

Customer Spotlight

In a Nutshell

University of North Florida has been “captioning like crazy.” The value of delivering courses with captions has become well recognized, even as most classes return to campus. AST, a Verbit company, is serving UNF’s student population at large by captioning courses in its learning management system, Canvas. Students who are Deaf and hard of hearing are being immediately served accommodations, while thousands of others are engaging in courses where captions and transcripts are being offered to them.

How University of North Florida + AST Deliver Access In Numbers



17,000 students

enrolled per term who are exposed to captioned content



50 courses

are fully captioned in a term



60+ videos

can be included in some courses at UNF



150-200 individual requests

are made for accommodations in a term

The Continued Impact of Captioning

“For whatever reason, even though classes have gone back to some in-person, I haven’t really slowed down the number of captioning minutes that are happening, which is great, Wendy Poag said. “I’m happy for that.”

Summer 2019

20% of courses were online

1,088 minutes of video captioned

Summer 2021

100% of courses were online due to COVID

10,000 minutes of video captioned **(10x increase)**

Fall 2021

Majority of courses were held in person

16,000 minutes of video captioned

Get Inspired: How to Lead & Promote Access

While accessibility support often stems from [OCR complaints](#), which many universities were hit with recently, UNF leaders are proactively building a community with ongoing training and access to AST as a dedicated partner.



- ▶ Runs faculty training development on accessibility
- ▶ Hosts three different workshops each month
- ▶ Brainstorms with deans & departments for specialized training
- ▶ Launched series of microlearning videos on how faculty can remediate content
- ▶ Posts in weekly campus newsletters & faculty updates
- ▶ Proactively reaches out to faculty to send helpful materials
- ▶ Works with nine instructional designers who are improving and designing courses through QM reviews

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“The task can seem overwhelming with hundreds of thousands of pieces of content in our learning management system,” Poag said. “There’s only one of me and one program assistant in a neighboring department. It’s difficult, but Verbit certainly helped with our Deaf and hard of hearing population. The captions are wonderful for all students. Verbit makes it possible.”

Wendy Poag,

Accessibility Coordinator, Center for Instruction and Research Technology,
University of North Florida



How AST, A Verbit Company, Saves UNF Time



Wendy Poag,

Accessibility Coordinator, Center for Instruction and Research Technology,
University of North Florida

“There’s courses that have 60, 70, 80 videos,” Poag said.

“That’s something that would take me an entire term to manually caption myself. Whereas now I can spend a few days downloading, uploading, embedding, and it’s done in a matter of days as opposed to the entire term it would take the man-hours for me to do manually by correcting them.”

“You know how long it takes to correct captions and go through every minute of video? If it’s a five-minute video, it’s not going to take just five minutes to caption. I cannot even begin to imagine, considering that we may put 10-15,000 minutes of captioning through Verbit. I can’t imagine how long that takes me on my own... It’s not possible to do the volume that we do if we didn’t have Verbit.”

Additional Benefits To Deliver Access Easily



Live solutions that make content accessible

“Verbit live was great. We had previously used another provider which had its own live captioning service, but it was so very difficult. It was a crapshoot whether it might work or it might not and very unreliable. Verbit Live was 1000x better and far superior.”



Top accuracy to avoid manual editing

“The speaker identifications are a great thing because it does alleviate all of that correction of spelling... Verbit does a great job of recognizing that. Surprisingly, Verbit without me going in and doing all that preliminary work, does a really good job of getting the spelling most of the time.”



24-hour turnaround and 24/7 support

“Sometimes our previous service could take a week, since using Verbit we are now at 24 or less turnaround time for nearly every job... The turnaround time is way better. The price is way better. My favorite thing is the little chat bubble. Your live support is fantastic.”



Access to a loyal customer success manager

“Our account rep is great. With our previous provider, I’m pretty sure we changed reps 1,000x in the last two years. It’s nice to have a little more continuity with Adam [of AST] being there month to month, and not every month getting up a new meeting request to meet your new rep. That’s wonderful.”

An anecdote to explore the impact of delaying access to students who need it:

“Let’s just say for example, a student is in a six-week summer course. If I had to wait a week on those captions to come back, that student is a week behind in a six-week course because they are waiting on an accommodation. Having the ability to get your captions sent back sometimes the same day since Verbit is so good, or at least within 24 hours, it’s invaluable. It’s something we weren’t getting with our other provider. Students have the right to have equal access, and when they have a week delay in a six-week course, that’s not equal access. Verbit helps us provide that. Verbit helps us strive to be better when it comes to things like that because the last thing we want for a student with a disability is yet another barrier of not having their accommodations met because a vendor is too slow,” Poag said.