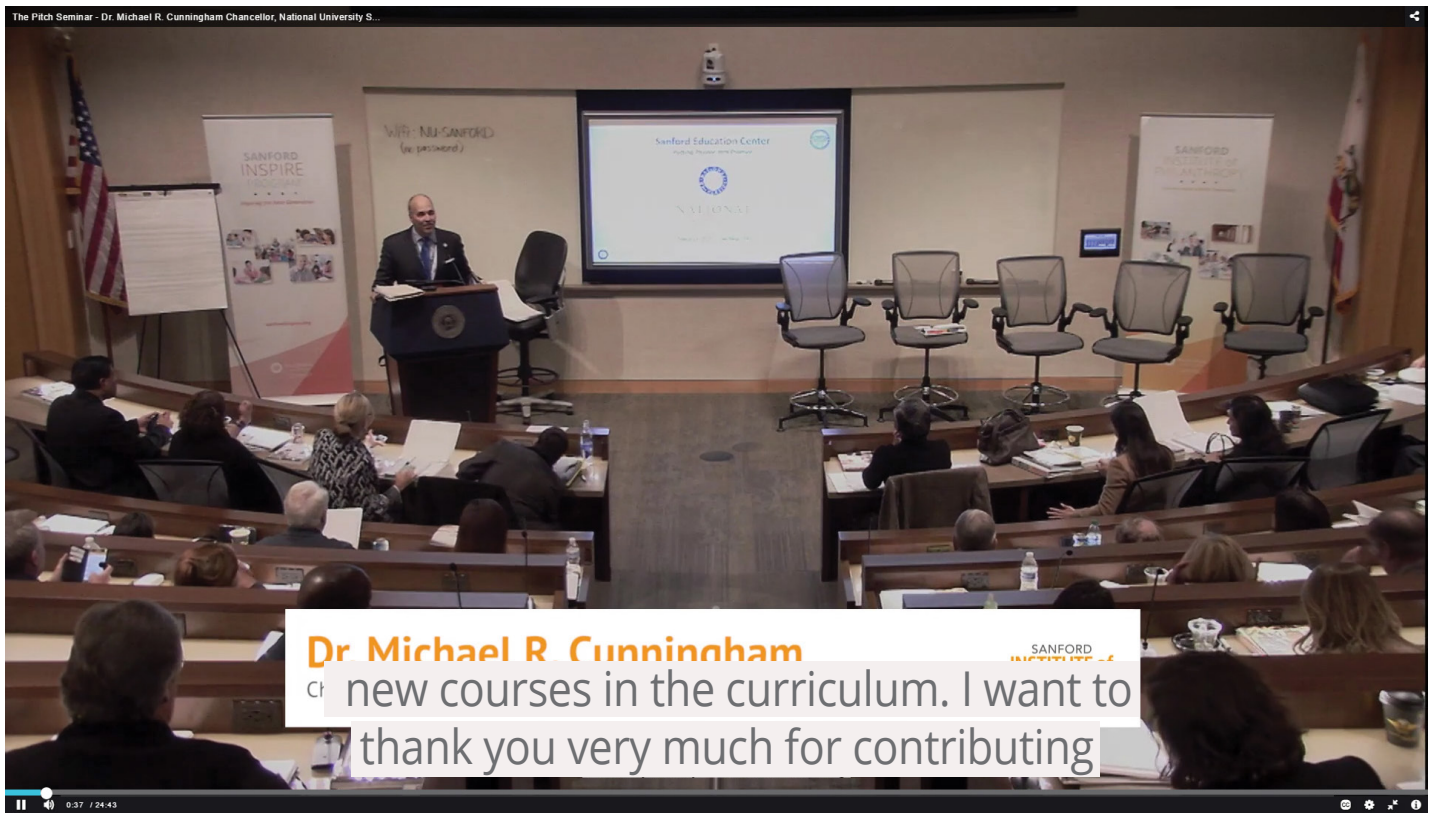




NATIONAL UNIVERSITY

DESIGNING FOR ACCESSIBILITY

As National University migrated their video content library to a new learning management system (LMS), they wanted to focus on creating a video experience that would give the highest quality and fidelity possible on a variety of browsers. The transition, however, required transferring over volumes of video, and they were concerned about how they could ensure that all the videos would meet accessibility guidelines.



Dr. Michael R. Cunningham
Ch new courses in the curriculum. I want to
thank you very much for contributing

Easily add captions to video content

The National University system supports a huge variety of educational modalities and student populations, including National University itself, pre-college programs, a virtual high school, and System affiliates including John F. Kennedy University and City University of Seattle. National University hosts almost 30,000 full-time equivalent students annually, with 60% online and 40% onsite. Their core focus is creating a high-quality student experience for both their traditional and non-traditional populations.

Recently, they began the process of migrating 1600 courses to Blackboard from another LMS. In the process, they wanted to make sure that the courses would create a rich and engaging environment for their learners. To do so, they took advantage of the Kaltura Video Building Block for Blackboard. This allowed them to move their video content onto a seamlessly integrated platform that would provide a quality video learning environment.

National University was particularly concerned with using best practices for accessibility to govern how they designed their new system. ADA/Section 508 compliance requires that for a course to meet accessibility standards, videos need to be captioned with 99% accuracy.

Kaltura REACH not only serves our needs, but does so in an elegant and smooth way, so that it feels like an extension of our course design process here at National University

Dr. Colin Marlaire,
Associate Vice President,
Center for Innovation in Learning,
National University

In the past, each time a specific course needed to be made accessible, National University would apply a variety of internal and external resources to do the captioning. This made the workflow process somewhat disjointed and not easily replicable. The move to Blackboard provided an opportunity to “up the ante” on the quality of experience across the board. But captioning so many courses at once in compliance with the stringent accessibility standards continued to put a huge strain on the system.

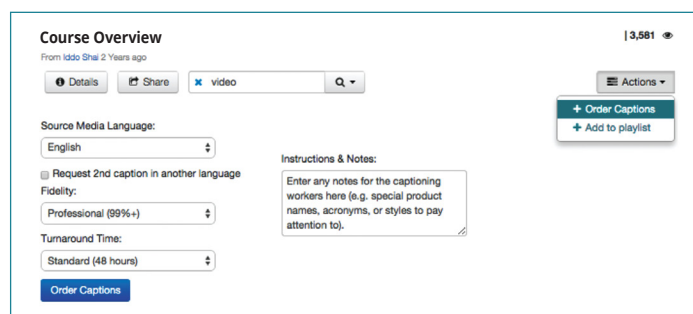
Kaltura REACH served as a solution for National University's strategic approach to accessibility. REACH provides an automated captioning service, powered by cielo24, which is integrated with all Kaltura products. Captions can be ordered from within the platform itself or even set to automatically order captions when a video is uploaded. Multiple levels of accuracy and turn around times are available for different needs. To meet ADA/Section 508 compliance requirements, human translators return a caption file guaranteed at 99% accuracy within 48 hours. The file is automatically incorporated into the video file without any additional effort. Editing can also be done within the player as necessary. REACH made it possible to add ADA/Section 508-compliant captions to each video as it was migrated, quickly and easily.

“We are all about efficient and integrated processes, and trying to minimize the number of steps and systems we're working with,” says Dr. Colin Malaire, Associate Vice President

of the University's Center for Innovation and Learning. When searching for a captioning solution, National University had identified two criteria. The first was that they wanted the solution to be intuitive, so that the captioning process could be “almost second nature”. The second criteria focused on immediacy and response time, so that the development team could be agile and adaptive.

The clean integration of Blackboard, Kaltura, and Cielo24 allowed the National University team to easily set up their captioning, letting them keep their focus where it belonged: building out the foundational content of their courses to be as rich and engaging as possible. With Kaltura, it's possible to easily open up the tools to the faculty and students to facilitate a live, organic interaction, while tracking student progress to make sure they continue to elevate their understanding.

Using REACH has come with additional benefits besides accessibility. Adding captions also increases searchability. As video continues to be a core focus of National University's content strategy, they have found that students of different demographics are comfortable using video as a key learning tool. Kaltura's platform uses REACH captions as metadata, making the full content of the video to be searchable. This makes it easier for students to ingest, study, and learn from the videos. They can search for specific topics and points within the video using Kaltura's in-video search capability.



The screenshot shows the 'Course Overview' page for a video. It includes a search bar, a 'Details' tab, and a 'video' filter. The 'Source Media Language' is set to 'English'. There is a checkbox for 'Request 2nd caption in another language'. The 'Fidelity' is set to 'Professional (99%+)'. The 'Turnaround Time' is set to 'Standard (48 hours)'. There is an 'Order Captions' button and an 'Instructions & Notes' text area. The page also shows '1,581' views and 'Actions' menu options like 'Order Captions' and 'Add to playlist'.

The captioning process has been a huge success. “At National University, we are dedicated to providing our students access to a quality education, whether it's online or on campus,” says Dr. Marlaire. “Every student learns differently, and our experience with Kaltura's advanced system ensures we are providing a dynamic online learning environment for all our students through this quick and efficient platform.”



KALTURA

Getting Started: Call us at +1-800-871-5224, or fill out this form <http://corp.kaltura.com/company/contact-us>

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