
CUNY School Professional Studies | Caption Requests

[MUSIC PLAYING]

Hello, I'm Sharon Jorin from the OFDIT media team at SPS. You may have worked with me in creating videos for your class. But today, I wanted to highlight an important step in the video creation process, adding captions.

Why add captions? I think most already know that it makes videos accessible for people who might be deaf or have impaired hearing. In fact, it's the law. Section 508 of the Rehabilitation Act of 1973 requires captioning of multimedia products and goes on to say that for higher education institutions like SPS, it could impact federal funding if we didn't provide them.

SPS has contracted with a professional captioning service so that any and all videos in an SPS course have a high-quality caption, no matter who created the video. But making videos accessible by adding captions is only half the story.

Having high-quality captions in your video means that everyone benefits. First, it improves all viewers' experience. It gives your audience the ability to enjoy your content, regardless of the environment they are in. It helps students whose first language is not English. You'll reach a larger audience by using captions to make it easier for non-native English speakers to comprehend your message.

Studies show captions grab and hold your audience's attention. People are more likely to watch your video to completion if they have the option to turn captions on. For faculty at SPS, this is an important benefit. Wouldn't you want to improve watch times for the videos you have in your courses? Captions can help with that.

Regardless of whether your audience has any kind of hearing impairment, a majority of students use closed captions to aid in their learning. It helps with comprehension, accuracy, engagement, and retention.

So get your videos captioned today. You can submit yours by using our caption request form. The OFDIT media team manages the caption request process for academic videos. Once you submit your video by using the form, it will be professionally captioned by our vendor.

After the captions are created, the media team will assist you in adding them to your video. And as a bonus, we'll add a complete transcript of the video in your course site alongside the video itself.

That's all for now. Remember, captions benefit everyone. Have a great semester.