**Recruitment Webinar Transcript**

# Slide One

Institutional Solutions for and Student Perceptions of Closed Caption and Transcript Use in Institutions of Higher Education

A collaborative research project funded by 3Play Media and the Oregon State University Ecampus Research Unit

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Welcome to this webinar for the national study on Institutional Solutions for and Student Perceptions of Closed Caption and Transcript Use in Institutions of Higher Education. This webinar is being recorded so that it can be available to you after this session and also so that it is available to share with colleagues. Can you please do a quick sound check, using the chat feature, to let me know if everyone can hear me? I see at least one all clear. Great. Ok. For this webinar, I’ll be reading from a transcript that will be made available after the webinar is completed. I also just sent it out because of technical difficulties that we’re having with closed captions. Closed captions will not be available for this webinar, unfortunately. Please indicate by typing in the chat window if you need to communicate with us to get the additional transcript if it has not come through to you via email.

For help with troubleshooting, I’m joined today by my colleague, Nick Harper, who will be happy to help you with any audio or other technical issues if you need assistance. Please communicate with Nick via the chat window if you need help. He will also be helping me manage questions that come in via the chat window. We are going to be muting everyone for this presentation and then taking questions via chat at the end of the session. I will also verbally repeat the questions being asked in the chat window at that time. I’m going to save most questions for the end of this presentation – we do have the WebEx space for an hour if we need extra time for Q & A.

For those of you who RSVP’d to this webinar, an identical version of the power point slides in a screen readable format was emailed in advance of the webinar. If you need that file now, please let Nick know and he can send it to you.

Please also post your questions in the chat window if you have them. To test out that feature for everyone, can you each please enter your position title into the chat window just to let me know you know how to use it. We will not use any of this information in the study – I just want to make sure the chat window is working for everyone. In the chat feature, you have the option of talking publically, or sending something privately. Please feel free to use either option, but keep in mind that public questions are included in the webinar recording and private questions are not.

My contact information is listed on this first slide. I’m happy to chat with any of you following the webinar if you have institution-specific questions that you need me to answer.

Ok. It looks like everyone is set-up with the chat feature, so let’s go ahead and get started.

# Slide Two

I’m now turning to slide two. The Session Objectives for this webinar are as follows:

1. We’ve completed our welcome and Logistics
2. Next I’ll share information about the closed captioning research study
3. I’ll then explain the logistics and timeline for survey completion for institutions and students
4. Following that, I’ll explain the outcomes of the project and how participants can access reports being created from the data
5. Lastly, I’ll answer any questions that you might have

# Slide Three

I’m now turning to slide three. This national study came to be, in part, because of a previous study that I was involved with at Suffolk University in Boston that was researching institutions of higher education and their readiness for online accessibility. Closed captioning was something that was heavily mentioned in that study as a concern for institutions as they prepared their online environments to be accessible. As part of my work with the Ecampus Research Unit at Oregon State, we have a research priority area of access, so this was an area of interest that I wanted to pursue. There is also very little research that has been conducted about closed captioning use among college students, so we hope this will be a helpful contribution to the literature in that area as well.

Last fall, I met some of the folks at 3Play Media at a conference and shared some of my ideas with them regarding this study. For those of you who may not know, 3Play Media provides captioning, transcription, and subtitling to more than 1,600 customers in higher education, enterprise, media and entertainment, and government.

The folks at 3Play Media were very interested in the study and offered to collaborate with me and to fund part of this study. The design of this study has been truly collaborative, with both my research unit and 3Play Media colleagues drafting research questions together, creating and revising survey instruments, and planning out the recruitment method for the study. To be clear, both the Ecampus Research Unit and 3Play Media have made a financial investment in this study and we have both influenced the study’s ultimate design.

Next, I’d like to share with you the overall research questions for the study. I’m now turning to slide four.

# Slide Four

For the Student Survey, there are five research questions:

* To what extent are students aware of the availability of video and multimedia closed captions in their courses?
* To what extent do various student populations use video and multimedia captions and transcripts?
* Why do students use video and multimedia captions and transcripts?
* How do students use video and multimedia captions and transcripts to support their learning? and
* To what extent do various student populations perceive the use of video and multimedia captions as potentially valuable to their learning?

As you can see from these questions, we are interested in surveying a broad range of students. We are hoping that students taking traditional face-to-face, hybrid, and fully online courses will participate in this study. We are also hoping that both students with disabilities and students without disabilities will participate in this study. We understand that there may be a limited population of students on your campus that has requested closed captions for accommodation, but we are hoping to learn more about how ALL students might be benefited, or not, by closed caption use.

I am now turning to slide five.

# Slide Five

For the Institutional Survey we have a broader range of Research Questions including:

* What are the solutions (both internal and external) being used to implement captioning across an institution?
* To what extent are institutions implementing captioning as a campus-wide initiative for courses and programs?
* Are institutional captioning solutions centralized or decentralized?
* To what extent are institutions implementing captioning proactively? Or reactively?
* What are the institutional motivations for implementing captioning?
* Who are the institutional stakeholders involved in the implementation of captioning initiatives?

I am now turning to slide six.

# Slide Six

Additional Institutional Survey Research Questions include

* What are current institutional budgets for captioning?
* Who is the person/unit held responsible for the implementation of effective captioning?
* What institutional and other barriers prevent effective implementation of captioning?
* What does an effective and efficient implementation of captioning across courses and programs look like?
* Do institutions rely on data or research documenting the benefits of captioning and transcription to secure funding?

As you can see from these questions, we are trying to gain a broader understanding of the current landscape of closed captioning implementation on campuses.

Ideally, we are hoping that institutions will take part in both the student survey and the institutional survey, however, we are also accepting institutions wishing to participate in one or the other.

I am now turning to slide seven.

# Slide Seven

I want to speak briefly about the Recruitment Methods for the Study. Since you are all here, you probably experienced at least one of these methods:

* We started by putting together a targeted recruitment list of institutions that are members of the Association of American Colleges & Universities (AAC&U), the Association of Public and Land grant Universities (APLU), EDUCAUSE, the Association on Higher Education and Disability (AHEAD), and/or Western Interstate Commission for the Higher Education Cooperative for Educational Technologies (WCET) to ensure a diverse institutional pool
  + For this list, email contact information for provosts, student affairs representatives, and/or directors of disability services offices were compiled in a database of these institutions using publically available information
* Listservs were also emailed including Western Interstate Commission for the Higher Education Cooperative for Educational Technologies (WCET), the Professional and Organizational Development Network (POD), and EDUCAUSE
* Recruitment messaging was also distributed via Twitter and word-of-mouth sharing with several people forwarding one of the above recruitment messages on to their contacts or listservs that they belonged to

Some of you may have received an email from 3Play Media directly, as they have also been helping with our word of mouth recruitment. Our primary goal was to spread the word about this study as far as possible, to ensure that we had broad participation and a range of institutional types.

# Slide Eight

I’m now turning to slide eight to talk a little about the Survey Design for the Student Survey

* We have written our IRB for up to 2000 student participants although this number will be adjusted upward if we have more participants. Students will be asked to complete a survey on their experience with and perceptions of captions
* I designed the survey and it includes closed- and open-ended questions designed to measure closed caption and transcript use; a version of this survey was pilot tested with over 700 OSU Ecampus students in the fall of 2015 and the survey was adjusted and revised based on that pilot
* Several learner characteristic variables will also be gathered through this survey including GPA, major, gender, ESL status, disability/impairment status, year in school, under 25/25 or over, income status, first-generation status, and racial/ethnic minority status – these learner characteristics will help us to analyze whether certain study sub-groups are using closed captions or transcripts more than others

# Slide Nine

I’m now turning to slide nine to discuss the Survey Design of the Institutional Survey

* We are seeking participation rates of up to 100 administrators who have knowledge of closed caption implementation occurring at their institution
* The survey includes closed- and open-ended questions designed by myself and external survey designer who was hired for the purpose of assisting with this particular survey design
* Institutional characteristic variables will include the size of institution, institution type, quantity of online courses and programs, geographic region of institution, institutional accrediting body, number of students enrolled in fully online courses, total student enrollment, number of full-time faculty, and number of adjunct faculty

Both the student survey and the institutional survey should take approximately 20-25 minutes to complete.

# Slide Ten

I’m now turning to slide ten to share information about Eligibility

* For the student survey, a screening question is included to ensure that all students are over the age of 18
* For the institutional survey, a screening question is included to ensure all institutional respondents are from U.S. institutions

# Slide Eleven

I’m now turning to slide eleven to share more information about potential Risks and Benefits

* Because this study involves web-based research, there is a possibility of a breach of confidentiality. Data may also continue to exist on backups or server logs beyond the timeframe of the research project
* I have attempted to minimize risk to the study participants – in particular, for the institutional survey, all of the data will be collected through one survey link and institutions will not be able to be identifiable through the demographic information we are collecting
* There is a potential that results from this study will contribute to existing research on closed caption and transcript use in institutions of higher education and by college students; that said, we anticipate no direct benefits to the participants

# Slide Twelve

I’m now turning to slide twelve to discuss Incentives

* **For students,** fifty $25 Amazon gift cards will be raffled to participants who elect to share their email address for the purpose of the raffle – these email addresses will be collected via a separate survey instrument linked at the end of the student survey and will not be tied to responses to the student survey
* **For Institutions**, five 10-hour captioning credits valued by 3Play Media at $1,500 will be raffled to institutional participants who elect to share their email address for the purpose of the raffle – these email addresses will be collected via a separate survey instrument linked at the end of the institutional survey and will not be tied to responses to the institutional survey
* Institutions will also receive aggregated data from the student survey for their institution when they recruit students for the study

# Slide Thirteen

I’m now turning to slide thirteen to discuss Additional Study Logistics

* To participate in this study, you need to complete the opt-in survey – the link is included at the end of this presentation and will also be emailed to you following this presentation. In the opt-in survey, you share the contact information for who can answer the institutional survey and for who can help us recruit students for the student survey
* For institutions that choose to participate in the study, recruitment materials for the student survey will be shared for those institutions to distribute on behalf of OSU and 3Play Media.
* An institutional survey link will also be shared with the institutions so that an institutional representative can complete the survey.
* Reminder emails will also be sent to institutions taking part in the study at regular intervals until the data collection period ends.

# Slide Fourteen

I’m now turning to slide fourteen to discuss our Timeline

* Institutions who complete the opt-in survey will be contacted to receive the link to the institutional survey and further instructions regarding student recruitment – all institutions that have already opted in will hear from me by end of day Monday, April 4th
* The student recruitment period should take between two and three weeks and will involve sending out three emails to students regarding the survey
* The institutional survey should be completed within three weeks of receipt
* Reminder emails for both surveys will be sent to the administrators identified as key contacts on the opt-in survey

# Slide Fifteen

I’m now turning to slide fifteen to discuss Project Outcomes

* Two reports will be created for this project: one regarding data from the student survey and one regarding data from the institutional survey
* 3Play Media will host four webinars collaboratively with OSU to share the results of this study
* It’s also possible that additional publications or presentations may also result from the study
* Institutional Survey participants will have the opportunity to provide contact information if they want to be notified when outcomes of the project are available including reports, webinars, or other publications.

# Slide Sixteen

I’m now turning to slide sixteen where I’m happy to take any questions that you have. If you have questions, please send them to me via the chat window.

# Slide Seventeen

While I’m waiting for any questions to come in I’m going to turn to slide seventeen to again share my contact information and the opt-in survey link, which we will also post to the chat window. Again, I welcome you to contact me to chat more about your institution-specific questions. I will also be following up with all that RSVP’d for this webinar with a link to the recording, a copy of the transcript, and the link to the opt-in survey for the study.

I think there is a question coming in about whether or not I will be sharing the slide deck and I am happy to share the slide deck in the email that follows up this webinar.

I think that there are not additional questions in the chat feature, so I want to thank all of you again for joining us and for considering participating in our study on Institutional Solutions for and Student Perceptions of Closed Caption and Transcript Use in Institutions of Higher Education. Have a good day everyone.

Contact Information & Opt-In Link

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* Phone: 541-737-4629
* Opt-In Survey Link: [http://oregonstate.qualtrics.com/SE/?SID=SV\_4MUaroFCSopphMV](http://oregonstate.qualtrics.com/SE/?SID=SV_4MUaroFCSopphMV" \t "_blank) shorter version is: bit.ly/235QBqj