



ADMINISTRATIVE REGULATION AND PROCEDURE

Title: Closed Captioning

Code: EE0103-1

Policy Reference: E0103

Milwaukee Area Technical College is committed to the fundamental academic principles of equity and accessibility by providing all students and staff with equitable access to the College's programs, services and staff activities. In order to implement this commitment and comply with the Americans with Disabilities Act (ADA and ADAAA), Section 508 of the Rehabilitation Act of 1973, and the Twenty-First Century Communications and Video Accessibility Act of 2010 (CVAA), we endorse the following set of procedures on the use of captioned media. MATC relies on administrators, faculty and staff to provide equal access to all programs and activities for individuals with disabilities.

The most effective means of providing equal access to curricular programs and other media used as part of the curriculum is through the use of products with open or closed-captioning. It is the responsibility of all departments, administrators, faculty and staff to utilize only media with open or closed-captioning.

Closed Captioned Compliance Statement

Milwaukee Area Technical College is committed to providing equal access to website and instructional material including visual media and other multimedia products. MATC will:

- Use hardware and software products and promote universal and disability access.
- Use and purchase visual media and multimedia materials that are accessible (captions appear on screen with the visual content video).
- Follow the Federal 504/508 standards in regards to web accessibility and closed captioning guidelines.

Implementing Closed Captioning at MATC

It is the supervisor's responsibility to designate who is accountable for ensuring all visual media used is closed captioned and is incorporated into the designees' annual performance goals.

If the visual media in question does not have closed captioning it cannot be shown. The college provides captioned materials for instructors to use and instructions for how to caption existing content and distributes this to faculty, staff and administrators.



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Purchasing Videos and Other Media:

The supervisor's designee is responsible for:

- Purchasing and using captioned media for teaching purposes within their particular classroom and/or department;
- Substituting video or other media with captioning in the place of an older version without captioning;
- Updating all media to include only those with captioning; and
- Creating captions for any MATC-created video.

Existing Non-Captioned Media:

The supervisor's designee is responsible for:

- Contacting the library staff or vendor to inquire about a captioned version of the film;
- Consult with MATC's library staff to inquire about availability of a captioned version of the film through interlibrary loan;
- Seek an alternative video with closed-captioning;
- Make a determination if the video is essential to a course outline or may be deleted from a syllabus or planned program;
- If the media is pertinent to the essential components of the curriculum or program and no other film can be substituted, the staff member will work to caption the video as appropriate (see below) or provide a reasonable alternative that facilitates accessibility to the curriculum.

Captioning your own videos:

MATC requires all faculty and staff to caption their own visual media if the visual media is not already captioned. Training on MATC's captioning policies and using our captioning software will be conducted once each semester, as well as by individual requests. The Department of Curriculum and Instructional Support, Online Support Services along with expert faculty will conduct training and work with you to caption videos.

Instructions on adding my own captions:

<http://bit.ly/MATC-CC>

In-House Video Library with Captions



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MATC utilizes Blackboard's NBC Learn Mashup as a resource for captioned materials. NBC Learn is directly accessible from within a course in Blackboard and provides over 21,000 videos with closed-captions that can be integrated with learning activities. For assistance with utilizing this resource, please send your syllabus or a list of topics to the NBC Learn Curriculum Team at curriculum@nbcuni.com to receive a customized list of videos with descriptions to help you get started.

Closed Captioned Equal Access Statement

Milwaukee Area Technical College is committed to compliance with the Americans with Disabilities Act of 1990 ("ADA"), the ADA Amendments of 2008, Sections 504 and 508 of the Rehabilitation Act of 1973 and MATC Policy E0103 – Closed Captioning. If you find a video on our website, in a classroom or at a college event is not closed captioned, or would like to report a concern about the closed captioning, please contact:

Teaching and Learning Technology
Email: tltdept@matc.edu
Phone: 414-297-7986

Include any or all of the information below in your email:

- Name of Class or Event
- Name of video
- Instructor or Presenter's name
- Name of video on website

We appreciate your feedback so we can be sure all videos are accessible and compliant with federal requirements.

Procedure created 5/1/2019