

George Brown College – Academic Policies and Guidelines

Captioned Media & E-Text Policy – Page 1

George Brown 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, events and staff development activities. The aim of this policy is to support an inclusive academic environment by incorporating design concepts that reduce or remove barriers. The College will achieve this goal by endorsing a policy on the use of captioned media and electronic text.

Policy

All media resources purchased and used in the College must be captioned or captionable and all text books used for instructional purposes must be available in an e-text format. All new instructional, informational, marketing and promotional audio-visual materials produced by the College will be produced with captions on the master tape to ensure all subsequent copies will be captioned. This will include all course materials posted on WebCT (or other similar course management systems) for student use.

Definition

For the purposes of this policy, the term **media** includes VHS video, DVD, digitally streamed video files using web-based applications and any other format that includes an audio-visual component.

Captioned media displays the audio content of a program as text on-screen and synchronized with the dialogue of the speaker and additional auditory information such as sound-effects. This provides accessibility for individuals who are deaf, deafened or hard-of-hearing while also benefiting individuals with diverse learning abilities and whose primary language is not English (American Sign Language Interpreters and computerized note-takers who provide support services to students registered with Disability Services cannot effectively translate or transcribe media).

Media may be available with closed or open captioning. **Closed captioned media** provides the option of having the captions appear on the screen through a decoder, which is built into the television. **Open captioned media** does not require a decoder as the captioning is permanently part of the picture and cannot be turned off.

E-Text includes traditional print material (i.e. textbooks) produced in electronic file formats such as MS Word, HTML or Adobe PDF. This format can be adapted to the users' needs such as Braille, large print or audio files with a variety of software and hardware.

A media resource is considered to be **captionable** if, at the time of purchase, the College received permission from the copyright owner to caption the item prior to showing. **After a 5-year implementation period calculated from the date of the approval of this policy, the College will only purchase media that has been captioned prior to purchase.**

Procedures

Media

All faculty members and staff will only show captioned media in the classroom and will only assign captioned media as a course requirement.

College representatives will purchase the open and/or closed-captioned version of new instructional media and other audio-visual materials. If a particular product is not available with captioning, and the College requires that particular product, the purchaser will request the assistance of Educational Resources in obtaining written permission from the copyright owner to add captions to the video.

Please note that permission must be obtained prior to purchase, as a condition of purchase. In the event that permission is denied, a suitable captioned alternative will be sought.

Faculty utilizing media from their own personal or departmental collections (original or commercial productions) are responsible for ensuring it is captioned. In the case of commercially-produced videos, appropriate public performance rights and licenses must be available for viewing at the College either in the classroom or on WebCT. All captioning costs are to be built into Divisional/Departmental budgets. For further information and assistance, contact the Copyright Librarian at the Library/Learning Commons Website at

<http://llc.georgebrown.ca/llc/>

In this regard the role of the **Educational Resources Department** will be:

- To maintain a library of captioned media resources that are available for faculty, staff and student use
- To maintain a record of all permissions for captioning and the digitization of copyrighted media resources
- To assist faculty by:
 - identifying materials that are captioned prior to purchase;
 - assisting with obtaining permission to caption;
 - finding suitable, alternative media products that are captioned
 - coordinating the process for captioning media resources for which permission to caption has been obtained

Purchasing will forward all purchase orders for media resources to Educational Resources for review to ensure that all resources acquired are captioned or captionable.

Similarly, with the assistance and support of Deans, Directors, Chairs, Managers and other card holders, all purchases of media via Corporate MasterCard and AMEX Cards will be verified by Educational Resources to ensure compliance with the policy.

In regard to the showing of media, the campus ITAC will:

- ensure that all classroom and presentation equipment is caption-compatible and that the default on all TV's etc. is set to provide open captioning.
- provide specific instructions on the existing instruction sheets for faculty so that it will be easier for them to show captioned media in their classroom.
- ensure that this information is incorporated into faculty training on AV equipment.

George Brown College – Academic Policies and Guidelines

Captioned Media & E-Text Policy – Page 3

ITAC will include the captioning capability in their policy and procedures, and in all purchase specifications and RFP's for the acquisition of new presentation equipment.

All Divisions and Departments of the College will support this policy by ensuring that all college employees are made aware of the policy, their obligations and the supports available to assist them.

Textbooks and Other Print Material

Program Directors/Chairs will

- ensure textbook lists are sent to the textbook buying staff at the bookstore as well as disability consultants two to three months prior to the commencement of the semester to ensure the textbook can be purchased and provided in multiple formats (e.g., Braille, large print or digital audio)
- ensure that textbooks ordered by faculty are available in electronic format whenever that option is available
- ensure that all printed materials (e.g., course outlines, reading lists, assignments, articles, test, examinations, notes and any other handouts) that are distributed/assigned to the students are available in an electronic format, such as MS-Word.

The Bookstore will only acquire textbooks and course packs that are available in an e-text format. However, prior to ordering, Academic Departments are responsible for:

- determining what media/e-text alternatives are suitable for student and classroom use.
- communicating with the publisher/distributor of the material to determine the availability of the material in an e-text/media format and provide detailed ordering information to the bookstore, e.g. ISBN, Title, Author, etc. in the same manner that a textbook is requested.
- confirming with the provider that the e-text/media is compliant with copyright regulations.
- seeking, in regard to manuals and course-packs, approval from the copyright clearance vendor at least four months in advance in order to get permission to convert text to media.

Production of Media by the College for Academic and Promotional Purposes

The **Marketing Division** will ensure that all new communications and promotional materials produced under its own auspices, and on behalf of and by college departments will be accessible and available in multiple formats, including captioning and e-text. This includes print, web-based and/or video materials.

The **Learning Innovations and Academic Development Department** will ensure that all audio-visual media produced on behalf of college departments for instructional or promotional purposes will be captioned.

In this regard LIAD will:

- provide support to faculty with media that is posted to WebCT and requires accessibility features
- require proof of permission before posting copyrighted media clips and files to WebCT or other server
- ensure that all original media produced on behalf of the college is captioned and cooperate with Educational Resources in identifying media requiring retrospective conversion.

Related Policies

Faculty responsibilities in regard to the policy on captioned media and e-text may be found in Section 1.5 of the Code of Conduct, Academic Employees.

- Human Rights
- Disability Services