be prepared to provide accurate captions immediately upon request.



# Questions & Discussion



# Contact Information

Nazely Kurkjian

Coordinator of Disability, Diversity & Nontraditional Student Services

SUNY System Administration

[Nazely.Kurkjian@suny.edu](mailto:Nazely.Kurkjian@suny.edu)

518-445-4078



# References & Additional Resources

[WCAG 2.0 Time-Based media](#)

[SANPRM - Nondiscrimination on the Basis of Disability; Accessibility of Web Information and Services of State and Local Government Entities](#)

[ADA Requirements: Effective Communication](#)

[DCMP Captioning Key](#)